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## **Deliverable D2.3**

### **Final report on Communications & Dissemination**

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<b>Responsible Partner:</b>	TRUST-IT
<b>Status-Version:</b>	V1.0
<b>Date:</b>	12.07.2023
<b>Distribution level (CO, PU):</b>	PU

<b>Project Number:</b>	GA 101017207
<b>Project Title:</b>	DICE: Data infrastructure capacity for EOSC

<b>Title of Deliverable:</b>	Final report on Communications & Dissemination
<b>Due Date of Delivery to the EC</b>	30.06.2023
<b>Actual Date of Delivery to the EC</b>	12.07.2023

<b>Work package responsible for the Deliverable:</b>	WP2 - Outreach, stakeholder engagement and service uptake
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<b>Recommended/mandatory readers:</b>	All Partners

<b>Abstract:</b>	The document is the final report on the activities that were carried out during the project to steer the DICE users' engagement according to the communication and dissemination strategy.
<b>Keyword List:</b>	community, outreach, service, pay-per-click, storage, data, social
<b>Disclaimer</b>	This document reflects only the author's views and neither Agency nor the Commission are responsible for any use that may be made of the information contained therein



## Document Description

Version	Date	Modifications Introduced	
		Modification Reason	Modified by
v0.1	05.05.2023	Template creation	CINECA
v0.2	16.05.2023	Draft Table of Contents and text contributions	TRUST
v0.3	16.06.2023	First complete draft shared with internal reviewers	TRUST
v0.4	28.06.2023	Comments and suggestions received by internal reviewers	TRUST, CINECA
v0.5	03.07.2023	Annotated review returned to authors from consortium review	CINECA
v1.0	12.07.2023	Final version for submission to EC	TRUST



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## Terms and abbreviations

ASTRON	Astron
BSC	Barcelona Supercomputing Center - Centro Nacional de Supercomputacion
CESNET	CESNET, z. s. p. o.
CINECA	Cineca
CSC	CSC – Tieteen Tietotekniikan Keskus Oy
Cyl	The Cyprus Institute
Datacite	DataCite
DKRZ	Deutsches Klimarechenzentrum GmbH
DoA	Description of Action
EC	European Commission
EOSC	European Open Science Cloud
ETHZ	Eidgenössische Technische Hochschule Zürich
EU	European Union
EUDAT ltd	EUDAT ltd
FZJ	Forschungszentrum Juelich GmbH
GA	Grant Agreement to the project
GRNET	National Infrastructures for research and technology
GWDOG	Gesellschaft für Wissenschaftliche Datenverarbeitung mbh Göttingen
INFN	Istituto Nazionale di Fisica Nucleare
IT4I	Vysoka Skola Banska - Technicka Univerzita Ostrava
KIT	Karlsruhe Institut für Technologie
KNAW-DANS	Koninklijke Nederlandse Akademie van Wetenschappen
KPI	Key Performance Indicator
MPG	Max Planck Gesellschaft zur Foerderung der Wissenschaften e.V.
PID	Persistent Identifier
PPC	Pay Per Click
SIGMA	SIGMA2
SNIC	Uppsala Universitet
SURF	SURFsara BV
TRUST	Trust-IT services
UCL	University College London
ULUND	University of Lund
VA	Virtual Access
WP	Work Package



## Executive Summary

This report documents the activities undertaken over the course of the DICE project regarding communications, outreach, and engagement. The DICE project was born in the midst of the COVID-19 pandemic. A risk mitigation strategy was put into place at the beginning of the project, which evolved over the course of the project and pandemic with consequent repercussions on the outreach, communication, and dissemination strategy. A number of mitigation measures were enacted.

The first measure involved an intense collaboration with the “sister” INFRAEOSC-07 projects. Overall, the collaboration with the INFRAEOSC-07 project cluster became an important means for outreach and sustained communications and dissemination, particularly in the context of organizing virtual events. In addition, EOSC Future became the umbrella organisation under which many of the INFRAEOSC-07 collaboration activities took place. Many of those collaboration activities were only coordinated by EOSC Future; however, there were also numerous activities that were directly organized by EOSC Future, such as two highly successful webinars on *EOSC Use Cases in Practice* whereby DICE contributed use case presentations. In addition, collaboration with EUDAT became increasingly central over the course of the project, due to considerations of continuity and sustainability of the DICE results. Secondly, the number of webinars organized both individually by the DICE consortium and jointly by collaborating projects within the EOSC ecosystem was greatly expanded over the original planned number, effectively substituting for the live events that had been original planned. Third, even after the pandemic eased, it became essential to create events that were not purely live, but to ensure hybrid participation, given the evolution of travel restrictions around Europe over the course of the pandemic.

An additional factor in the evolution of the original DICE outreach, communication, and dissemination strategy was a set of recommendations received from the reviewers at the Month 18 review of DICE. These recommendations resulted in a set of paid campaigns on social media and a set of consultations with DICE providers as well as an outreach to commercial industry. A team of partners met with a targeted set of DICE service providers in order to discuss a strategy for outreach beyond the traditional EOSC environment. The overall result of these external and internal initiatives was a better ongoing understanding of the multi-faceted ways in which service providers could be affected over time both in their offerings and in the ways that the offerings should be presented to potential customers, segmented according to type and domain of activity. Different communities must be communicated with in different ways. Refinement of these new ways of communicating DICE/EUDAT services is now work in progress with the EUDAT CDI.

Communications activities and materials also evolved over the course of the project. The website evolved from being primarily used to publicize news and events to becoming an integrated point of entry for presenting the DICE services to potential users. Communications and promotional materials evolved in different versions, reflecting the transition from free service offerings to results-oriented presentations with an eye on future sustainability. Live event engagement with participants and presenters using video and photographic means was employed to enhance impact.

At the close of the project, the initiatives to engage new stakeholders outside the traditional EOSC ecosystem context were still ongoing as DICE folded much of its results and services back into the EUDAT context for future sustainability.



# 1 Introduction

The Data Infrastructure Capacities for EOSC (DICE) consortium has brought together a network of computing and data centres, and research infrastructures, for the purpose of enabling a European storage and data management infrastructure for EOSC, providing generic services, and building blocks to store, find, and access data in a consistent and persistent way.

## 1.1 About this deliverable

As an integral part of the DICE offering, a companion strategy for engaging potential users was elaborated and executed over the course of the project. There were several factors in play that made both elaboration and execution more complex than usual. One such factor was the COVID-19 pandemic. Another factor was the positioning of the project within a cluster of companion projects with the overarching goal of sharing outreach, communications, and dissemination activities among themselves, with the objective of multiplying effectiveness. This deliverable, in addition to discussing these external factors, also provides a summary of the activities that were undertaken over the 30-month duration of the project.

As such, the deliverable may be seen as a transversal document complementing the other project deliverables of a more operational nature.

## 1.2 Document structure

**Section 1** (this section) provides a concise introduction to the project and positions this deliverable within the overall context.

**Section 2** discusses the Risk Mitigation Plan and its evolution over the course of the project, particularly due to the COVID-19 crisis.

**Section 3** describes the overall communication and engagement tools and channels that were used over the course of the project. This includes communication material such as flyers and rollups, videos, newsletters, and the like. Results and analytics are presented.

**Section 4** provides Conclusions and **Section 5** provides references.

The **Appendix** provides a comprehensive summary table of all dissemination activities undertaken by the consortium over the duration of the DICE project.





