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**ScienceTalkToo
Outline project proposal under H2020**

*e-ScienceTalk has brought the success stories of Europe’s e-infrastructures to a wider audience. The project enhanced the value of research infrastructures by reporting their results in print and online. With a varied skill set, the team also provided a host of services to EC projects and RIs, from creating video and design consultation to feature writing and promotion of events. A follow on project funded under Horizon2020 is now planned.*

**Coordinator**: Catherine Gater

**Duration:** 3 years

**EC contribution:** 1.5 mill Euros approx

**Overall aim:** To showcase the research outcomes from e-science and big data coming out of Europe’s Distributed Computing and Data Infrastructures (both e-Infrastructures and Research Infrastructures). The project will highlight success stories through a regular online publication, iSGTW, websites such as e-ScienceCity, blogs, social media channels and coupled with a virtual world. The channels will be informed and supported by establishing a network of e-science ambassadors across Europe who will go behind the scenes at events to communicate the impact of e-infrastructures to researchers in the ‘long tail’ of science, in Europe and beyond. In order to build human capital, the project will also provide specialist communications and marketing training to the ambassadors and to members of both Research Infrastructures and e-Infrastructures projects. The policy and impact team will produce policy briefings aimed at DCDI stakeholders on key community issues and will communicate the possibilities presented by the infrastructures for academia, RIs and industry.

**Partners**: CERN, QMUL, APO, EGI.eu, Imperial. Plus possibly EMBL? TERENA?

**Outline Project Structure**:

* **WP1: Management (0.3 FTE)**

This workpackage will coordinate the management of the project. The project will be overseen by a Project Management Board, consisting of the Project Manager and representatives from each of the partners. The quality and progress of the project will be controlled by monitoring the metrics, conducting surveys of readers of iSGTW and by gathering feedback from ambassadors and delegates at conferences.

* **WP2: Training and ambassadors (0.5 FTE)**

This workpackage will coordinate a network of ambassadors across Europe who will be recruited to showcase the results of e-science and big data, using e-Infrastructures. The ambassadors will be early career scientists and researchers, who will be part funded by ScienceTalkToo to attend events on behalf of the project and bring success stories to new audiences from behind the scenes via blogs, articles and social media. The aim will be to communicate the results to the long tail of science, to RIs and to users of the ESFRIs. This workpackage will also run a series of training workshops, based at key community events, on communication skills such as media outreach, videoing and science writing. These will be aimed at enhancing the human capital of the ambassadors and also other members of the communities, for example within the RIs.

* **WP4: Policy briefings and impact (1 FTE)**

With the advent of H2020, there is a strong need for reporting that is targeted at policy makers in science and business to illustrate the scientific results and impacts from grid, distributed and high performance computing, networks, clouds, data infrastructures and RIs. These briefings will interpret EC policy documents and reports in an accessible and attractive format, available in print and online. These short, full-colour policy articles will illustrate the scientific results and impacts for a non-technical audience and demonstrate how long-term investments and new innovative EC funding instruments are leading to concrete results. Additionally, this work package will assess the impact of longer running products and explore possibilities for their sustainability, as well as producing a guide to outreach impact measurement for EC projects. WP4 will also coordinate annual outreach meetings for the e-infrastructures area.

* **WP5: iSGTW (2 FTE)**

iSGTW is a free weekly online newsletter that promotes e-science and big data around the world by sharing stories of e-Infrastructure empowered science and scientific discoveries. Now reaching over 8700 readers in more than 195 countries and territories, it is an international publication by nature, funded jointly by the National Science Foundation in the US and the project in Europe, with an Editor in Chief and a student writer based at CERN, a US-based Desk Editor at Indiana University, as well as several contributing writers worldwide, including special correspondents from the Asia Pacific region. The workpackage will aim to build a network of professional contributors, widen the collaboration to Latin America and Africa, and will build on its substantial social media impact. iSGTW will also seek media partnerships at key community events such as ISC, ISC in the cloud and XSEDE.

* **WP6: Websites, blogs and virtual worlds (1 FTE)**

The workpackage will extend the e-ScienceCity website to keep it at the cutting edge of e-science dissemination and will add interactive materials. It will also continue the blog site, where the ambassadors will blog about their experiences live from events around the world. The virtual world for e-ScienceCity will offer promotion opportunities for the website and other channels through building in-world collaborations and participating in virtual events. This workpackage will also provide all design and marketing materials for the project.