REPORT ON OpenDreamKit DELIVERABLE D2.16

Ending press release

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Due on	31/08/2019 (M48)
Delivered on	XX/YY/201Z
Lead	Université Paris-Sud (UPSud)

Progress on and finalization of this deliverable has been tracked publicly at: `https://github.com/OpenDreamKit/OpenDreamKit/issues/41`

DELIVERABLE DESCRIPTION, AS TAKEN FROM GITHUB ISSUE #41 ON 2019-12-05

- **WP2:** Community Building, Training, Dissemination, Exploitation, and Outreach
- **Lead Institution:** Université Paris-Sud
- **Due:** 2019-08-31 (month 48)
- **Nature:** Websites, Media, etc.
- **Task:** T2.1 (#24)
- **Proposal:** p.38
- **Report** (sources)

This deliverable reviews the efforts of the consortium to communicate the outcomes of the project to the broader audience. This includes the production of press releases. Under the leadership of the coordinating institution (UPSud), the beneficiaries prepared collectively a joint text. This text served as template that each beneficiary could adapt to suit its own circumstances and translate into the local language as required. The produced press releases were then circulated to the respective press or communication offices in early December 2019. This also includes other forms of end-of-project communication through publications in EC and non EC channels, OpenDreamKit's web site, community mailing lists, and social media.

TODO: cleanup the following, moving the material to the main text when relevant.

Press releasing process:

- **CONTACT** the Press Office or Communication department of your institution (to identify if the topic is suitable for a press release or not, or if there is another way to get media attention such as Press article published in the University website or through the newsletter). Best deadline: Next week.
- **TOPIC APPROVAL** by the Communication Department/ Press Office, **deadline 15 days before the publication**.
- **WRITING**: The press officer is usually in charge of writing the press release and distribute it to the general mainstream press. The content has to be easy to communicate to journalists. The UPSud communication department is preparing a general text that you will receive and could adapt at your convenience.
- **RELEASING**: The approved release will then be sent to relevant journalists contacts of your institution (general press in the high education, research area and local

press) and uploaded to newswire services. Deadline for publication (to negociate with your respective communication departments): **before the Review meeting**.

TODO (Contact Press offices to plan a Press release)

- • ✓ UPSud, @IzabelaFaguet , @nthiery
- ☐ CNRS, @videlec
- ☐ UNIKL, @wdecker
- ☐ UOXF, @dimpase
- ☐ USlaski, @marcinofulus
- ☐ USTAN, @stevelinton, @alex-konovalov
- ☐ UVSQ, @defeo
- ☐ UWarwick, @JohnCremona
- ☐ Logilab, @ocayrol
- ☐ Simula, @minrk
- ☐ Ugent, @jdemeyer
- ☐ XFEL, @fangohr
- ☐ Fau, @florian-rabe @kohlhase

TODO @IzabelaFaguet disseminate at European scale: -publish an article presenting the results of the project on the EC website

- • via « Digital Excellence & Science Infrastructure" EC newsletter -via the EC Horizon magazine (the EU Research & Innovation magazine)

cc: @IzabelaFaguet , @nthiery

1. EXECUTIVE SUMMARY

♠**TO DO**: *Merge with the github issue description*♠

The present document constitutes Deliverable D2.16 (Press Release) in the framework of WP2 (Community Building, Training, Dissemination, Exploitation, and Outreach), regarding Tasks 2.1 (Dissemination and Communication activities). Press releases are an important part of our communication stategy. With the press releases we plan to call attention of multiple audiences about our research in a way understandable by non-specialists and address the EU perspective of research and innovation funding, by considering some aspects such as the European transnational cooperation in the consortium and the scientific excellence with a better use of results to the scientific community.

2. END OF PROJECT PRESS RELEASES

♠**TO DO**: *Merge the following sections*♠

During the first months of the project, we have covered 6 press releases and we planned to do the same at the end to promote the actions and the results by providing targeted information to broad audience (including the media and the public). First we will submit a general communication about the project on our website presenting the results of the assessment made by the referees and the Project Officers during our final review meeting.

3. COLLABORATIVE PROCESS

The press releases are the result of a joint effort of the partners who are actively involved in the promotion of the press releases; their collective effort will result in at least 12 releases in general press in the high education, research area and local press. We followed our usual open bottom up approach.

4. PRESS RELEASING PROCESS

1. The coordinator have already contacted the Press Office of UPSud to inform about the topic of the project that was already approved by the Communication officer. 2.The UPsud communication department was in charge of preparing a general text that will be sent to the partners and that could be adapted at their convenience. We received the article proposal and some changes were made. it has been translated in English and sent to the partners for distribution to their respective Press offices. 3.The approved release will then be sent to relevant journalists contacts of each institution and uploaded to the newswire services. The press releases will be published by end of november. Each partner still needs to negotiate with their respective communication departments the definitive deadline for publication. 4. We also plan to launch email campaigns in order to report to the scientific community about the significant developments on ODK project activities and results.

5. END OF PROJECT COMMUNICATION THROUGH OPENDREAMKIT'S CHANNELS

OpenDreamKit's website (`https://opendreamkit.org/`) served as a major dissemination tool in terms of project's concept, objectives and outcomes. It provides information on the project content, objectives, partners, planned activities, events organized within the project and deliverables. It's complemented by a @OpenDreamKit Twitter account, and a video channel. Both serve as direct communication instrument to reach the general public and interact with other communities such as GAP, SageMath, Cocalc, or Jupyter.

An overview of the project outcomes was produced by UPSud with the technical contribution of the ODK partners (see appendix XXX), and will be published on OpenDreamKit's web site; it takes the form of an extended version of the Summary for Publication produced at the occasion the last reporting period. It complements the press release by being more detailed on the concrete actions and the impact on end users, with link to related material (reports, blog posts, ...). Soon after its publication, a blog about the future of OpenDreamKit community will posted, and both will be advertised through social media (twitter, ...).

During the project, seven video interviews have been created to communicate the project, its main goals and the consortium to a wider public; and 3 explainer videos that explaines our project in a way understandable for a non scientific public. The videos will be used across online platforms, and promoted through the project's online communications channels such as YouTube. A Youtube account for OpenDreamKit project was set up to host the video series. The number of views, and comments for each video were monitored as KPIs in the technical report.

5.1. **End of project communication through the European Commission's channels**

The Coordinator has contacted the communication officer who will support the dissemination of the results of the project ad will promote them through the EC's communication channels. The communication officer will publish an article and a presentation of the project in the newsletter " Digital Excellence & Science Infrastructure " of the European Commission, on the European Commission website `https://ec.europa.eu/digital-single-market/` to reach a wider audience, potentiating it outreach. HORIZON, the EU Research & Innovation e-magazine, will also be used to inform about the benefits and progress that ODK will generate in Europe, informing about the open debates created and the results.

Disclaimer: this report, together with its annexes and the reports for the earlier deliverables, is self contained for auditing and reviewing purposes. Hyperlinks to external resources are meant as a convenience for casual readers wishing to follow our progress; such links have been checked for correctness at the time of submission of the deliverable, but there is no guarantee implied that they will remain valid.