## 2 Evolution of the DICE Outreach, Communication, and Dissemination Strategy

Several factors contributed to the evolution of the original DICE outreach, communication, and dissemination strategy. They are discussed at the beginning of this report in order to render the underlying rationale for decisions and rationale described in later sections to be more comprehensible.

### 2.1 COVID-19 and the DICE Risk Mitigation Strategy

Without a doubt, the COVID-19 pandemic was the dominating factor influencing the evolution of the DICE outreach/communications strategy. The launch of the DICE project occurred fully in the midst of the pandemic. It was sufficiently clear that the pandemic would severely affect the project that a risk management and mitigation planning section was included in the initial version of this report (in addition to the overall risk management planning of the project).

That original mitigation strategy for outreach and communications hypothesized various outcomes of the pandemic, whereby “end of crisis” was defined as “*cross-border movements become possible again without undue restrictions on the general composition of the relevant population*” [1]. Although there was hope that the crisis would end as early as the summer of 2021, effectively it was mid-2022 before these kinds of movement became widely possible.

The conclusions in that section of the original report were to implement the following measures as necessary to mitigate the effects of the pandemic on project outreach and engagement:

- 🏠 *Coordination with the other INFRAEOSC-07 projects will receive particular emphasis.*
- 🏠 *To overcome barriers to direct stakeholder engagement, virtual instruments such as webinars will be utilised to the maximum extent.*
- 🏠 *The situation will be monitored constantly, and as soon as the pandemic appears to recede in impact, a return to mixed-mode events will be contemplated. [1]*

Effectively, all three of these mitigation measures were eventually put into place:

- Given the lack of opportunities to do direct outreach at live DICE events, it became even more important to double down on collaborative outreach with the related INFRAEOSC-07 projects in an attempt to achieve multiplier effects (see Section 2.2).
- The number of webinars organized both individually by the DICE consortium and jointly by collaborating projects within the EOSC ecosystem was greatly expanded over the original planned number, effectively substituting for the live events that had been original planned (see Section 3.4).
- Starting in approximately April of 2022, we began to take note of the opening of borders and easing of travel restrictions, and to tentatively schedule the first events contemplating physical presence. The first such DICE-organized event was a hackathon in July 2022 [2]. Even then, it was essential to ensure hybrid participation, because many institutions in the meantime had introduced their own restrictions on travel for their personnel. Indeed, even after the pandemic was declared to have transitioned to “endemic” by the World Health Organisation in early 2023, there was not a single DICE-related event that was fully live, with no hybrid participation possible – by that time, both organisations and individuals had become accustomed to the format and expected it to be available (even in some cases mandating justification that travel could not be avoided).



## 2.2 Collaboration with key EOSC entities over the course of the project

As outlined in the previous section, collaboration with the other projects from the EOSC ecosystem for outreach and communication became particularly important within the context of the pandemic and its consequences.

### 2.2.1 INFRAEOSC-07

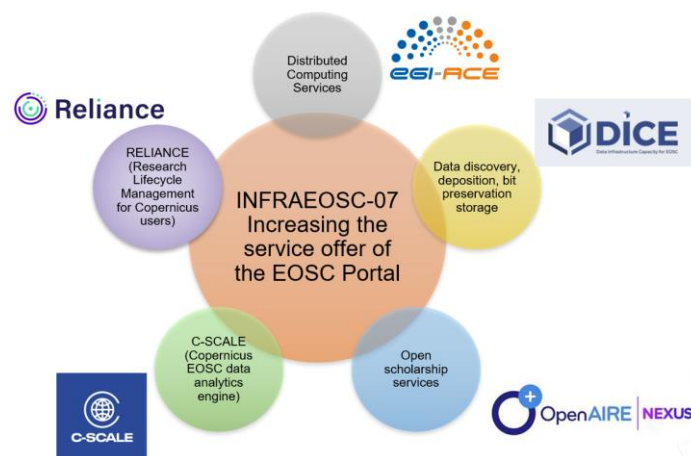


Figure 1 – INFRAEOSC-07 Project Context (Source: [1])

From the beginning, it was intended that the INFRAEOSC-07 project cluster perform joint outreach and dissemination activities – and in fact this was reflected in the unusually low budgets given to the individual projects for these activities (because the intention was that dissemination would be shared among the projects in the cluster).

The projects were loosely coordinated by EOSC Future (which, however, had not started at the beginning of the collaborative effort period). Periodic meetings were organised and eventually chaired by EOSC Future. A collaborative workspace was initially set up through EOSC Future outreach personnel, mostly to share information on events that could be disseminated through the social media channels of other partner INFRAEOSC-07 projects. But several changes of personnel led to a gradual decline in use of the collaborative workspace, rather relying upon the results of the periodic meetings. An additional series of meetings was held to specifically address potential joint training and educational activities among the collaborating projects, although progress in this particular line was slow, also because many of the training activities were only scheduled to take place late in the duration of the relevant projects.

Overall, the collaboration with the INFRAEOSC-07 project cluster became an important means for outreach and sustained communications and dissemination for much of mid-2021 to mid-2022. The effectiveness of this collaboration gradually diminished as the borders began to open up and the individual projects began to be pre-occupied with organising their own events. A possible lesson emerging from this observation is that collaboration is most effective in the context of virtual events, whereby there is neither competition for live participants in a situation of conflicting schedules, nor an unbalance in the workloads of the respective collaborators (whereby in a live event, the burden of work is clearly on the local organiser).

### 2.2.2 EOSC Future

As described in Section 2.2.1, EOSC Future became the umbrella organisation under which many of the INFRAEOSC-07 collaboration activities took place. Many of those collaboration activities were only coordinated by EOSC Future, whereupon one or more INFRAEOSC-07 projects were



designated as the leader who then coordinated the organisation of a specific activity from there. As an example, the “Ask Me Anything” webinars (Section 3.4) were organized in that manner, whereby DICE was the designated leader of at two such webinars (*Data Storage*, the very first one, and *Sensitive Data*, whose agenda was entirely organized by DICE).

However, there were also numerous activities that were directly organized by EOSC Future, in which the INFRAEOSC-07 projects contributed, including DICE. As a specific example, EOSC Future organized two highly successful webinars on *EOSC Use Cases in Practice* whereby DICE contributed its use case presentations (Section 3.4). As another example, EOSC Future coordinated the presentation of *EOSC In Practice* use cases on the EOSC web platform, here also with the contribution of DICE.

### 2.2.3 EUDAT

In contrast to the INFRAEOSC-07 related projects, where the collaborative activities gradually became less central, the collaboration with EUDAT gradually became *more* central over the course of the project. The primary reason for this increasingly centrality is related to considerations of continuity and sustainability of the DICE results. Although additional services were offered within DICE, the core offering remains strongly associated with EUDAT services. Since EUDAT is a well-established entity within the EOSC ecosystem, it was important to begin to underline to prospective users this strong affiliation with EUDAT, so that they are reassured that the DICE services that were offered within the duration of the project will continue within a solid context of governance (indeed, several DICE personnel share roles within EUDAT). Thus, as early as mid-2022, DICE and EUDAT were co-participating in numerous events, sharing booths and presentations (for example, at the EGI Conference in June 2023). As another specific example, the recurring EUDAT Summer School, in its 2023 edition [2], hosted a number of DICE personnel who contributed training in DICE services specifically, but not only, for sensitive data management and connection between data services and HPC and effectively co-branded the summer school.

