



H2020-INFRAEOSC-2018-3

## NI4OS-Europe

National Initiatives for Open Science in Europe

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# Deliverable D7.3 Promotional Package

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**Lead beneficiary(s):** GRNET

**Author(s):** Dimitra Kotsokali (editor)

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**Dissemination Level:** Public

**Abstract:** Deliverable D7.3 - Promotional Package - presents the project brand identity and dissemination material that is used to effectively support NI4OS-Europe strategic marketing and communication activities. A series of promotional elements, namely the project brochure, posters, presentation, roll up and web banners, are built on a common graphic style and, together with the project communication platform (D7.1), form the backbone of the project community outreach and public visibility. The promotional package will be updated and enriched with additional material in order to reflect the project developments and achievements, as well as to communicate NI4OS-Europe contribution to the realization of the regional and global Open Science vision.

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The NI4OS-Europe project is funded by the European Commission under the Horizon 2020 European research infrastructures grant agreement no. 857645.

The NI4OS-Europe Consortium consists of:

GRNET SA	Coordinator	Greece
ATHENA RC	Beneficiary	Greece
CYI	Beneficiary	Cyprus
UCY	Beneficiary	Cyprus
IICT	Beneficiary	Bulgaria
SRCE	Beneficiary	Croatia
RBI	Beneficiary	Croatia
KIFU	Beneficiary	Hungary
DE	Beneficiary	Hungary
ICI BUCURESTI	Beneficiary	Romania
UEFISCDI	Beneficiary	Romania
ARNES	Beneficiary	Slovenia
UMUKM	Beneficiary	Slovenia
IPB	Beneficiary	Serbia
UOB	Beneficiary	Serbia
RASH	Beneficiary	Albania
UNI BL	Beneficiary	Bosnia-Herzegovina
UKIM	Beneficiary	North Macedonia
UOM	Beneficiary	Montenegro
RENAM	Beneficiary	Moldova (Republic of)
IIAP NAS RA	Beneficiary	Armenia
GRENA	Beneficiary	Georgia

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## Document Revision History

<b>Date</b>	<b>Issue</b>	<b>Author/Editor/Contributor</b>	<b>Summary of main changes</b>
December 16 <sup>th</sup> , 2019	a	Dimitra Kotsokali	First draft
December 17 <sup>th</sup> , 2019	b	Ognjen Prnjat	Deliverable internal review and final modifications
December 24 <sup>th</sup> , 2019	c	Dimitra Kotsokali, Ognjen Prnjat	Final version with final corrections and quality control

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## References

- [1] Project NI4OS-Europe-857645 - Annex I - Description of the Action
- [2] Project Notebook – NI4OS-Europe-WP1-GR-002-Notebook-2019-09-18

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## List of Acronyms

<b>WP</b>	Work Package
<b>EOSC</b>	European Open Science Cloud

## Executive summary

### **What is the focus of this Deliverable?**

The D7.3 – Promotional material - reports on the project corporate identity and promotional package that is part of the overall communication system used to serve the NI4OS-Europe strategic marketing and dissemination plan. All elements are public and support the broad dissemination and awareness creation of the project activities, developments and outcomes. A second version of the deliverable, as well as additional communication material, is scheduled to be available by project mid-term.

### **What is next in the process to deliver the NI4OS-Europe results?**

The deliverable and workflow progress are described in the project Annex-I – Description of the Action [1]. The promotional package will be distributed to the project partners for further dissemination through their channels. Following the project progress and achievements, its content will be updated and NI4OS-Europe outcomes will be communicated to the target audiences.

### **What are the deliverable contents?**

The deliverable describes the NI4OS-Europe logo, brochure, posters, printed and web banners and presentation. The material is built on a common graphic style that reflects a strong visual brand identity.

### **Conclusions and recommendations**

The project core promotional package is built on a common, consistent graphic style that reflects the NI4OS-Europe corporate design. Following the project developments, it will be complemented with additional material such as flyers, thematic brochures and posters, announcements, newsletters, power point presentations and project success stories to effectively support the NI4OS-Europe activities for maximizing community outreach and public visibility.



## 1. NI4OS-Europe logo

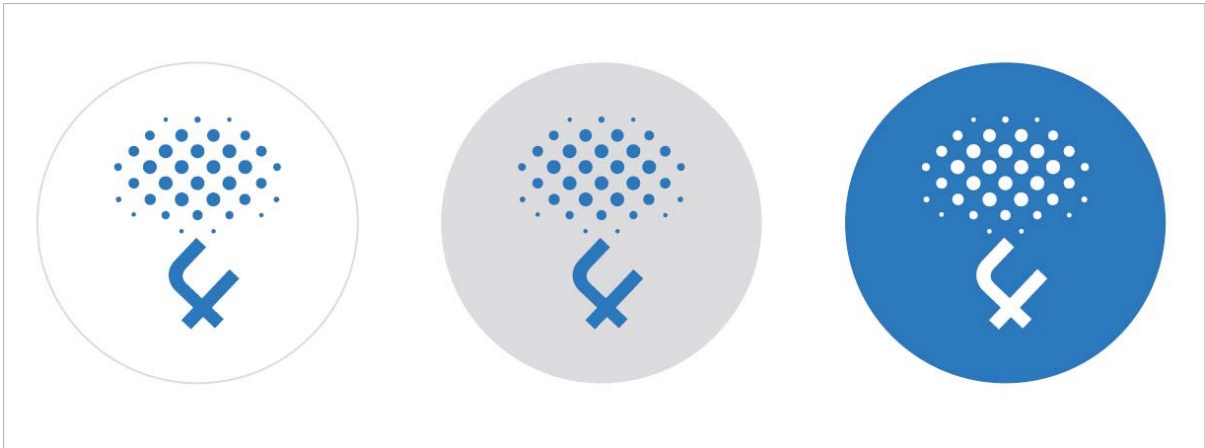
The logo was designed at the very start of the project to establish its corporate identity and help the external audience to easily identify NI4OS-Europe.

The design is kept simple and clear, uses a two-color palette and a basic element to define the project brand identity.

The logo serves as the basis for all further promotional materials, as well as the website, in order to ensure consistent branding across all communication tools.



Figure 1: NI4OS-Europe logo



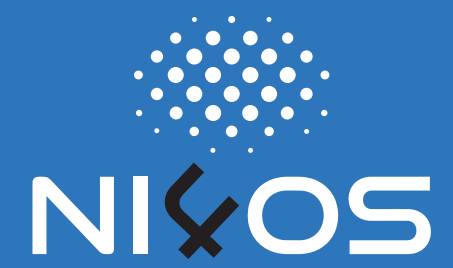
**Figure 2: NI4OS-Europe basic element - favicon**



## 2. NI4OS-Europe core brochure

The NI4OS-Europe brochure consists of catchy graphics combined with a short, well-structured text to highlight the project lines of action and its added value in the realization of the regional and global Open Science.

The brochure cover page is built on the basic message “for Open Science Cloud” and the logo basic element (“f-4”). The chosen fonts are symbols that have been used to relate Open Science Cloud with Research. The graphics of the interior pages provide in a clear picture of NI4OS-Europe methodology, the key points of the project and its relation with EOSC (“Key building block of European Open Science Cloud”).

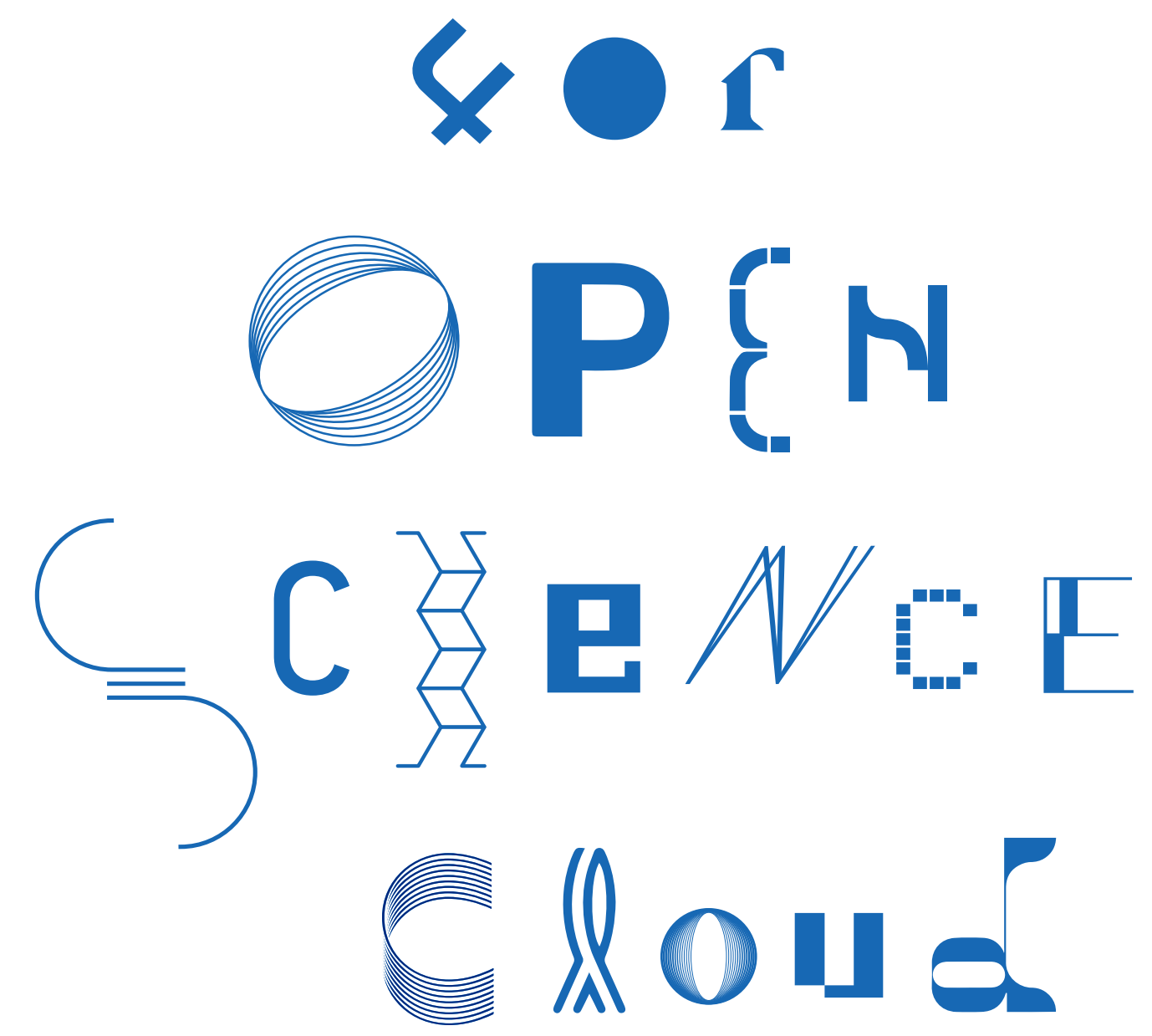

## NI4OS-Europe Partnership



 @NI4OS\_eu  
 @NI4OS  
 Email: ni4os-europe-po@ni4os-europe.eu



NI4OS-Europe has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 857645

**NI4OS-Europe**  
 National Initiatives for Open Science in Europe  
<https://ni4os.eu>

# Key building block of the European Open Science Cloud

The goal of NI4OS-Europe is to be a core contributor to the EOSC service portfolio, commit to EOSC governance, and ensure inclusiveness on the European level for enabling global Open Science.

## STRATEGIC LINES OF ACTION:

- 1 Support the development and inclusion of the national Open Science Cloud initiatives in 15 Member States and Associated Countries in the EOSC governance.
- 2 Instill within the community the EOSC philosophy and FAIR principles for data Findability, Accessibility, Interoperability and Reusability.
- 3 Provide technical and policy support for on-boarding of service providers into EOSC, including generic services (compute, data storage, data management), thematic services, repositories and data sets.