## 2.3 Outreach beyond traditional EOSC research ecosystem stakeholder communities

An additional factor in the evolution of the original DICE outreach, communication, and dissemination strategy was a set of recommendations received from the reviewers at the Month 18 review of DICE. The reviewers recommended that the outreach strategy be amended to include new potential stakeholders that would not normally be reached through the traditional channels within the EOSC ecosystem (which contains primarily scientific research communities already tied into the EOSC context). To support this, the reviewers recommended to explore marketing-oriented strategies in addition to the traditional channels – for example, making use of outreach and dissemination budget for the kinds of paid social media campaigns that occur regularly in commercial sectors.

These recommendations resulted in a set of paid campaigns on social media (see Section 3.3.1.) and a set of consultations with DICE providers as well as an outreach to commercial industry (pharma) connected with a DICE use case.

Shortly after the review, contacts were obtained through DICE use case participants to pharma-related partners in CompBioMed, and efforts were undertaken to enter into discussion with these entities to ascertain their level of interest in the DICE data management services. These efforts were unable to establish the desired discussions despite repeated attempts. This led to a broad discussion both within the consortium and in other relevant occasions on the possible reasons for this. During the Datathon on Sensitive Data, DICE personnel queried the training



experts on issues in transitioning from services for researchers to commercially oriented service delivery. The training experts remarked that first of all, “politics” is often involved in such contexts, and secondly, often it is a question of perceived (im-)maturity (whether merited or not) of the services (partly due to a sensitivity about IPR protection). Similar discussions at other events (such as the annual EUDAT meeting) brought forward similar remarks from experts with experience in these contexts. This in turn led to an internal consortium discussion about the need to communicate in a different way to such communities. This aspect is now being taken over with the EUDAT (where most of the services part of the DICE offering will continue to be sustained): it has become evident also from other analyses that a categorisation of the target users has to be made (individual researchers, small groups/collaborations, large communities) and a tailored service catalogue and communication strategy should be defined. This is now work in progress with the EUDAT.

In the months following the mid-term review, a sub-team consisting of the coordinator, WP7 leader, and WP2 leader met with a targeted set of DICE service providers in order to discuss a strategy for outreach beyond the traditional EOSC environment. The central element of this strategy was for the providers to reach out into existing customer bases with whom a trusted relationship already existed, but who may not be fully aware of the possibility of using DICE data management services. During the discussions with the providers, the sub-team probed potential gaps and impairments to successful outreach to their customer bases, seeking also ways to help provide materials to augment their capabilities to reach new customers for DICE. Examples of such meetings and the various issues discussed are presented in the following.

- **Provider KIT (Germany).** The discussion probed the user community of the provider, concluding that from the most local (regional) community, it could be difficult to acquire new DICE customers because the funding structure already covered regional users. This led to an inquiry into possibilities of acquiring users from outside the region. This resulted in communication to make HPC users in Southern Germany aware of the possibilities DICE offers.
- **Provider ETH (Switzerland).** During discussions, it emerged that data transfer from the local customer base had been slow at the beginning of the project, but in fact had reached full speed by the time of discussion – and in fact, it emerged that the provider may soon need to request further allocation of space to satisfy the number of new service requests.
- **Provider Cyprus.** In this case, it emerged that the obstacles were technical, mainly due to the instability of the service; because of this they were not keen to engage with users to offer an unreliable service. Although this delayed the uptake in the beginning, in the second part of the project technical issues were solved and the service came back to production levels.
- **Provider Sigma2 (Norway).** It emerged from the discussions that the provider had within the previous year undergone a major upgrade that they didn't feel that potential customers knew about. The WP2 leader then proceeded to write and publish a news article on their upgrade for them, and promote it on the social media channels.
- **Provider KTH (Sweden).** Finally, in this case strategic issues were involved, whereby the original service that was planned as installation in the project was decommissioned in the Autumn of 2021 and it took time to understand which other storage services at their site would be the right one for the DICE users.

In addition to these targeted provider meetings, in the WP7 monthly meeting the sub-team offered the same kind of support to anyone who would be interested, asking them to reach out to the sub-team to discuss further. The overall result of these discussions was a better ongoing understanding of the multi-faceted ways in which service providers could be affected over time



both in their offerings and in the ways that the offerings should be presented to potential customers. The discussion also led to the identification of limitations in the current VA cost recovery model in relation to data services and lessons learnt, which have also been shared and discussed with the other INFRAEOSC-07 projects [3].



## 3 Outreach, Communications, and Dissemination Activities

### 3.1 Introduction

The outreach, communications, and dissemination activities were significantly affected by the pandemic, changing the nature of the activities from the way in which they were originally envisioned. A broader discussion of the nature of this phenomenon is presented in Section 2.1.

Despite the challenges imposed by the pandemic, the project was able to carry out activities that effectively conveyed the value of the services provided through DICE. These efforts received direct positive feedback from members of the DICE community, demonstrating the project's ability to overcome constraints and maintain impactful communication even in the face of adversity (Figure 2).



Figure 2 – Positive feedback from the DICE community

### 3.2 Evolution of the DICE website

In the first half of the DICE project, the website was used primarily to publicise news and events, as well as publish deliverables.

In the second term of the project, the landing page was given a “face lift” by an internal team consisting of User Experience experts, in order to give immediate emphasis to the exposition of the DICE service offering and its role as the continuously open call for service requests. The services themselves were exposed front-and-centre, and the communications material that had become available over the course of the project (e.g., video pills presenting the project and its services) were integrated also directly into the landing page, exemplified in Figure 3.



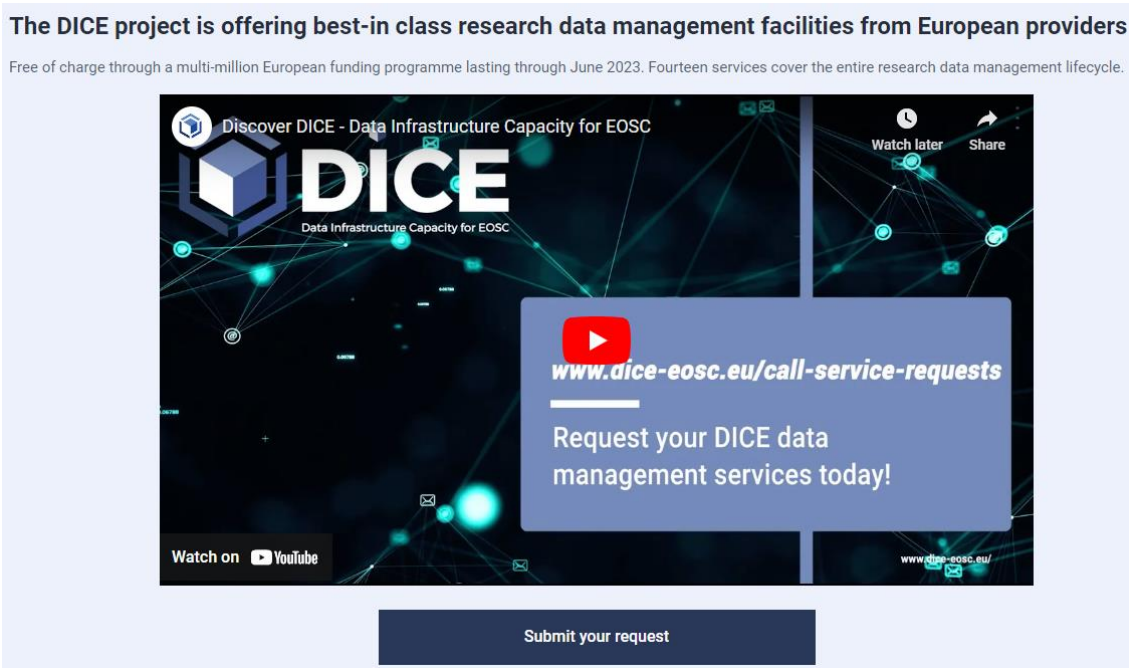


Figure 3 – DICE Website Landing Page (second term)

### 3.3 Social Media Campaigns

In today's fast-paced world, maintaining connectivity and staying well-informed are essential elements for achieving success. This is the underlying reason for our effort to share instantaneous updates and comprehensive project information with our stakeholders through two influential social media channels:

- Twitter 344 followers: <https://twitter.com/DICEosc>
- LinkedIn 306 followers: <https://www.linkedin.com/company/diceosc/>

Social media campaigns took place over the entire course of the project, primarily on LinkedIn and Twitter. They were used both to publicise events and to support calls for service requests.

The social media content of the project has been strategically crafted to generate awareness regarding the project's objectives, subjects, and obstacles. Through its social media updates, the project has made significant efforts to cultivate an active and strong community by leveraging its social media platform. Various types of posts have been employed to achieve this purpose, such as:

- [DICE and EOSC Future joint event](#)





Figure 4 – DICE and EOSC Future joint event

- [INFRAEOSC-07 joint event](#)



Figure 5 – INFRAEOSC-07 joint event





- [DICE and EUDAT joint event](#)



Figure 6 – DICE and EUDAT joint event

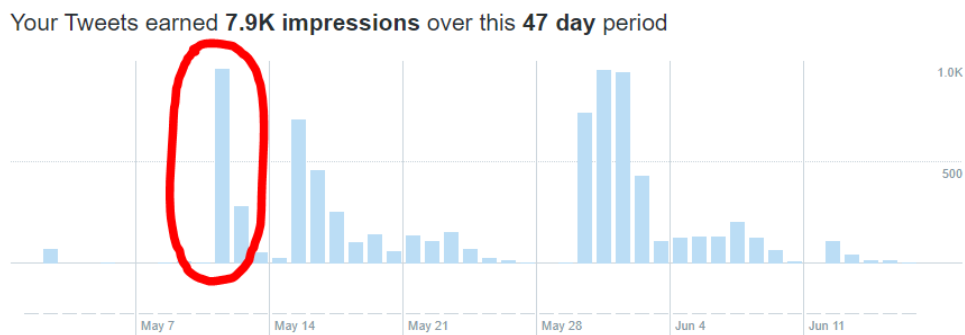


Figure 7 – Impact of the DICE and EUDAT joint event

- [DICE event](#)



Figure 8 – DICE event



- [DICE “Call for service requests” promotion](#)



Figure 9 – DICE “Call for service requests” promotion

- [DICE “Call for service requests” promotion video](#)



Figure 10 – DICE “Call for service requests” promotion video



- [DICE live event engagement with consortium members](#)



Figure 11 – DICE live event engagement with consortium members

- [DICE live event engagement with speakers](#)



Figure 12 – DICE live event engagement with speakers

- [DICE event video promotion](#)



Figure 13 – DICE event video promotion

Your Tweets earned 7.9K impressions over this 47 day period

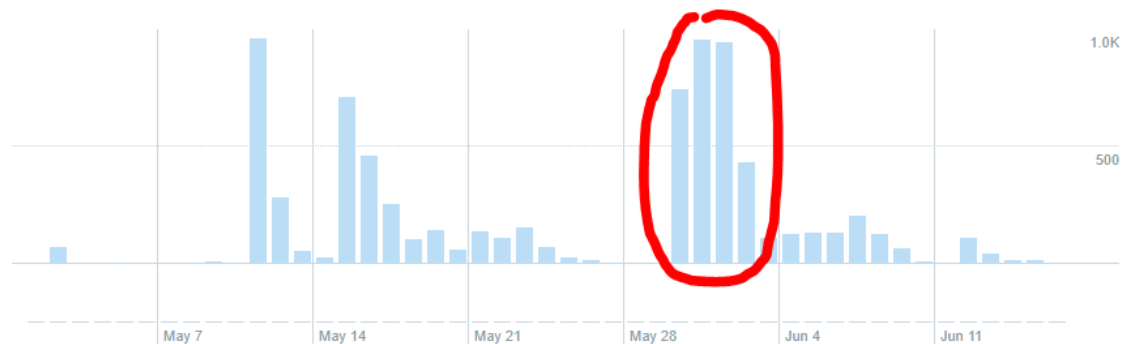


Figure 14 – Impact DICE Datathon live event coverage

Our communication activities also have had an impact in terms of website visits.

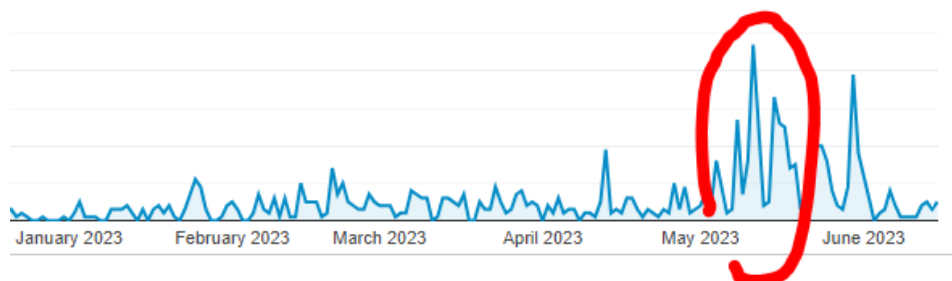


Figure 15 – Impact of the DICE Datathon event social media activities in terms of website visits

Below are the website statistics for the period from June 2022 to June 2023:

- Users who have visited the website: 1.216



- Sessions on the website: 1.852
- Average session duration: 01:39
- Page views: 3.636

### 3.3.1 Paid campaigns

As noted earlier in Section 2, one of the initiatives launched as a result of the M18 review involved paid marketing-oriented campaigning. Specifically, pay-per-click campaigns drive targeted traffic to a website while allowing for precise measurement of ads performance and Return on investment.

We created two pay-per-click campaigns (one on Twitter and the other on LinkedIn) highly targeted to the DICE stakeholders, as experience has shown that they are a cost-effective way to reach potential customers by:

- Age
- Country
- Behaviour (Hashtag used on social media and account followed)

It is known that the best pay-per-click ads are built with high-performing creative material to maximise the potential results. Therefore, we built the pay-per-click campaign upon our best-performing post. The results are illustrated in Figure 16. Whereas the previously best-performing tweet had gathered 76 impressions, a tweet with essentially the same content under the pay-per-click campaign gathered well over one thousand impressions (Figure 16).



Figure 16 – Pay-per-click campaign results

In the time period running from January through March 2023 under the pay-per-click regime, the following statistics were gathered:

#### Twitter

- 90.737 impressions
- 184 clicks

#### LinkedIn

- 51.232 impressions
- 135 clicks

On the website “Call for Service Requests” page:

- 2022: 50 visits (119 Twitter impressions per day)



- 2023: 101 visits (10.000+ Twitter impressions per day)

In summary, we observed +102% web page visits and + 8400% Twitter impressions per day compared to the same time frame in 2022. Thus, we found it to be confirmed that a “marketing approach” even in a primarily research-oriented context can be appropriate and useful as an instrument for engaging stakeholders.

### 3.4 Communications & Dissemination and relevant KPIs

In deliverable D2.1, a set of KPIs relevant to communications and to dissemination measures was listed in a series of tables. Those tables, together with the original KPIs, are reproduced in this subsection, together with a discussion of the final KPIs achieved over the course of the project.