Participating countries

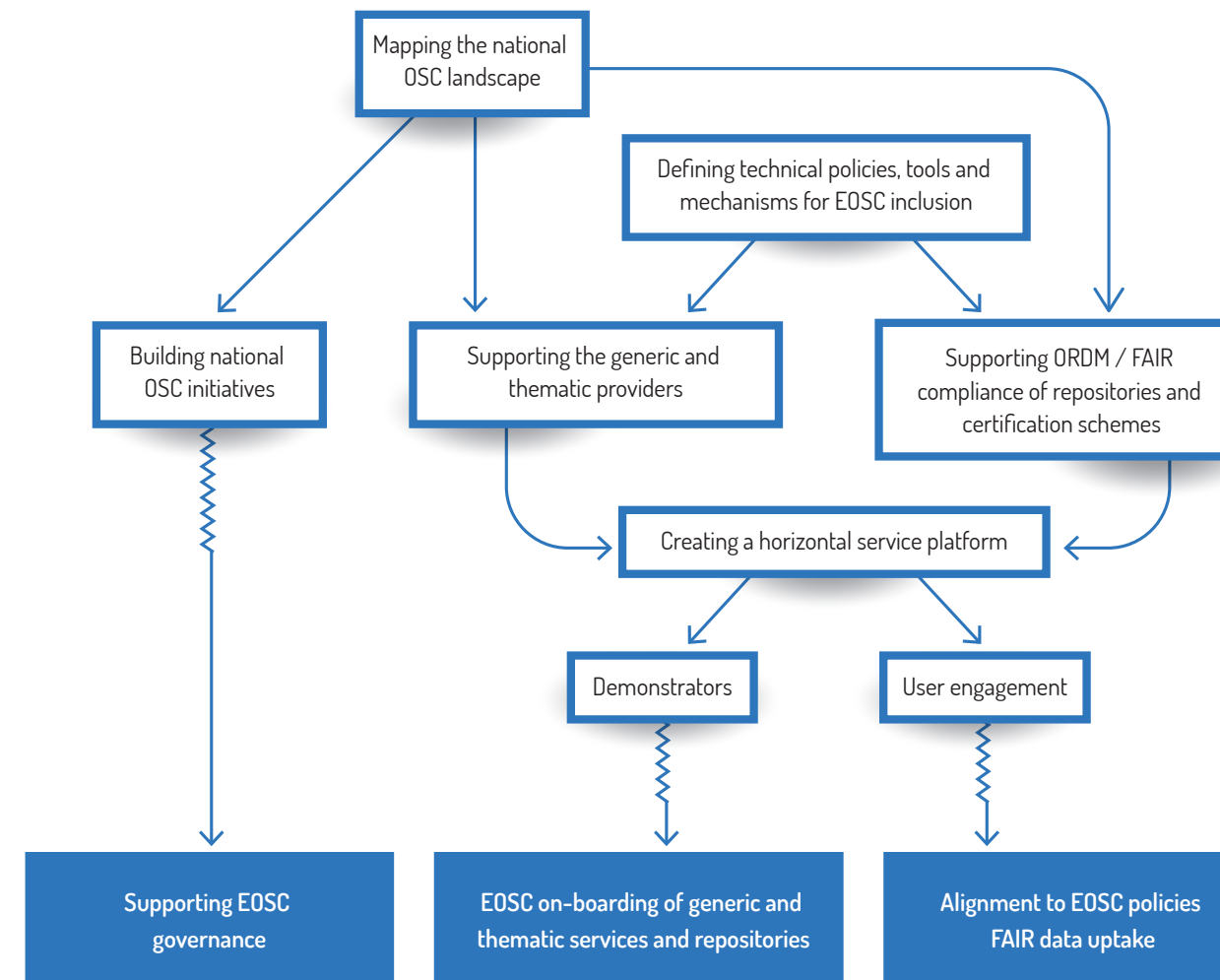
Greece	Hungary	Albania	Republic of Moldova
Cyprus	Romania	Bosnia-Herzegovina	Armenia
Bulgaria	Slovenia	North Macedonia	Georgia
Croatia	Serbia	Montenegro	



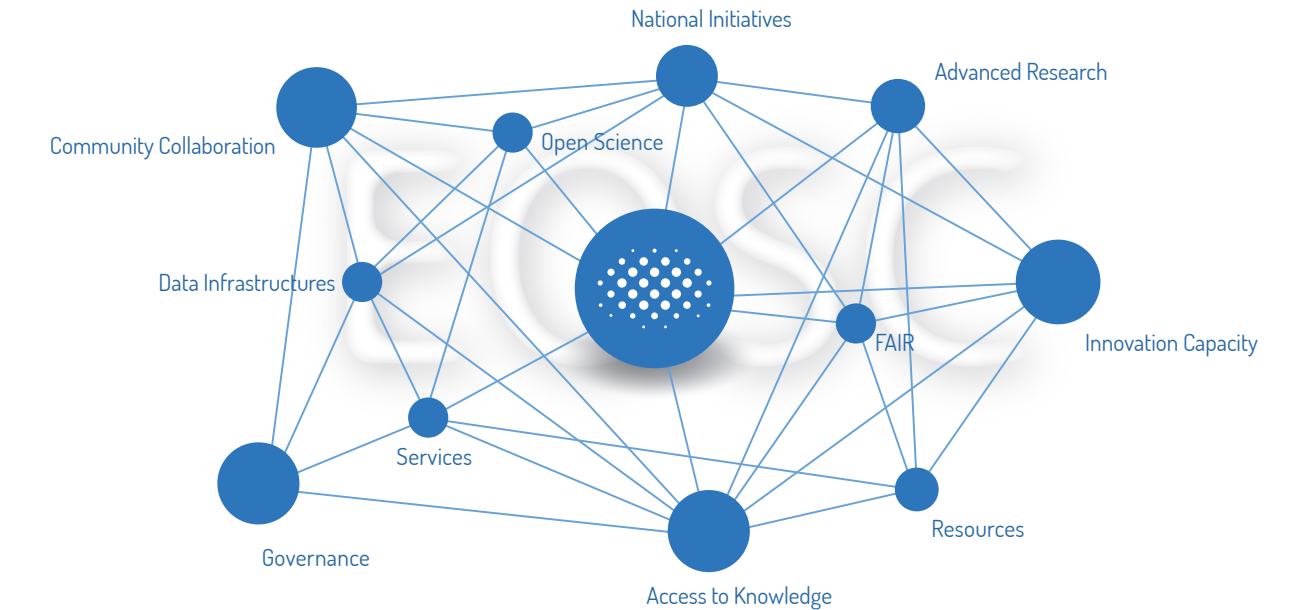
# Turning NI4OS-Europe goal into reality

NI4OS-Europe exploits and engages a strong human network covering a wide range of stakeholders, as well as the infrastructure and service providers in the region, to support the overall EOSC vision, architecture and governance.

NI4OS-Europe will federate the existing EOSC-relevant services in the 15 target countries and include them in the EOSC service offering. NI4OS-Europe will collaborate with the other EOSC-related initiatives to contribute to the common EOSC platform including a set of policies, rules and principles for managing services and research data across the EOSC ecosystem.



# Enabling innovation and inclusiveness in Science



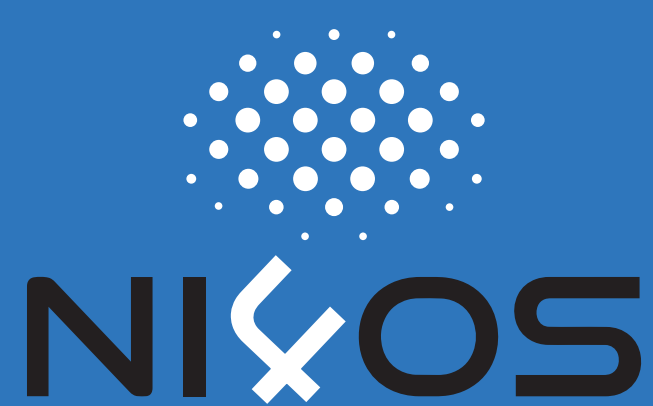
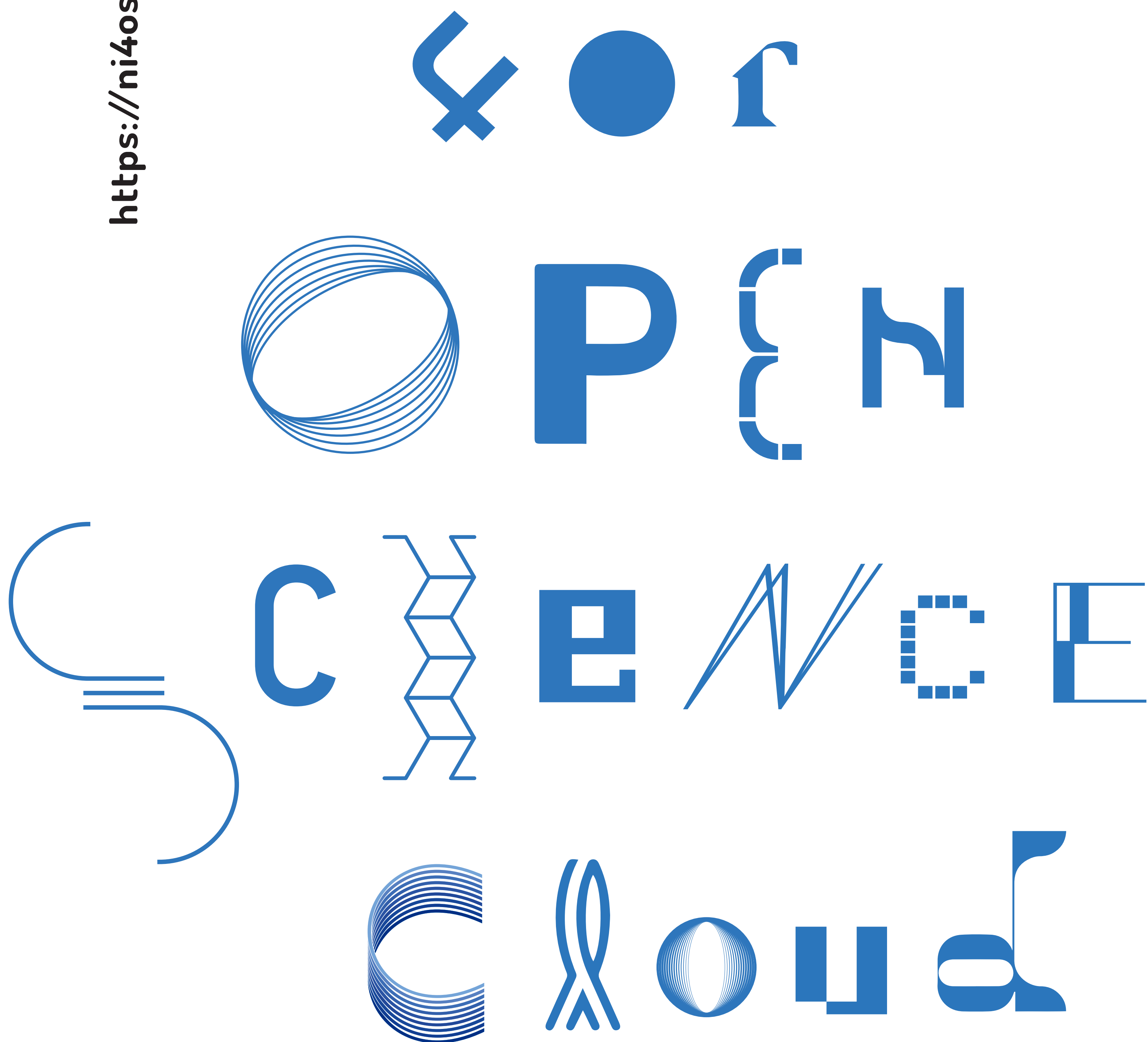
CHANGING THE OPEN SCIENCE LANDSCAPE	EMPOWERING THE REGIONAL SCIENTIFIC & RESEARCH COMMUNITY	SUPPORTING THE REGIONAL ICT & SCIENCE SECTOR, PREVENTING BRAIN DRAIN
NI4OS-Europe will trigger EOSC-relevant technical advancements in the area by supporting a full stack of open and sustainable services. It will provide equal access to infrastructures, data and services for all European researchers, ensuring inclusiveness.	NI4OS-Europe will enable collaborative and innovative research of highest excellence by connecting the regional scientific and research community between them and to the wider EOSC landscape.	A wide range of ICT and science professionals in the region will be involved in the provisioning and use of EOSC-relevant services and data. NI4OS-Europe will contribute to the retention of these professionals in the area, providing them with equal opportunities.