As a reminder, those KPIs in the communications-related tables flagged with an asterisk (“\*”) originated directly in the Grant Agreement. Those KPIs flagged with a plus sign (“+”) originated in our own experience and best practices in similar contexts.

In the tables below, the text coloured in **blue** are the original KPIs proposed at the beginning of the project, whereas the text written in normal colour represents the updated discussion at the end of the project.

*Table 1: Communications Toolkit – Content Production*

Content Production	KPIs for the overall project
Distribution of DICE press releases targeting special interest groups and potential applicants to the services.	Min. 1 new press release per year* Press releases were made at least once per year.
Articles specifically written for CORDIS RESEARCH EU and EOSC-related websites and blogs for timely information about DICE activities.	2 CORDIS articles per year+ 2 news published on EOSC-related websites per year+  CORDIS research articles were not written – rather, there were a significant number of presentations made at conferences by DICE partners, particularly those developing services in the context of WP4. News items were regularly published to the EOSC news channels and also shared on the websites of the INFRAEOSC-07 collaborating partners.



Table 2: Communications Toolkit – promotional materials

Flyers, factsheets, infographics, roll-ups	KPIs for the overall project
Brochures, flyers, posters, roll-up banners, slide decks etc. - tailored to different audiences	<p><b>Minimum 10 per year*</b></p> <p>This is an area in which the pandemic had a great impact: brochures and flyers were introduced early in the project, and many more slide decks were produced than originally planned because of the great increase in webinars, with archived slide decks available to participants. But until the second half of the project, all such material remained in electronic form. In the second half of the project, physical material was produced, including rollups and brochures to be handed out at live events.</p>

As an example of the evolution of the promotional materials, note the first version of the standard project flyer, that was primarily disseminated in electronic format in the first term of the project. It gave particular emphasis to the fact that the services were free of charge for the duration of the project, highlighting also the available funding (Figure 17 – Original Flyer - first term).



Figure 17 – Original Flyer - first term

As the project began to approach the end of its duration, it became more important to emphasise the quality and sustained availability of the services. References to free services were eliminated from the brochure, and a results-oriented emphasis was substituted: that is, listing the number of users of the services, the many domains in which they were being used, and so forth, in order to communicate a sense of stability and continuity of service going forward. (Figure 18).





Figure 18 – Result-oriented Flyer, second term

Rollups became relevant when events began to open up to live – or at least hybrid – participation. Here, too, as in the case of the DICE flyers, the rollups underwent an evolution to ensure that the proper and appropriate messaging was transmitted at the appropriate point in time within the project (see Figure 19).







Figure 19 – Evolution of DICE Rollup Design

Table 3: Communications Toolkit – videos

Videos	KPIs for the overall project
<p>Informative and marketing videos produced by a professional in-house team.</p>	<p><b>Minimum 3+</b></p> <p>A professional marketing video was produced, packaged as a “pill” that could be easily transmitted electronically (once again, because of the pandemic). In addition, a professional informative interview with the project coordinator was produced. Finally, a full professional video and communications team accompanied the physical DICE Datathon event in May/June 2023, producing numerous interviews with both trainers and participants.</p>



Videos have been shown to improve audience retention rates, increase social media engagement, and boost website traffic. Video outreach was maximised through publication on Twitter (Figure 20), LinkedIn, and YouTube, in addition to the DICE website.

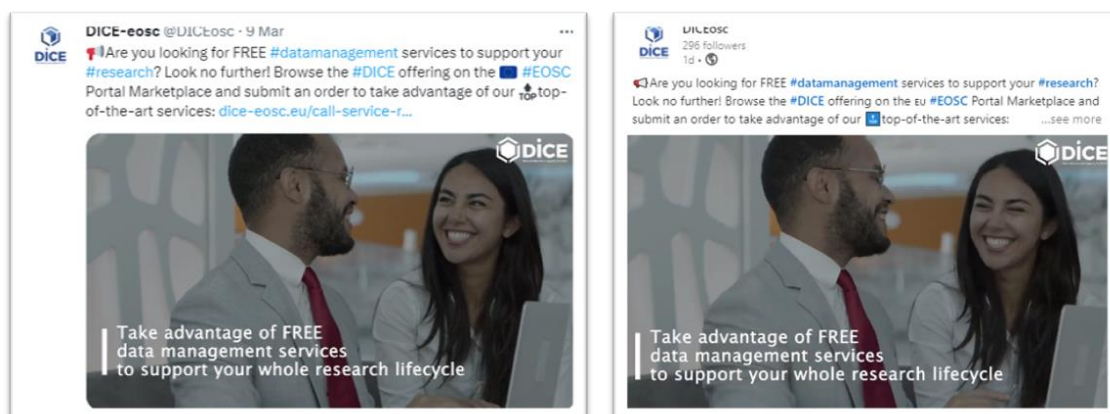


Figure 20 – DICE Tweets featuring video pill

Table 4: Communications Toolkit – newsletters and email marketing

Videos	KPIs for the overall project
Newsletter creation	10 by M30* 8 DICE-specific newsletters were eventually produced, corresponding to one every 4 months instead of the planned 3-month period. This was primarily due to the increase in joint news outreach activities within the INFRAEOSC-07 cluster, in order to multiply outreach numbers.
Newsletter outreach	200 recipients reached by M30+ The final number reached by the DICE newsletter by M30 was approximately 240.
Email marketing	According to promotional needs+ The major novelty in this area was the paid campaigns.

Table 5: Communications Toolkit – social media strategy

Social media activity	KPIs for the overall project
Overall social media connections	400 overall connections (Twitter + LinkedIn) per year+ The overall number of Twitter + LinkedIn connections is 650.
Webinars	6 over the course of the project* The number of webinars disseminated increased greatly over the original forecast over the course of the project. This is a direct result of the pandemic



	context, as well as the collaboration with the INFRAEOSC-07 projects, as discussed in Section 2.1. The list of webinars is provided at the end of this section.
Twitter	<p>400 Tweets, 250 Twitter followers by M30<sup>+</sup></p> <p>The number of Tweets and followers by M30 were respectively 148 and 344. The lower number of tweets was primarily due to the “division of labour” that the INFRAEOSC-07 collaborating projects undertook to cite each other in the (larger) number of joint activities, so that individual tweeting numbers were lower than they would have been if the projects were “siloed”. In compensation, projects would put in correspondingly more work in taking over full responsibility for organization of joint webinars (as DICE did twice).</p>

Given the acquired importance of the webinars over the course of the project, webinar information is summarized in the following:

- For the *EUDAT / DICE Joint Webinar* on 29 April 2021, there were a total of 137 registrations with a 70% live attendance level plus recorded video available to all registrants. See <https://www.dice-eosc.eu/news-events/events/webinar-introducing-dice-and-eudat-services-research-data-lifecycle>.
- For the DICE Roadshow webinar *Empowering the biomed community through state-of-the-art research data services* on 28 October 2021, there were a total of 40 registrations with a 74% live attendance level plus recorded video available to all registrants. See <https://www.dice-eosc.eu/news-events/events/second-dice-roadshow-webinar-oct-2021>.
- For the DICE webinar *Availing free of charge research data services for scientific communities across Europe* on 24 November 2021, there were a total of 64 registrations with a 52% live attendance level plus recorded video available to all registrants. See <https://www.dice-eosc.eu/news-events/events/availing-free-charge-research-data-services-scientific-communities-across-europe>.
- The *FAIR Data Management Gaps and Solutions* webinar organized jointly by DICE and EOSC-Pillar on 31 January 2022 featured four speakers from DICE reach an estimated 136 persons in the scientific community. See <https://www.dice-eosc.eu/index.php/news-events/events/fair-data-management-gaps-and-solutions>.
- As indicated in the first annual report, the *Ask Me Anything* series of webinars initiated by EOSC Future with the participation of all the INFRAEOSC-07 projects was an important protagonist in the 2022 series of webinars. The first webinar took place on 01 February 2022, with the title *Ask Me Anything about DICE Data Storage services!* DICE was the featured presenter, with approximately 80 attendees. See <https://www.dice->



[eosc.eu/index.php/news-events/events/ask-me-anything-about-dice-data-storage-services](https://www.dice-eosc.eu/index.php/news-events/events/ask-me-anything-about-dice-data-storage-services).