### 3. NI4OS-Europe posters

The posters are used to draw attention and to enhance the project brand identity. Thus, it is essential for marketing process implementation, as it will be displayed on public view at events organized or attended by NI4OS-Europe members during the project.

The poster design in this first edition is fully consistent with the brochure, reflecting the NI4OS-Europe corporate identity.

<https://ni4os.eu>



# NI4OS-Europe

National Initiatives for Open Science in Europe

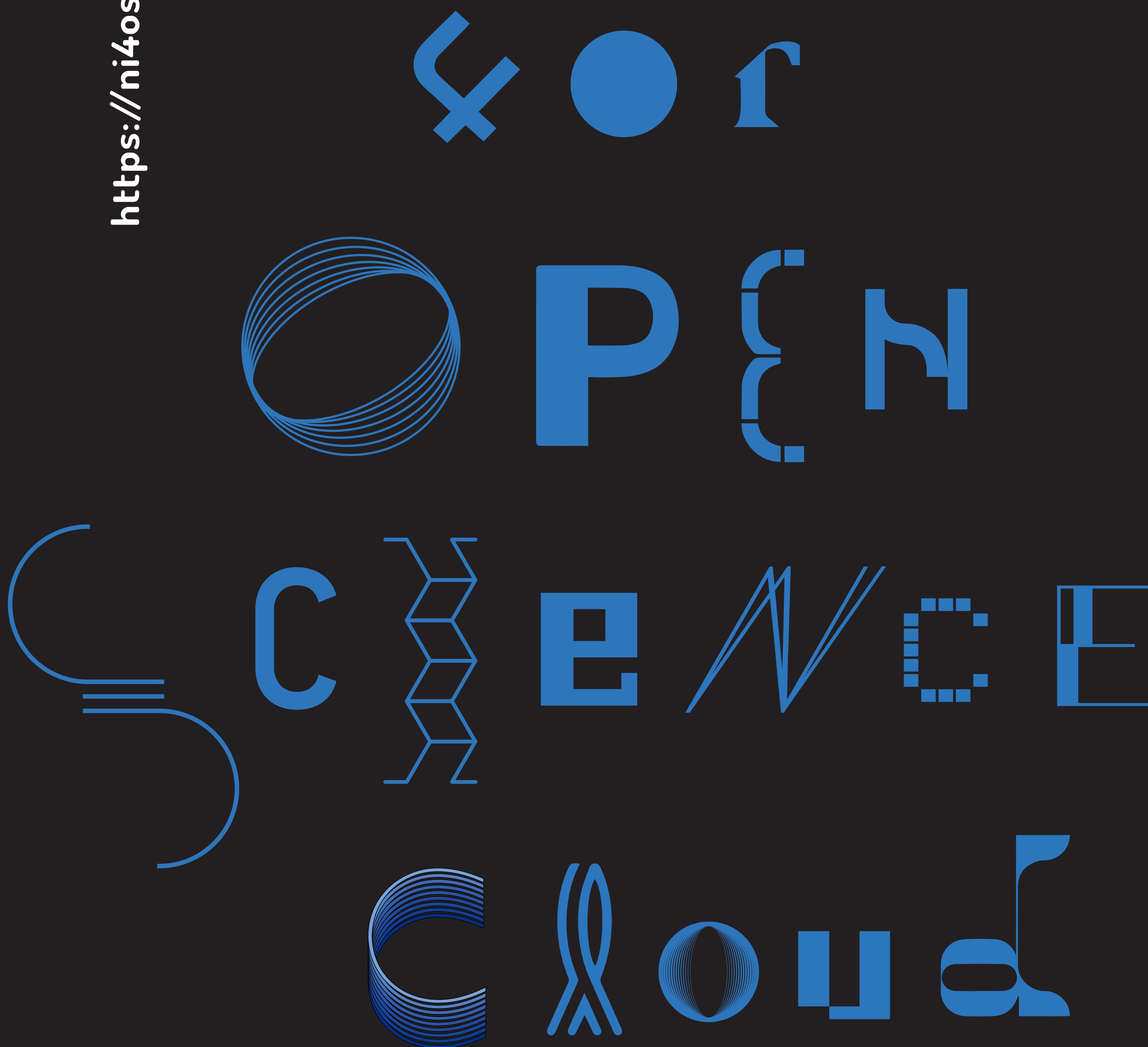
 @NI4OS\_eu  @NI4OS



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<https://ni4os.eu>



# NI4OS-Europe

National Initiatives for Open Science in Europe

 @NI4OS\_eu  @NI4OS



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## 4. Roll-up banners

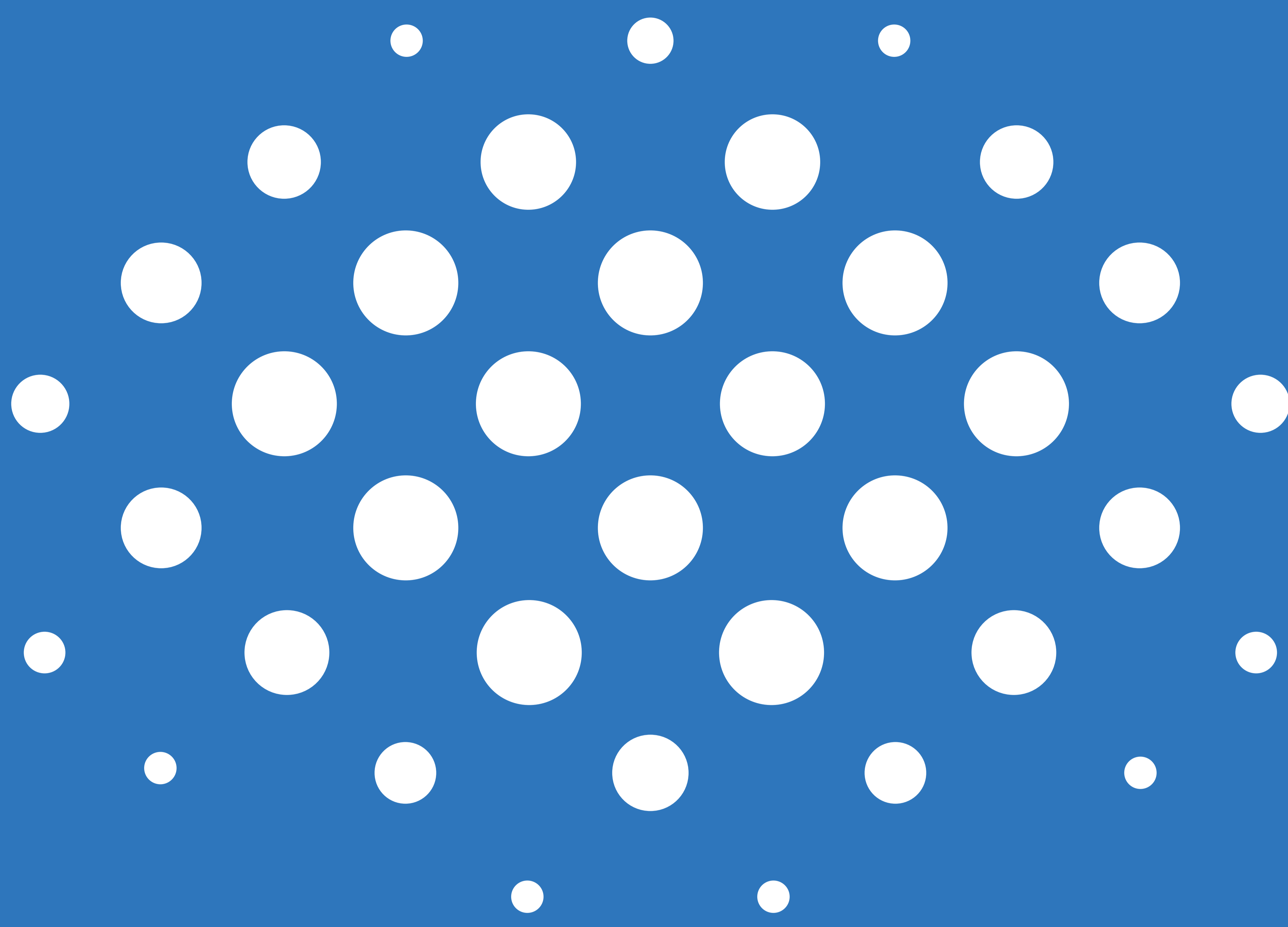
NI4OS-Europe roll-up banners will be used at events organized by the project and related events hosting poster sessions and/or exhibitions, in order to enhance the project presence.

The banners will further boost and support the project dissemination activities via the relative events' photo material.

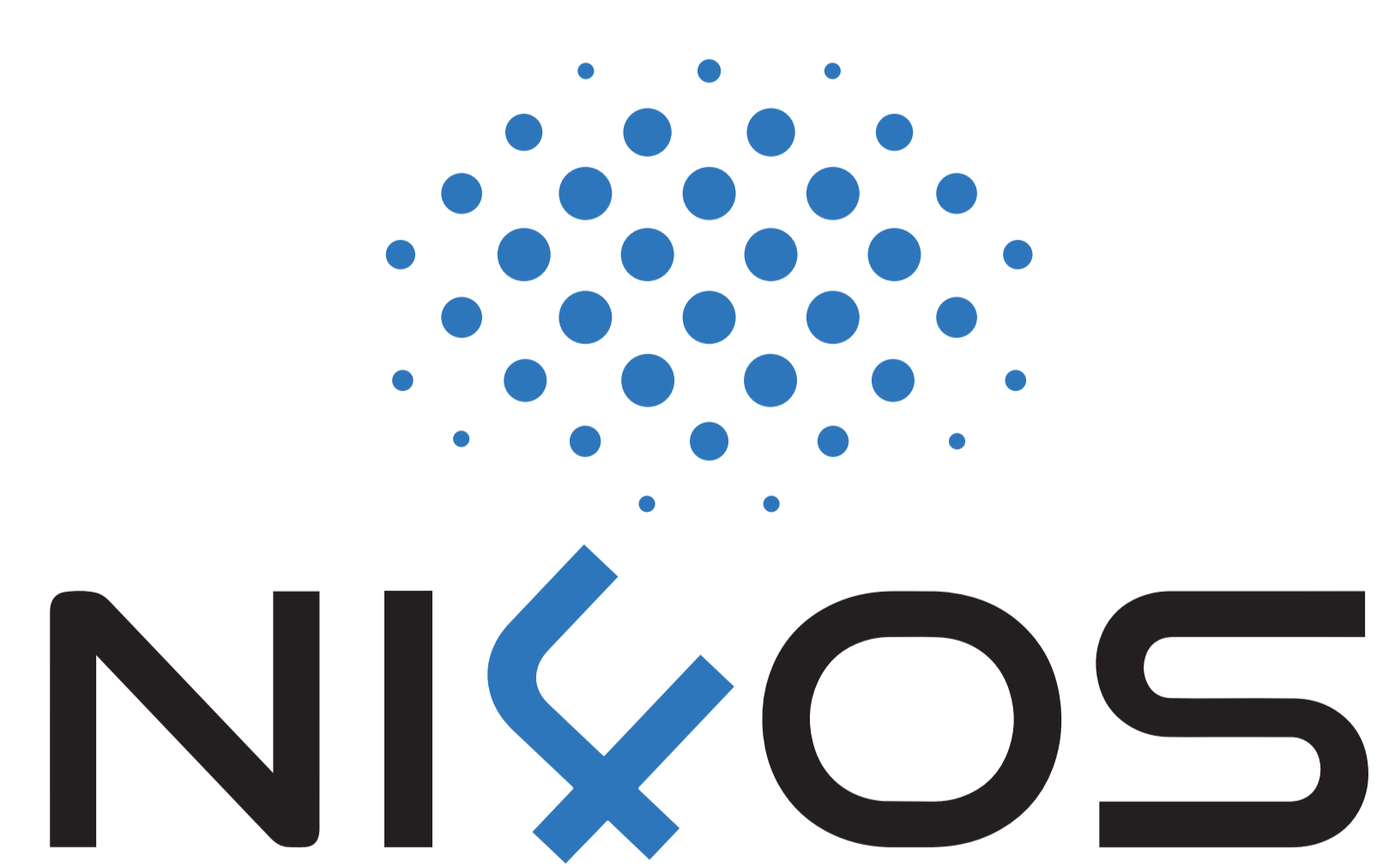
The banners can be used both separately or they can be placed together, depending on the concept of each event.

# NI4OS-Europe

## National Initiatives for Open Science in Europe

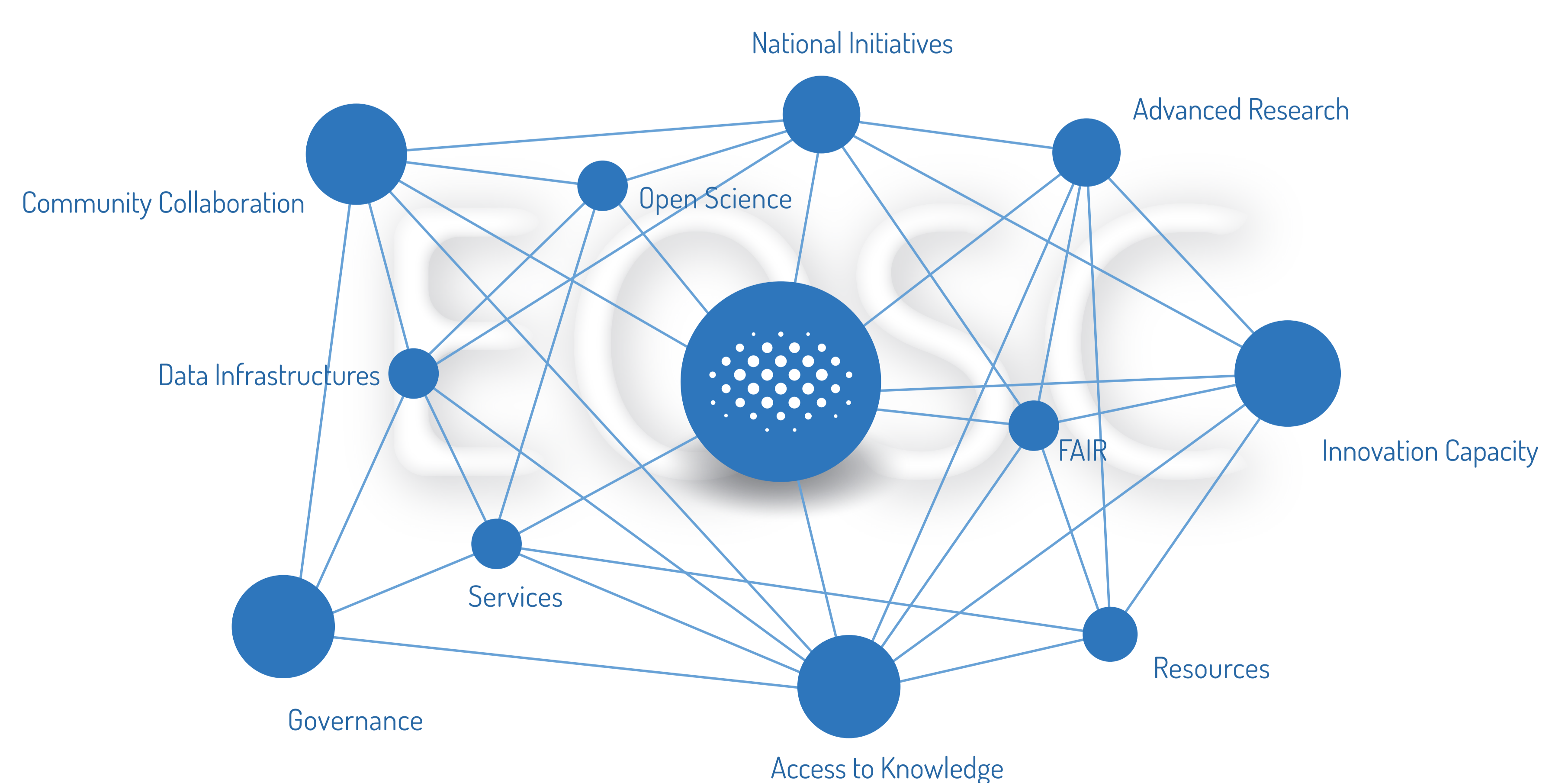


<https://ni4os.eu>



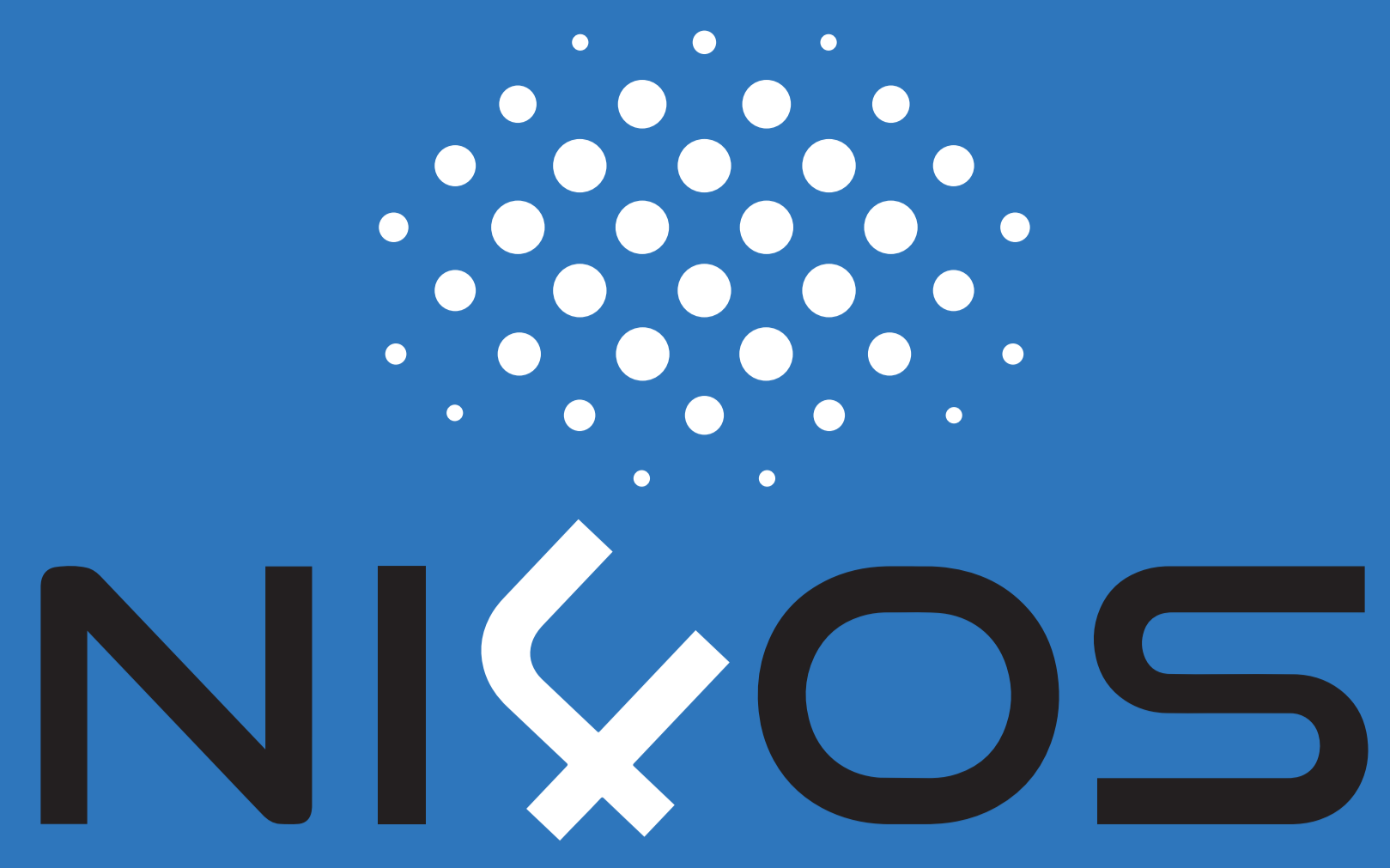
### Participating countries:

Greece / Cyprus / Bulgaria / Croatia /  
Hungary / Romania / Slovenia / Serbia / Albania /  
Bosnia-Herzegovina /  
North Macedonia / Montenegro /  
Republic of Moldova / Armenia / Georgia /



NI4OS-Europe has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 857645





# NI4OS-Europe

National Initiatives  
for Open Science in Europe

 @NI4OS\_eu

 @NI4OS

<https://ni4os.eu>

40S

OPEN

SCIENCE

Cloud



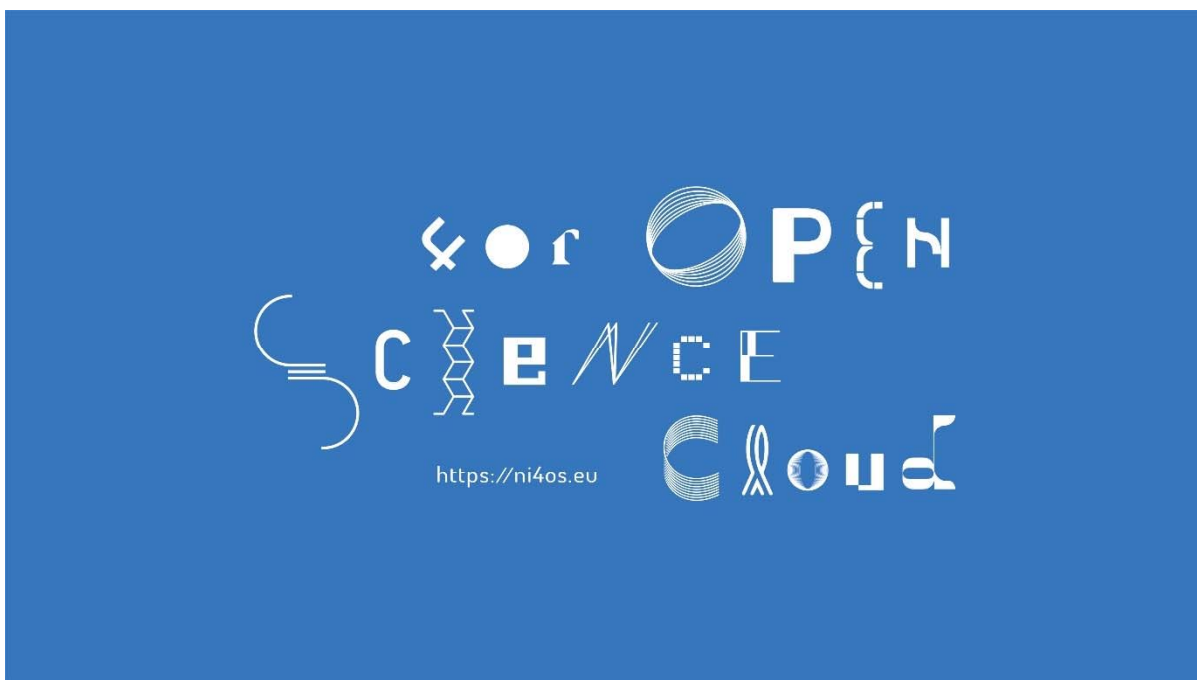
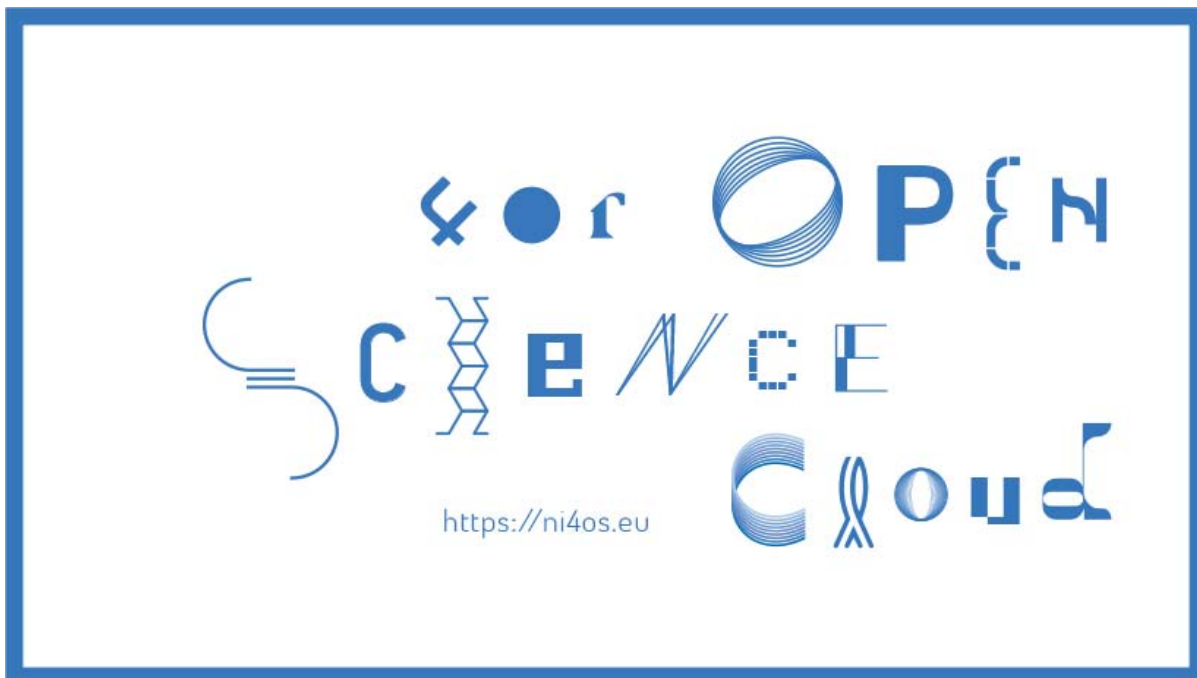
## 5. Web banners