- The *Securely store and publish research data with DICE* services webinar of 23 February 2022 was entirely organized and delivered by DICE, with the focus on detailed presentations of specific DICE services, with approximately 45 attendees coming from a specialised target audience of technologists. See <https://www.dice-eosc.eu/index.php/news-events/events/securely-store-and-publish-research-data-dice-services>.
- The *Ask Me Anything* webinar series continued on 07 June 2022 with the webinar *Ask Me Anything about DICE and HPC!* with presentations from WP and community members. See <https://www.dice-eosc.eu/news-events/events/ask-me-anything-about-dice-and-hpc>.
- The agenda of the final *Ask Me Anything* webinar of the year was entirely organized by DICE personnel, with the title *Ask Me Anything about DICE and Sensitive Data!* The webinar featured presentations by DICE personnel working on the specific topic of Sensitive Data for approximately 85 participants. See <https://www.dice-eosc.eu/news-events/events/ask-me-anything-about-dice-and-sensitive-data>.
- DICE was an active co-organiser (along with the other 07 projects) of the webinar on Pan-European digital assets hosted by EOSC Future on 05-06 December 2022, with both session chairing and presentations by DICE use cases and consortium members. See <https://www.dice-eosc.eu/news-events/events/dice-eosc-future-webinar-pan-european-digital-assets>.
- Given the success of the December 2022 webinar, it was decided within the 07 cluster and EOSC Future to host another webinar on 16 May 2023 entitled Use Cases from the EOSC community, whereby once again DICE contributed (two) use cases and presentations, together with organisational and outreach contributions. See <https://www.dice-eosc.eu/news-events/events/use-cases-eosc-community>.

This are the specifically DICE-organised (or co-organised) webinars that took place over the course of the project, but DICE personnel also took part in numerous webinars and events in third-party contexts. See Table 7 in the Annex in this regard, which lists all summary dissemination activities over the period of the project.

### 3.5 Dissemination Measure KPIs

In contrast to the internally-defined KPIs seen in several of the communication-related tables, all dissemination measure KPIs listed in Table 6 may be found directly in the DICE Grant Agreement.

Table 6: Joint partner dissemination measures and KPIs (Source: DICE Grant Agreement)

Joint partners' dissemination measures	KPIs
Dissemination campaigns in conjunction with the DICE Open Calls for Service Requests and release of use cases	1 campaign in M1-10 1 campaign in M11-20 1 campaign in M21-30 Three campaigns consisting of social media and email outreach were indeed held according to the schedule,



	<p>but it is also to be noted again that in fact the DICE website provided a continuously open call for service requests that could be made at any time by applicants visiting the site.</p>
<p>Continuous dialogue with the user communities and feedback collection</p>	<p><b>20+ third party events</b>  <b>6 webinars</b>  <b>4 Hackathons</b></p> <p>The number of third-party events in which DICE partners participated over the course of the project may be found in the Appendix and handily surpassed the forecast number of at least twenty. Webinars are discussed previously in this section, and hackathons are discussed in Deliverable 2.4 [2].</p>
<p>Training activities to increase uptake of the DICE resources</p>	<p><b>4 Hackathons</b>  <b>User documentation and training material</b></p> <p>Please see Deliverable 2.4. [2]</p>
<p>Synergies established at national, EU &amp; international level to position DICE resources in the EOSC landscape and ensure best practices exchange with other EOSC-related initiatives</p>	<p><b>Leveraging &gt;3-5 projects</b></p> <p>This KPI was easily reached through the rich collaboration with the INFRAEOSC-07 cluster, EOSC Future, and EUDAT. See also Section 2.2 in this regard. In addition, DICE members participated at events and networked with other relevant projects in the ecosystem like EOSC Pillar and NI4OS.</p>



## 4 Conclusions

Communications, outreach, and dissemination evolved considerably over the arc of the project for a number of reasons. The pandemic was a constant presence throughout the project, upsetting most of the traditional measures and instruments normally involved in outreach and engagement. Fortunately, alternative instruments were available to mitigate the worst potential outcomes of the exposure to the pandemic.

In contrast, a positive influence on possibilities for communications and dissemination was the creation of the INFRAEOSC-07 cluster of “sister” projects, who worked together over the course of the projects (which not coincidentally had nearly perfectly parallel running times) to achieve multiplier effects by collaborative social media outreach campaigns. The launch of EOSC Future also had a positive effect on ensuring the sustainability of this collaborative effort within the cluster, by providing a degree of umbrella leadership.

Additional inputs and direction by the reviewers at a key midterm review led to a number of initiatives that helped the consortium to understand new ways to engage stakeholders outside the traditional EOSC ecosystem context. At the close of the project, this work was still ongoing as DICE folded much of its results and services back into the EUDAT context for future sustainability.



## 5 References

- [1] DICE Consortium, “D2.1 - Initial report on Communications and Dissemination,” 2021.
- [2] DICE Consortium, «D2.4 - Training Final Report,» 2023.
- [3] DICE Consortium, «D7.2 - Second report and assessment on VA provisioning,» 2023.



## APPENDIX: Overall Dissemination Activities Summary

Table 7 contains the cumulative set of dissemination activities carried out by the overall set of DICE partners over the duration of the entire project.

Table 7: Summary table of consortium dissemination

Type of activity	Responsible partner	Description	Date	Target audience	Estimated # of persons reached
Participation to an Event other than a Conference or a Workshop	CINECA	D. Testi presenting DICE at the EGI-ACE public launch	05.02.2021	Scientific Community	100
Online Seminar on how user community can access resources	CaSToRC, Cyl	S. Erotokritou as part of the EuroCC seminar series	25.12.2020	Scientific Community	31
Participation to a Conference	DKRZ	C. Martens: Tandem-Talk "Searching for Research Data across Disciplines" at <a href="#">EST 2021</a> with IVOA representative	05.03.2021	Scientific Community	42 → ~170
Presentation of National Competence Center resources available to the user community in Cyprus	CaSToRC, Cyl	S. Erotokritou as part of the EuroCC Industry Week	01.03.2021	Scientific and Industrial Community	24
Participation to an Event other than a Conference or a Workshop	CINECA	D. Testi presenting DICE at the OpenAire-Nexus public launch	10.03.2021	Scientific Community	100
Press release	CINECA	Press release on institution web site <a href="https://www.hpc.cineca.it/news/dice-call-service-requests-now-open">https://www.hpc.cineca.it/news/dice-call-service-requests-now-open</a>	11.03.2021	Scientific Community General public	
Press release	CSC	Press release on institution web site <a href="https://www.csc.fi/en/-/launch-of-the-dice-call-for-service-requests">https://www.csc.fi/en/-/launch-of-the-dice-call-for-service-requests</a>	12.03.2021	Scientific Community	
Participation to an Event other than a Conference or a Workshop	CINECA	D. Testi EOSC DIH industry showcase event	26.03.2021	Industry (SMEs)	40
Participation to a Workshop	DKRZ	C. Martens: presentation at <a href="#">ExPaNDS workshop on EOSC</a> for integrating Photon and Neutron 'Communities' in B2FIND	06.04.2021	Scientific Community	64