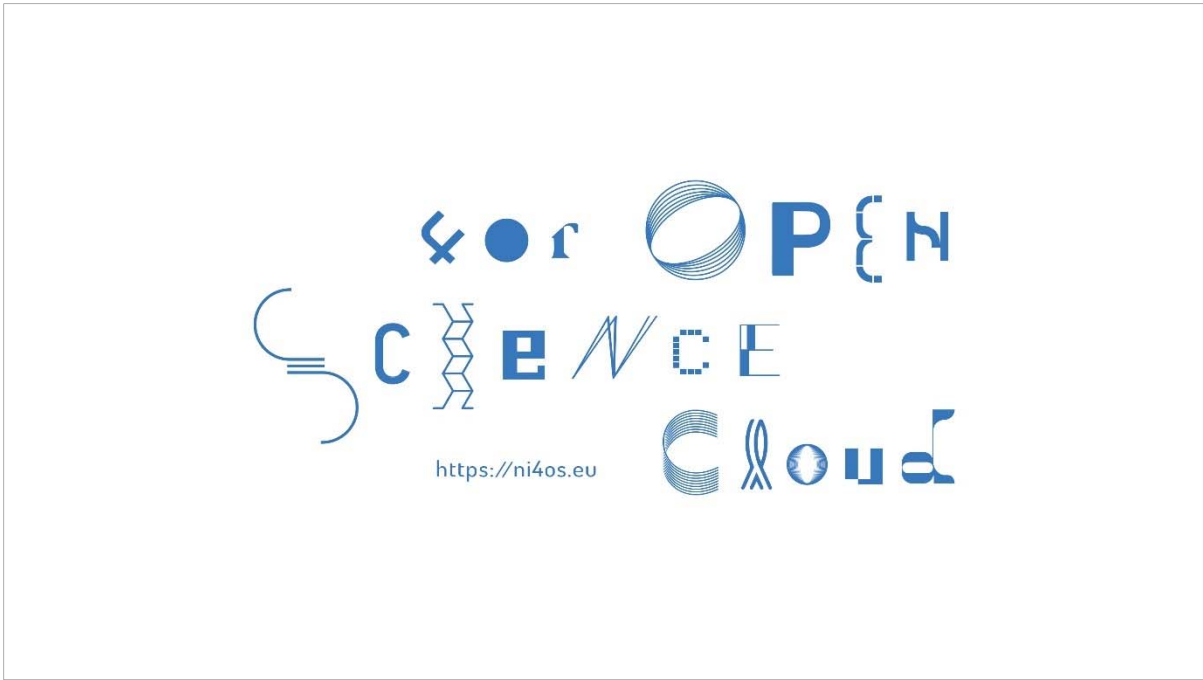
Based on the basic graphic design, a set of web banners have been created for the project social media accounts, to ensure consistency in NI4OS-Europe corporate identity.

All the banners can be used in multiple dissemination elements.



**Figure 3: Web banners for NI4OS-Europe Twitter account**





**Figure 4: Web banners for NI4OS-Europe Facebook account**

## 6. NI4OS-Europe presentation

The project core presentation provides an overview of the project and describes its mission and objectives, the NI4OS-Europe methodology and KPIs. The presentation will be gradually updated to follow the project progress.

# National Initiatives for Open Science in Europe

<<event>>

<<presenter name and affiliation>>

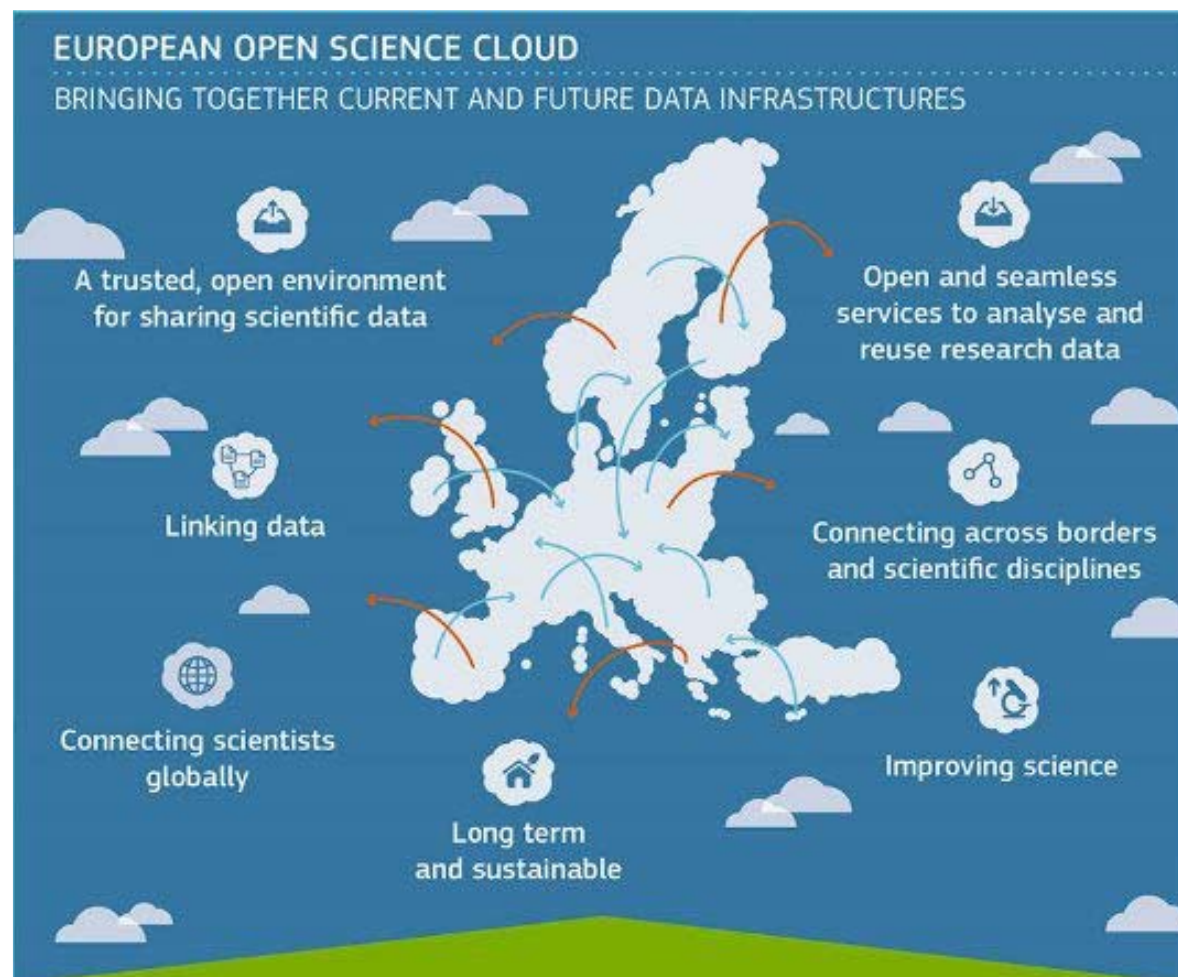




# European Open Science Cloud

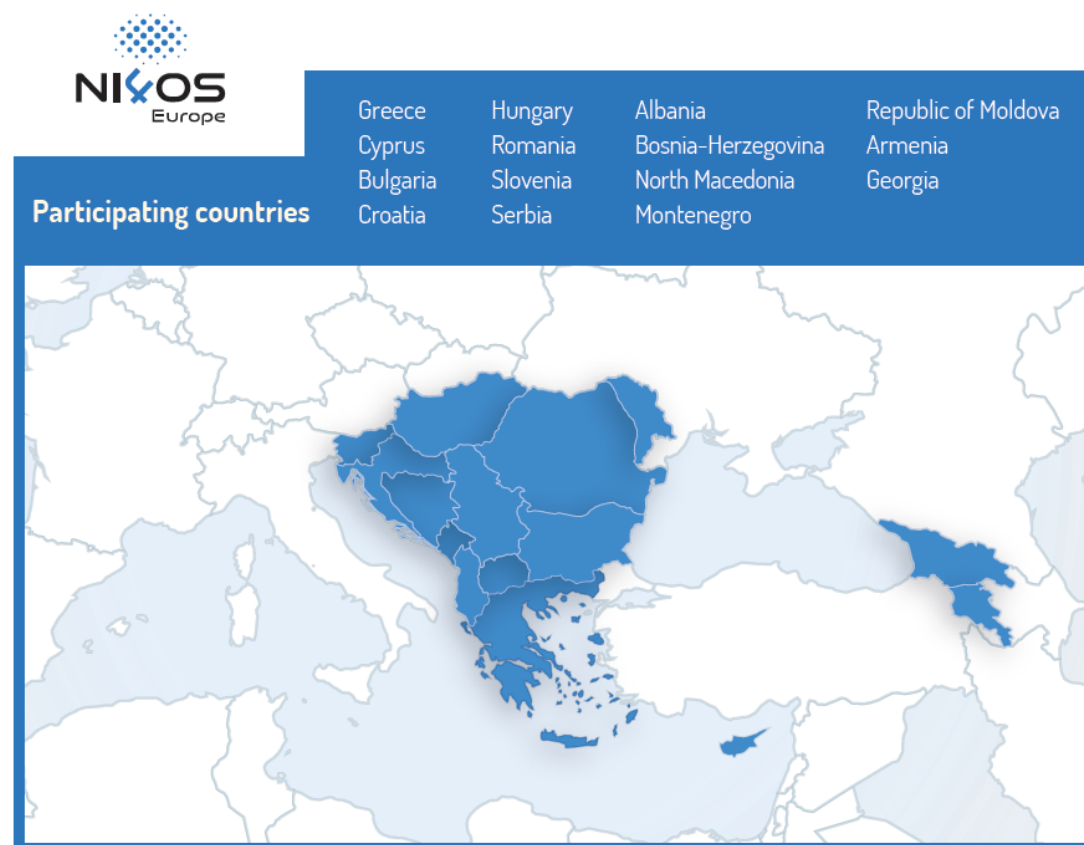
- ❑ The role of the EOSC is to ensure that European scientists reap the full benefits of data-driven science, by offering:
- ❑ “1.7 million European researchers and 70 million professionals in science and technology a virtual environment with free at the point of use, open and seamless services for storage, management, analysis and re-use of research data, across borders and scientific disciplines”

2016 Communication on the “European Cloud Initiative”



# Project administrative summary

- ❑ Name: National Initiatives for Open Science in Europe
- ❑ Acronym: NI4OS-Europe (pronounced “NIFOS”)
- ❑ Call: INFRAEOSC-05 (b) Coordination of EOSC-relevant national initiatives across Europe and support to prospective EOSC service providers - Research and Innovation Actions
- ❑ Grant number: 857645
- ❑ Amount of EC funding 5,599,475e
- ❑ 22 Partners from 15 countries

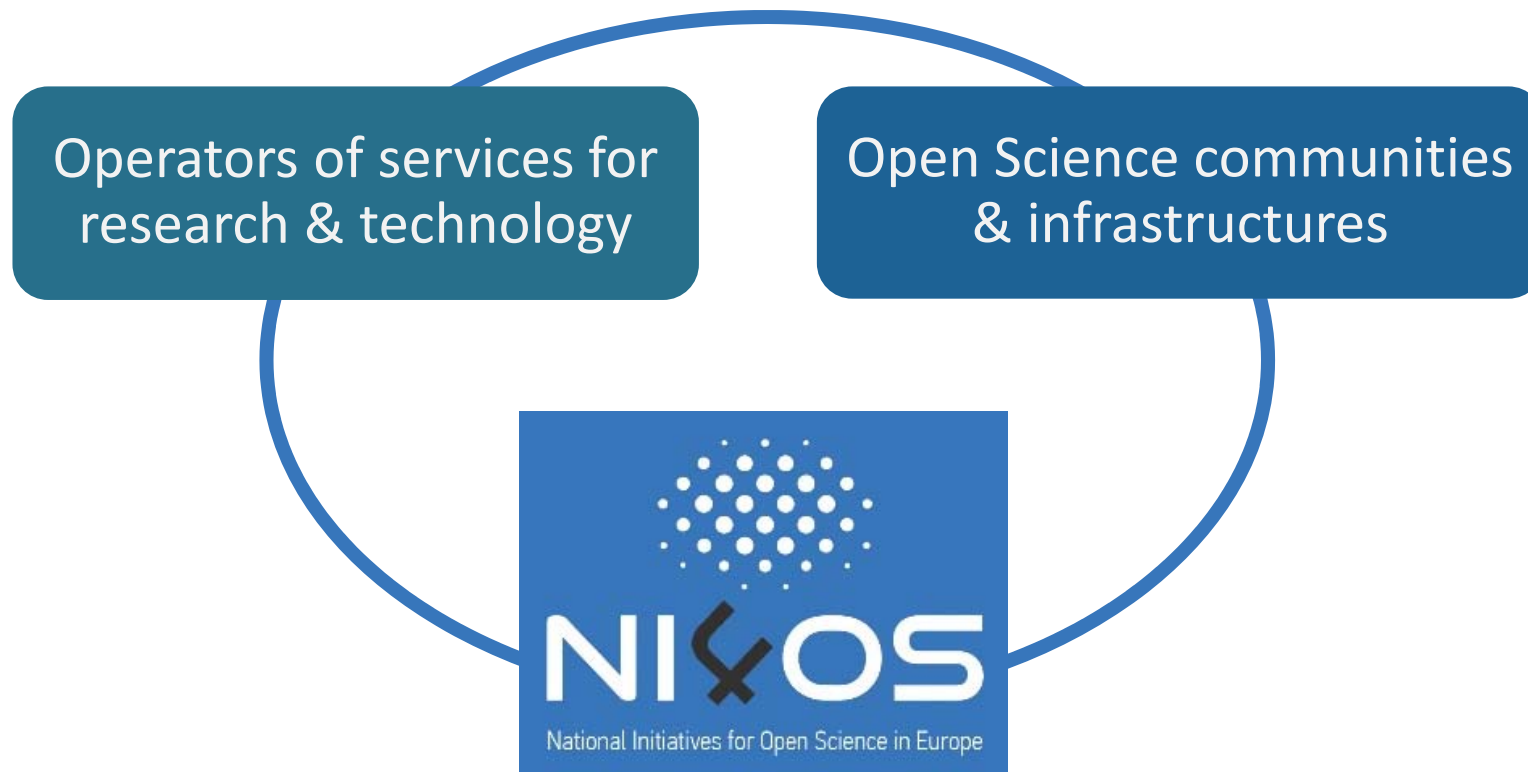


# Partnership

1	National Infrastructures for Research and Technology SA	GRNET	Greece
2	Athena Research & Innovation Center	ATHENA	Greece
3	The Cyprus Institute	CYI	Cyprus
4	University of Cyprus	UCY	Cyprus
5	Institute of Information and Communication Technologies	IICT	Bulgaria
6	SRCE - University of Zagreb, University Computing Centre	SRCE	Croatia
7	Ruđer Bošković Institute	RBI	Croatia
8	Governmental Agency for IT Development	KIFU	Hungary
9	University of Debrecen	UD	Hungary
10	National Institute for Research and Development	ICI	Romania
11	Executive Agency for Higher Education, Research, Development and Innovation Funding	UEFISCD I	Romania
12	Academic and Research Network of Slovenia	ARNES	Slovenia
13	University of Maribor Library	UMUKM	Slovenia
14	Institute of Physics Belgrade	IPB	Serbia
15	University of Belgrade	UOB	Serbia
16	Albanian Academic Network - Interinstitutional ICT Research Centre	RASH	Albania
17	University of Banja Luka	UNI BL	Bosnia-Herzegovina
18	Ss. Cyril and Methodius University in Skopje	UKIM	Northern Macedonia
19	University of Montenegro, Faculty of Electrical Engineering	UOM	Montenegro
20	Research and Educational Networking Association of Moldova	RENAM	Republic of Moldova
21	Institute for Informatics and Automation of the Academy of Sciences of Armenia	IIAP	Armenia
22	Georgian Research and Educational Networking Association	GRENA	Georgia



# Partnership building blocks





**Support**

the **development and inclusion** of the national Open Science Cloud (OSC) initiatives in 15 Member States and Associated Countries in the overall scheme of EOSC governance



**Spread** the **EOSC and FAIR principles** in the community and train it



**Provide** **technical and policy support** in on-boarding of the existing and future service providers into EOSC

# Objective 1: Building national OSC initiatives

- ❑ Support EOSC governance framework by building national Open Science Cloud (OSC) initiatives for open research data, infrastructure and services and enabling them to support the overall EOSC governance and the related EOSC coordination structure
  - ❑ Perform a stakeholder analysis / survey
  - ❑ Map the existing landscape at the national level
  - ❑ Set up national OSC initiatives

## Objective 2: Federation and on-boarding preparation

- ❑ Facilitate the federation of existing infrastructures and state-of-the-art services and their on-boarding to EOSC
  - ❑ Operational best practices enabling the on-boarding and federation of generic and thematic services and their connection to EOSC
  - ❑ Support the national tools for federated management to be compatible with EOSC core corresponding services
  - ❑ Support harmonization of service templates
  - ❑ Provide a pre-production environment for testing and validation

## Objective 3: Service on-boarding

- ❑ Enable the EOSC-relevant, non-commercial services to be accessed through the EOSC portal
  - ❑ Provide technical support to service providers, ensuring interoperability between national and EOSC services, for their federation and integration into EOSC
  - ❑ Provide support to the integration of national repositories securing the FAIRness of their practices
  - ❑ Deliver an integrated platform, consisting of the on-boarded resources from the region, which will be available as proof-of-concept for testing and fine-tuning with user communities

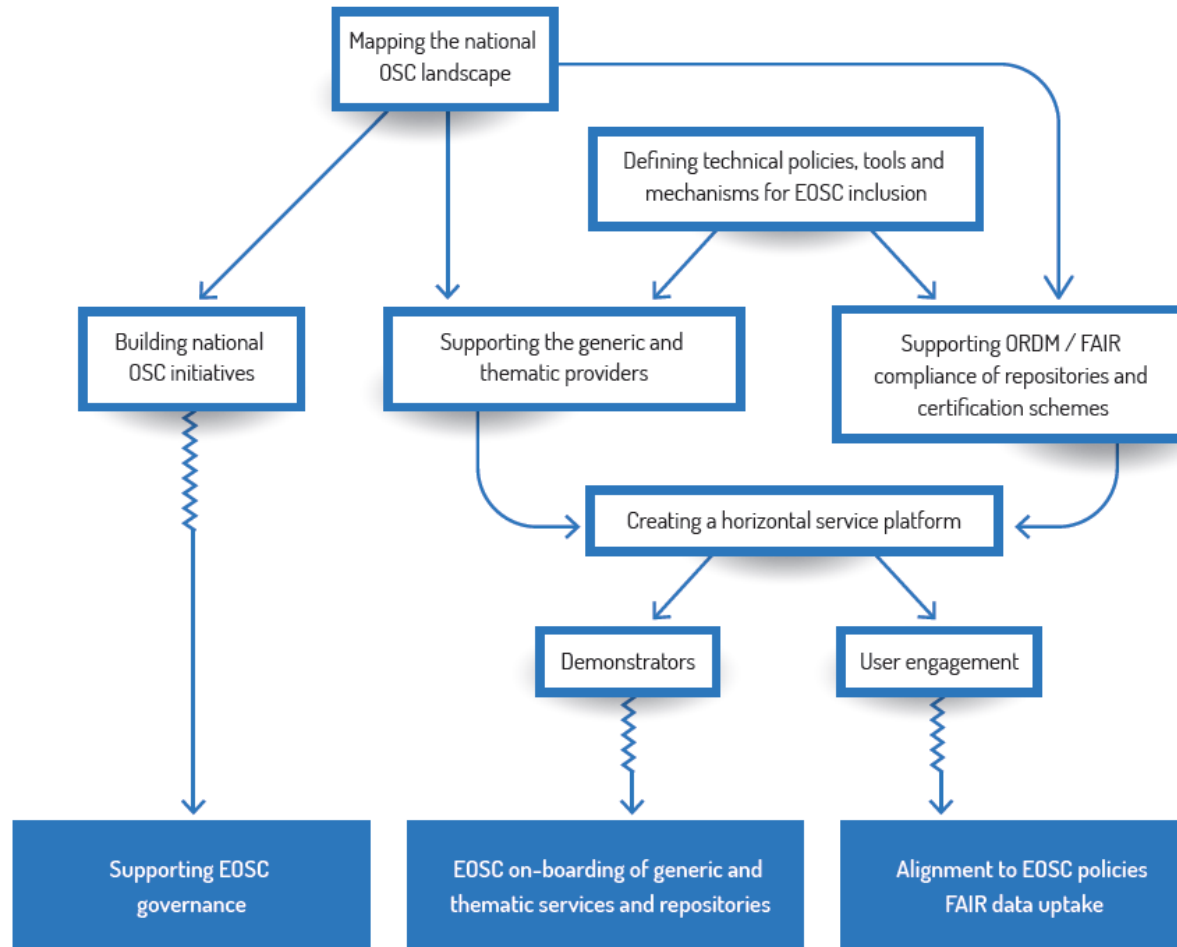


## Objective 4: ORDM practices

- ❑ Technical, organizational and legal guidelines, tools, mechanisms and certification schemes, to support Open Research Data Management and its implementation in a harmonised and coordinated fashion
  - ❑ Produce specific guidelines for ORDM
  - ❑ Define and adapt FAIR guidelines in the local context and ensure the FAIRness of repositories in a standardised and interoperable fashion
  - ❑ Develop and adapt easy-to-use technical and legal tools: DMP management, FAIR assessors, licence calculators, decision trees, provision of identifiers
  - ❑ Establish reliable certification schemes for open research data and service management of data repositories, compliant with GDPR, ethics and IPR rules and policies