Type of activity	Responsible partner	Description	Date	Target audience	Estimated # of persons reached
Participation to a Conference	DKRZ	A. Flügel: presentation at <a href="#">RDA 17 Plenary</a> on "Syntactic and Semantic Metadata Mapping Across Disciplines" in B2FIND	26.04.2021	Scientific Community	90
Organisation of a workshop	TRUST	EUDAT / DICE Joint Webinar	29.04.2021	Scientific Community	100
Participation to a Conference	DANS	Presentation at the EOSC Symposium 2021: Peter Doorn, DANS & DICE - <i>Long-term data preservation for the EOSC: archiving policies for EUDAT data services in the DICE project</i>	17.06.2021	Scientific Community	100
Participation to a Conference	BSC	Presentation at the EOSC Symposium 2021: Nadia Tonello - <i>DICE project use cases: integration of interoperable data and services with communities platforms</i>	18.06.2021	Scientific Community	100
Participation to a Workshop	CINECA	Presentation at the CompBioMed all hands meeting. Debora Testi: DICE DATA INFRASTRUCTURE CAPACITY FOR EOSC	23.06.2021	Scientific Community	35
Participation to a Workshop	CINECA	Presentation of the DICE service offer at the EOSC DIH community meeting by Debora Testi	02.07.2021	Industry	10
Webinar	DKRZ	Fair's Fair webinar " <a href="#">Metadata exchange issues - when standard meets reality. Lessons learned from B2FIND</a> " by Claudia Martens	21.10.2021	Scientific Community	140
Participation to a Workshop	CINECA	Presentation of the DICE service offer at the OGS users' meeting	08.10.2021	Scientific Community	50
Participation to a Workshop	CSC	DICE information and flyer distributed for participants of PRACE Autumn School 2021	11-15.10.2021	Scientific Community	35
Organisation of a webinar	TRUST/BSC/SURF	Empowering the biomed community through state-	28.10.2021	Scientific Community	75



Type of activity	Responsible partner	Description	Date	Target audience	Estimated # of persons reached
		of-the-art research data services			
Participation to a Workshop	CINECA	Presentation of the DICE service offer at the EPOS Italia JRU conference	03.11.2021	Scientific Community	
Webinar / Organisation of a Workshop	CSC/BSC/Data Cite/DKRZ/TR UST	<a href="#">Availing free of charge research data services for scientific communities across Europe</a>	24.11.2021	Scientific Community	
Participation to a conference	DKRZ	<a href="#">Presentation</a> of use case for integrating DDI as md standard for CESSDA at the <a href="#">European DDI User Conference</a> by Claudia Martens.	01.12.2021	Scientific Community	35
Non-scientific and non-peer-reviewed publication (popularised publication)	DKRZ	Fair's'Fair deliverable with interviews from B2FIND team for metadata standards and implementation: <a href="#">D3.7 Report on integration of metadata catalogues</a>	30.11.2021	General Public, Policy Makers	
Webinar	DataCite	Persistent identifiers supported by service providers.	08.12.2021	Research organizations	
Participation in activities organised jointly with other EU project(s)	CINECA/DKRZ /GRNET/CSC	" <a href="#">FAIR Data Management Gaps and Solutions</a> " webinar in collaboration with EOSC-Pillar where also B2HANDLE, B2SHARE and B2FIND are presented.	31.01.2022	Scientific Community	136
Participation in activities organised jointly with other EU project(s)	CINECA	Ask me anything session - <a href="#">Data storage</a> (organised in conjunction with EOSC Future)	01.02.2022	Scientific Community	77
Webinar / Organisation of a Workshop	GWGD/SURF/MPG/CSC/TR UST	<a href="#">Securely store and publish research data with DICE services</a>	23.02.2022	Scientific Community, General Public	45
Webinar	DKRZ	Fair's'Fair webinar " <a href="#">Metadata exchange issues part II - when standard meets reality. Lessons learned from B2FIND</a> " by Claudia Martens	24.02.2022	Scientific Community, General Public	55



Type of activity	Responsible partner	Description	Date	Target audience	Estimated # of persons reached
Participation to a Workshop	ASTRON	<a href="#">EGI-ACE public launch event</a> , presentation " <a href="#">Data spaces - services for online analytics. LOFAR science products.</a> " by Ágnes Mika. Presented the LOFAR service offered within DICE as part of the presentation.	05.02.2021	Scientific Community, General Public	250
Participation to a Workshop	ASTRON	<a href="#">EGI Communities Workshop</a> , presentation " <a href="#">LOFAR Science Products</a> ", by Hanno Holties. Presented the LOFAR service offered within DICE as part of the presentation.	16.02.2021	Scientific Community, General Public	150
Participation to a Conference	ASTRON	<a href="#">EGI Conference 2021</a> , presentation " <a href="#">Towards the operational LOFAR Data Processing service in EOSC</a> ", by Ágnes Mika. Presented the LOFAR service offered within DICE as part of the presentation.	19.10.2021	Scientific Community, General Public	300
Participation to a Conference	on behalf on DICE <a href="#">Roberto Sabatino</a> - HEAnet	HEAnet conference presentation " <a href="#">FAIR Data Management &amp; Open Science: Services &amp; Opportunities Available in Europe</a> "	11.03.2022	Scientific Community, General Public	
Participation to a Conference	DKRZ	Presentation at <a href="#">IVOA Interoperability Meeting</a> "IVOA resources in B2FIND and OpenAire" by Claudia Martens	29.04.2022	Scientific Community,	47
Webinar	DKRZ	Presentation on the "Ask me Anything - session 4: Aggregator" from EOSC Future: DICE - B2FIND by Claudia Martens.	03.03.2022	General Public	8
Non-scientific and non-peer-reviewed publication (popularised publication)	CSC	Blog posting " <a href="#">Have you rolled the DICE</a> " by Antti Pursula and Tommi Kutilainen	17.03.2022	Scientific Community, Customers	60



Type of activity	Responsible partner	Description	Date	Target audience	Estimated # of persons reached
Webinar	GWDC	Presentation " <a href="#">B2INST: a Service for Persistent Identification of Instruments</a> " at the " <a href="#">RDA Webinar: Persistent Identification of Instruments</a> "	19.03.2022	Scientific Community, General Public	
Participation to a Conference	CINECA	DICE services presentation in the EOSC DIH session "Exploiting the opportunities of the European Open Science Cloud to SMEs" At <a href="#">Data Week 2022 conference</a>	03.06.2022	Scientific community	50
Webinar	SURF	Presentation on the " <a href="#">Ask me Anything - session 5: HPC</a> " from EOSC Future: HPC use cases in the EOSC context: CompBioMed	07.06.2022	Scientific Community, General Public	
Webinar	CSC	Presentation on the " <a href="#">Ask me Anything - session 5: HPC</a> " from EOSC Future:	07.06.2022	Scientific Community, General Public	
Participation to a Conference	DANS	Presentation at the <a href="#">17th International Digital Curation Conference</a> : by Wilko Steinhoff- <a href="#">DICE Digital Preservation Service (DDPS)</a>	14.06.2022	Scientific Community	35
Organisation of a Training event	The Cyprus Insitute	Presentation of DICE among other projects where users can get access to resources	21.06.2022	Scientific Community	35
Organisation of a Workshop	SURF/CINECA	<a href="#">Data management and publication – A DICE &amp; CompBioMed Hackathon</a>	21.06.2022	Scientific Community	15
Participation to a Conference	GWDC	Presentation " <a href="#">B2INST: Updates @ RDA #19</a> " at " <a href="#">PIDINST Recommendation (International Data Week 2022 // RDA 19th)</a> "	22.06.2022	Scientific community	
Webinar organization and presentation	TRUST-IT	Overall organization of, plus presentation in the " <a href="#">Ask me Anything -session 6: Sensitive Data</a> " from EOSC Future.	06.09.2022	General EOSC community	85