# Objective 5: Community engagement

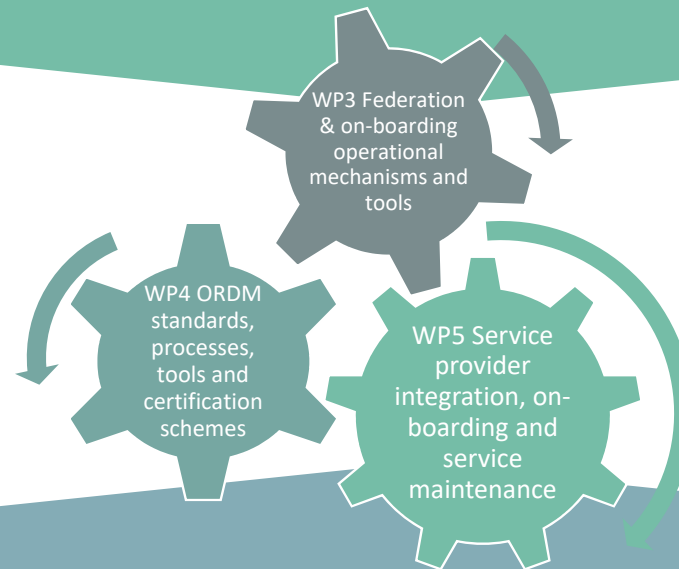
- ❑ Ensure the engagement of the targeted communities and validate the project solutions
  - ❑ Run selected cross-country inter-disciplinary demonstrators with selected real user communities and research infrastructures
  - ❑ Provide full-blown training programme for prospective providers and users in the area to ensure take-up of core EOSC services/functions in the community
  - ❑ Provide capacity building trainings on service management, federation, interoperability, FAIR, certification, and technical/organizational/legal aspects of ORDM
  - ❑ Promote the uptake of EOSC guidelines and FAIR principles across the widest possible community



# Organization

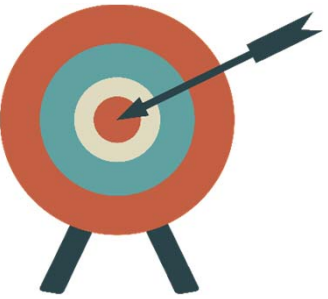
WP1 Management

WP2 EOSC national initiatives and policy support



WP6 User engagement, training and demonstrators

WP7 Communication, marketing, sustainability and innovation



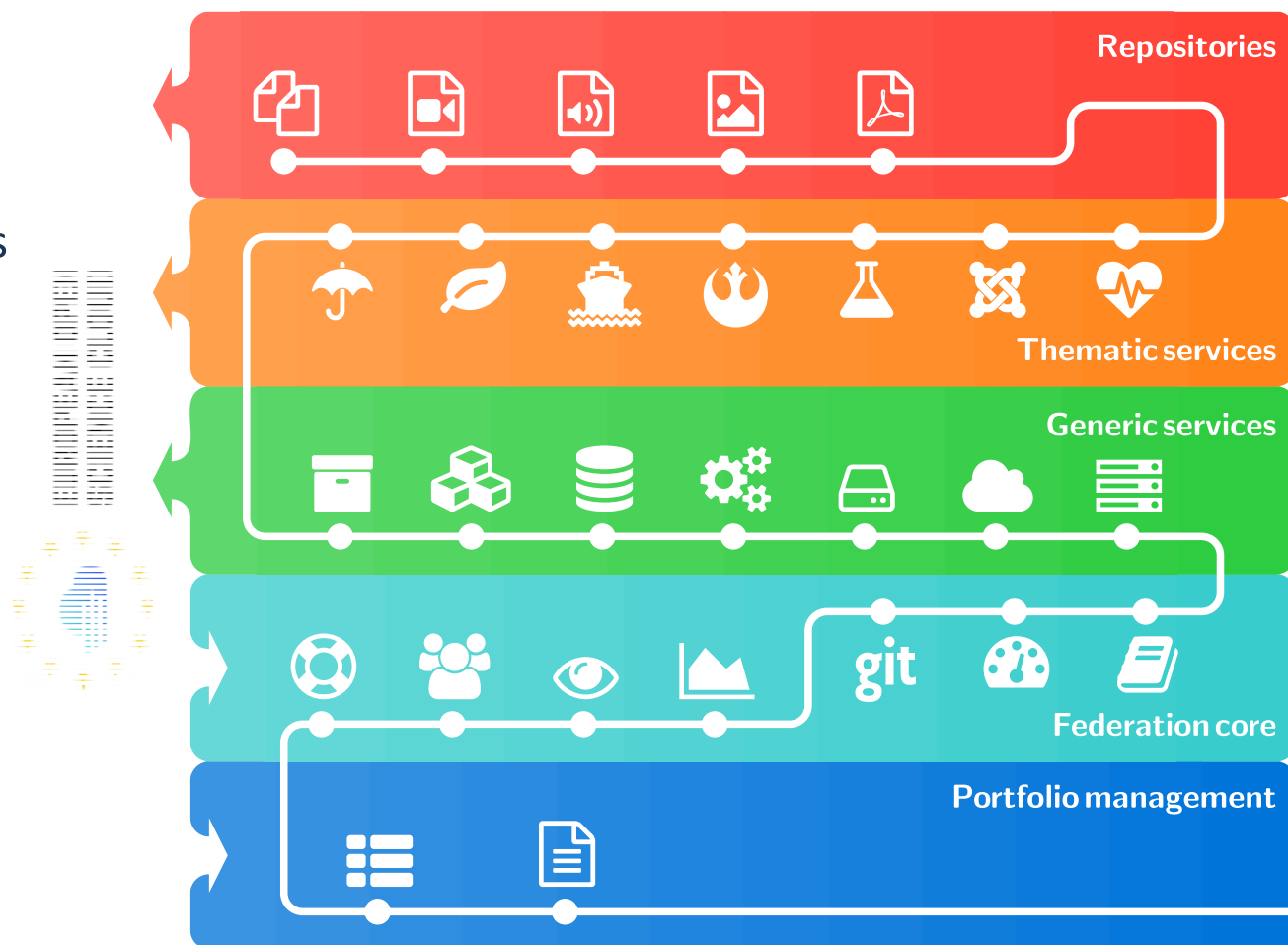
Strengthen the national Open Science ecosystems, enhance regional representation in the pan-EU initiatives, and support alignment of policies and practices for RRI, Open Science and FAIR data with the EOSC

- Support the EOSC Governance structure by forming **15 national OSC initiatives** in partner countries
- Support the building of sustainable **pan-European EOSC** governance by engaging the national initiatives
- Provide **support and interface** to other EOSC-relevant bodies
- Reduce **fragmentation** and promote federation on national level
- Prepare the ground for EOSC **on-boarding**

# Service integration and onboarding (WP3, WP5)

## NI4OS-Europe onboarding includes:

- Pre-production environment to prepare for the onboarding process (validating readiness and maturity level)
- Inclusion in the service and portfolio management system / service description template
- Integration with the federation core services (AAI, monitoring, accounting, etc.)
- Integration with generic services (HPC, HTC, cloud, storage, etc.)
- Usage of the thematic services
- Inclusion of repositories



# EOSC candidate generic services (WP5)

## □ HPC Resources

□ CPU



□ GPU



□ Xeon Phi



## □ Cloud Virtual Machines



## □ Generic Storage



□ Data management services (Archival, Repository, Data discovery, Hadoop on-demand, Data analysis service, Simple storage)

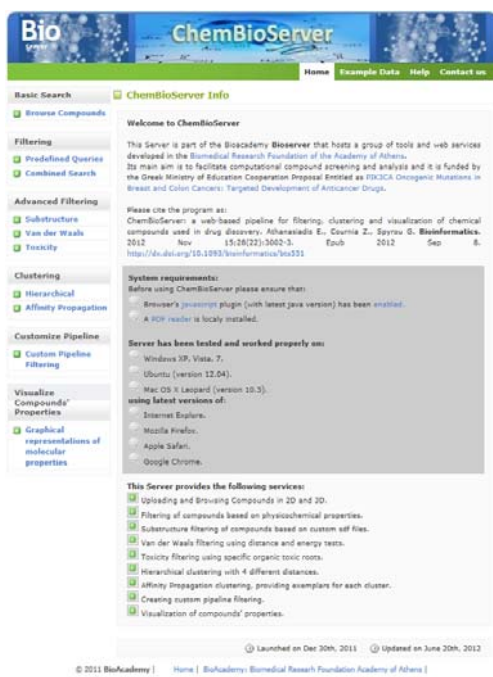




# EOSC candidate thematic services: examples (WP5)

## ChemBioServer

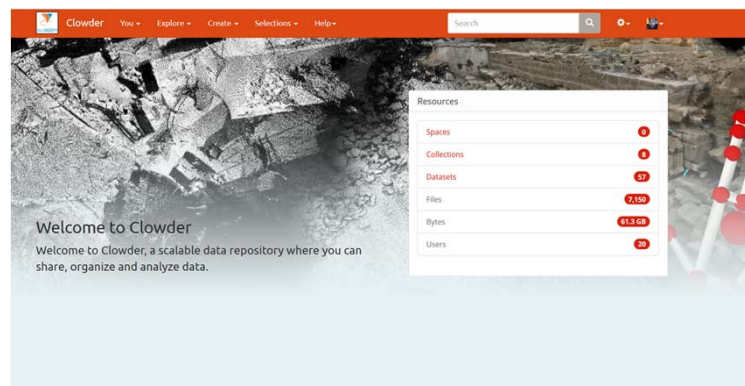
Service for filtering, clustering and visualization of chemical compounds used in drug discovery



The screenshot shows the ChemBioServer website interface. It features a navigation menu on the left with categories like 'Basic Search', 'Filtering', 'Advanced Filtering', 'Clustering', 'Customize Pipeline', and 'Visualize Compounds'. The main content area includes a 'Welcome to ChemBioServer' message, system requirements, and a list of services provided by the server.

## DCH Clowder

A Digital Culture Heritage repository which also offers integrated interactive visualization tools

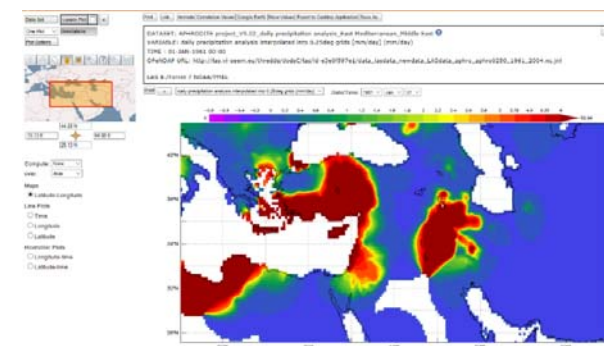


The screenshot shows the Clowder website interface. It features a navigation menu at the top with options like 'You', 'Explore', 'Create', 'Selection', and 'Help'. The main content area includes a 'Welcome to Clowder' message and a 'Resources' table.

Resource	Count
Spaces	0
Collections	0
Datasets	0
Files	7,150
Bytes	61.3 GB
Users	0

## Live Access Server

A web server providing flexible access to geo-referenced scientific data, offering visualization & post-processing capabilities for climate data



The screenshot shows the Live Access Server website interface. It features a navigation menu at the top with options like 'Home', 'About', 'Contact', and 'Help'. The main content area includes a map of Europe with a color-coded overlay representing climate data, and a table of data.