Type of activity	Responsible partner	Description	Date	Target audience	Estimated # of persons reached
Participation to a conference	TRUST-IT	<a href="#">EUDAT 2022 Conference</a> . Communications management of DICE activities during EUDAT 2022. Co-chairing of DICE session on Use Cases on September 15. Interviews with Task leaders on sensitive data and computing integration.	13-15.09.2022	EOSC / EUDAT community	140
Participation to a Conference	SURF	Presentation on "Moving towards FAIR Data in CompBioMed using EUDAT & DICE Services" at <a href="#">EUDAT 2022 Conference</a> .	15.09.2022	EOSC / EUDAT community	140
Participation to a Conference	CESNET	Presentation on "ScienceMesh: an interoperable platform to easily sync&share, and deploy applications and software components" at <a href="#">EUDAT 2022 Conference</a> .	14.09.2022	EOSC / EUDAT community	50
Participation to a Conference	DKRZ	Presentation on "B2FIND - flexible and user-centred Discovery Portal that acts on Community's needs" at <a href="#">EUDAT 2022 Conference</a> .	15.09.2022	EOSC / EUDAT community	50
Participation to a Conference	GRNET	Presentation on EUDAT Conference DICE Progress Highlights >> EUDAT services in the EOSC Ecosystem at <a href="#">EUDAT 2022 Conference</a> .	15.09.2022	EOSC / EUDAT community	50
Participation to a Conference	DANS	Presentation on: "DICE Progress Highlights" LTP Policy template & Dice Digital Preservation Service (DDPS), DICE Task 4.3 at <a href="#">EUDAT 2022 Conference</a> .	15.09.2022	EOSC / EUDAT community	35
Participation to a Conference	CINECA	"Data services and the DICE project", at the <a href="#">NI4OS-Europe regional event</a>	28.09.2022	EOSC community	~100
Participation at a Science Festival	The Cyprus Institute	Presentation of DICE among other projects where users can get access to resources	10.2022	General Public (including researchers)	20



Type of activity	Responsible partner	Description	Date	Target audience	Estimated # of persons reached
Participation to a Conference	DKRZ	Presentation of DICE and B2FIND <a href="#">at NFDI4ing</a> (German national structure for RDM, engineering community)	27.10.2022	Scientific Community	50
Participation to a Conference	CSC	Presentation of DICE offering at the <a href="#">EOSC Symposium</a>	16.11.2022	EOSC community	
Participation to a Conference	GRNET	Presentation of integration of EUDAT operational tools to EOSC at the <a href="#">EOSC Symposium</a>	15.11.2022	EOSC community	
Organisation of a Training event	The Cyprus Insitute	Presentation of DICE among other projects where users can get access to resources	16.11.2022	Scientific Community	30
Participation to a hackathon: EUDAT CDI Hackathon	GRNET	Presentation of EUDAT and DICE: Status of EUDAT services in the EOSC ecosystem via the DICE project. Ideas, brainstorming and development for the next steps.	22-24.11.2022	EUDAT Community / Developers	20
Webinar organization and presentation	TRUST-IT / BSC / Astron	Co-organization with other 07 projects and EOSC Future of the <a href="#">Use Cases webinar</a> . TRUST and BSC organized the participation of partners BSC and Astron to present use cases. TRUST chaired the session on SDG3, Health and Wellbeing.	5-6.12.2022	EOSC community	70
Participation (and presentation) to an Event other than a Conference or a Workshop	Eudat Ltd/CSC	Presentation of EUDAT and DICE at <a href="#">inauguration of Norwegian National Data Infrastructure at Lefdal Mine Data Centre</a> , "EUDAT in the European Open Data Landscape"	06.12.2022	Scientific Community (Higher Education, Research), Industry, Policy Makers, Media.	50
Participation (and presentation) to an Event other than a Conference or a Workshop	GWDG	Presentation of "B2INST" for EOSC's "PID Policy and Implementation" Task Force	06.12.2022	EOSC PID Task Force members	20



Type of activity	Responsible partner	Description	Date	Target audience	Estimated # of persons reached
Webinar organization and presentation	CINECA	Presentation of EUDAT/DICE services in a webinar to Irish research communities as part of collaboration with HEAnet	01.12.2022	Scientific Community	20
Webinar organization and presentation	CINECA, CSC	Presentation of EUDAT and DICE offering at the <a href="#">GEANT Infoshare for NRENs</a>	23.01.2023	Scientific community	35
Participation at a Science Festival	The Cyprus Institute	Presentation of DICE among other projects where users can get access to resources	05.04.2023	General Public (including researchers)	20
Participation (and presentation) to an Event other than a Conference or a Workshop	CINECA	Presentation at the IRLDAT project Stakeholder Advisory Forum (Ireland researchers)	04.05.2023	Scientific community	51
Webinar organization and presentation	CINECA	<a href="#">Presentation of the users' satisfaction survey results</a>	05.05.2023	Scientific community	16
Webinar organization and presentation	TRUST/ BSC / SURF	Arrangement for SURF (N. Zarrabi) to present the CompBioMed Use Case at the EOSC Future webinar "Use cases from the EOSC Community" held on 16 May 2023.	16.05.2023	Scientific Community	70
Datathon organisation and execution	SURF / TRUST / Sigma2 / Uni Oslo	The <a href="#">DICE Datathon on sensitive data</a> was held in hybrid fashion at SURF in Amsterdam from May 30 through June 1, 2023.	01.06.2023	Scientific community	70
Participation to a workshop	CSC	Participation with presentation and contributing to panel discussion in e-infrastructure reflection group (e-IRG) workshop and anniversary event in Malmö, Sweden.	21-22.06.2023	Policy makers	50
Other: mailing list	KIT	Mail to make HPC users in Southern Germany aware of the possibilities DICE offers.	11.2022	Scientific Community	100 - 200
Other: mailing list	CINECA	Email on DICE offering sent as an HPC News to all CINECA HPC users.	27.08.2021	Scientific Community	



Type of activity	Responsible partner	Description	Date	Target audience	Estimated # of persons reached
Other: EC funded project reach out	CINECA	Proposed DICE offering to EU funded projects where CINECA is partner (i.e. GEO-INQUIRE, E4COV)	Continuous effort		
Participation to a Conference	CINECA	Presentation of DICE results in INFRAEOSC_07 session and co-hosting of a booth with EUDAT at the <a href="#">EGI conference 2023</a>	20-22.06.2023	Scientific community	300
Organisation of a Training event	ALL	Co-organisation of the <a href="#">EUDAT Summer school</a>	26-30.06.2023	Scientific community	26