Year	Value
2000	0.0
2001	0.0
2002	0.0
2003	0.0
2004	0.0
2005	0.0
2006	0.0
2007	0.0
2008	0.0
2009	0.0
2010	0.0
2011	0.0
2012	0.0
2013	0.0
2014	0.0
2015	0.0
2016	0.0
2017	0.0
2018	0.0
2019	0.0
2020	0.0
2021	0.0
2022	0.0



# EOSC candidate repositories: actions (WP5)



## National

- Type of repository (CRIS, registry, database, etc)
- Maturity (in beta vs in production; maintenance, software versions)
- Types of content/ data (literature, data, OER, digitisations, etc)
- Services integrated (internal vs external; PIDs etc)
- Best practices adoption (Open & FAIR, policy, training)

- Enhance discoverability (indexed by registries)
- Contribute to OpenAIRE/ EOSC Research Graph (OpenAIRE compatibility; information contextualisation)
- Enrich collections (Broker)
- Certification (in collaboration with FAIRsFAIR)

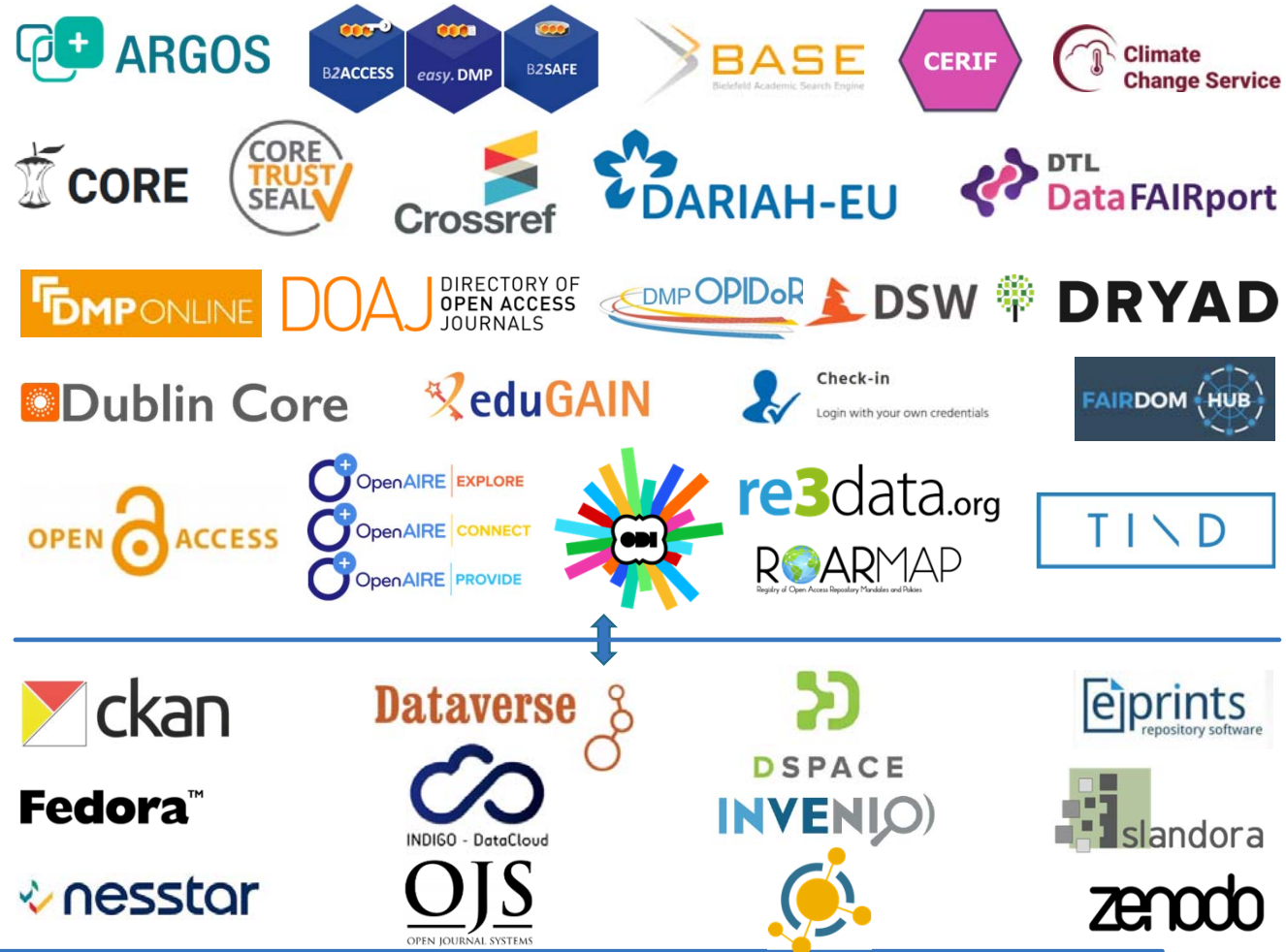


## Institutional

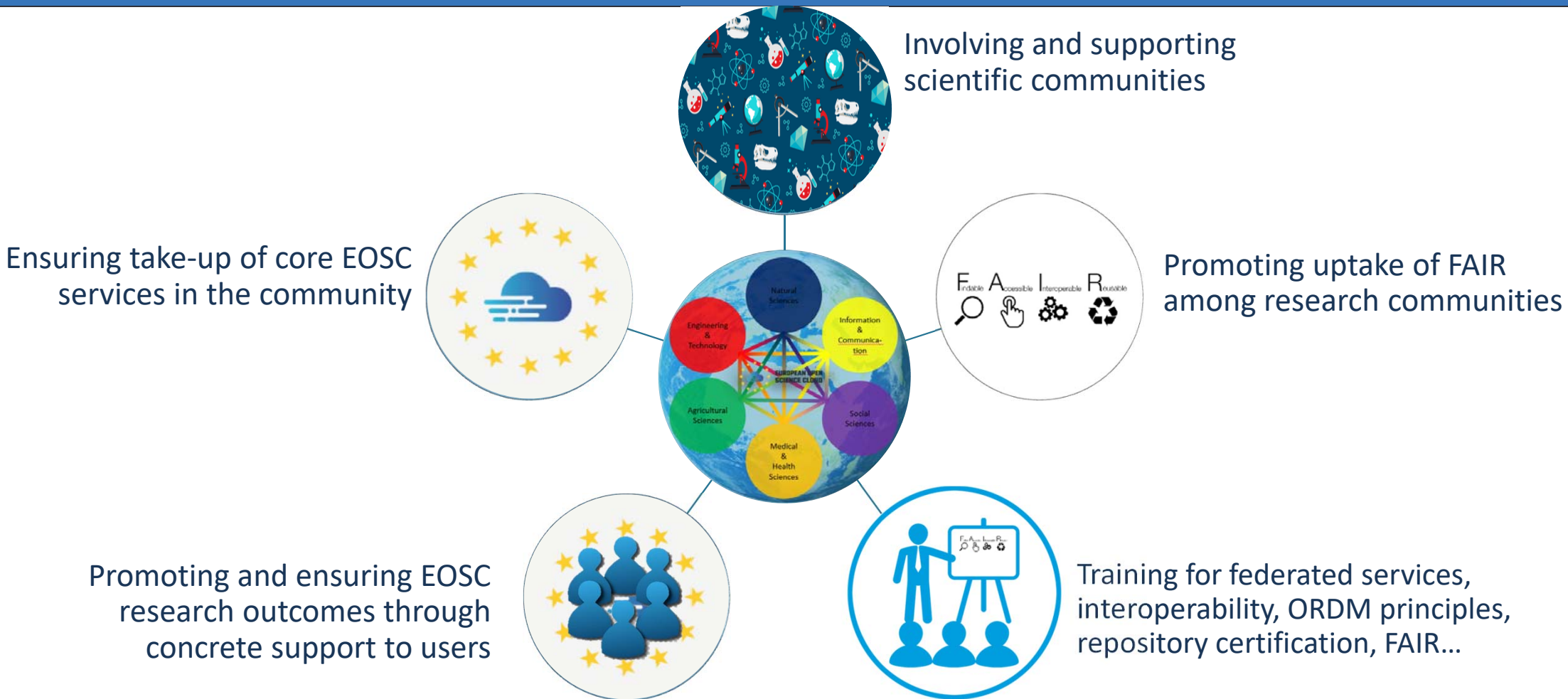
**45 candidates**  
**Certification**  
**NOADs cooperation**

# ORDM / FAIR tools and certification schemes (WP4)

- ❑ Implementation and adoption of tools, standards and guidelines
- ❑ Selection and delivery of tools
- ❑ Harmonisation and interoperability within and across communities and with core initiatives
- ❑ Development and application of certification schemes
- ❑ Elaboration of incentives to support ORDM and FAIR



# User engagement, training and demonstrators (WP6)



# Communication, marketing, sustainability, innovation (WP7)

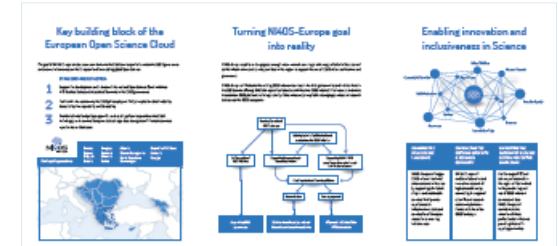
## Communication platform

Website: <https://ni4os.eu/>  
Calendar: <https://ni4os.eu/calendar>  
Agenda tool: <http://events.ni4os.eu/>  
Social media: [@NI4OS\\_eu](https://twitter.com/NI4OS_eu) [@NI4OS](https://facebook.com/NI4OS)



## Promotional material

Brochure, posters, presentation, roll up banners, web banners



## Dissemination events

30 national events  
(600 persons targeted)  
1 regional event  
(200 persons targeted)



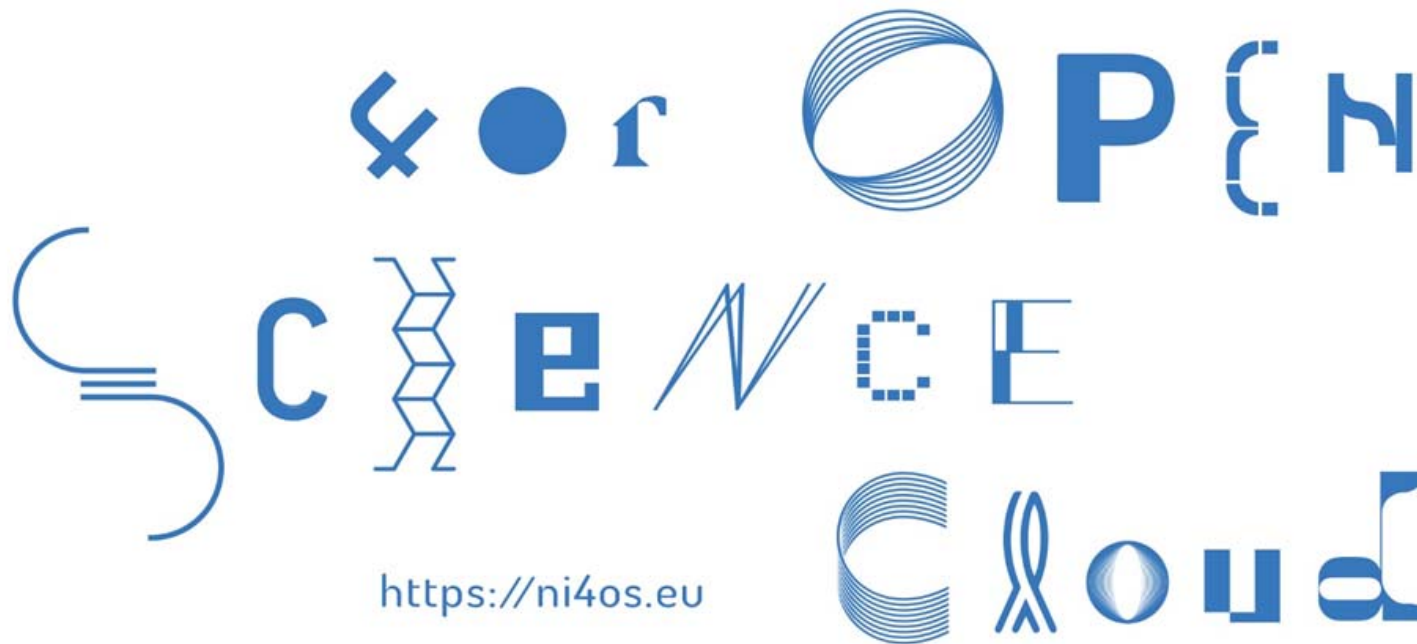
## Sustainability and innovation

Find solutions for sustainable and long-term impact of project results  
Manage knowledge and results so as to create added value for different stakeholders

# NI4OS-Europe in numbers: Key Performance Indicators

- ❑ 15 OSC initiatives
- ❑ 20 generic service instances
- ❑ 20 thematic services
- ❑ 15 repositories
- ❑ 30 national-level trainings (450 persons targeted)
- ❑ 5 train-the-trainer events
- ❑ 30 national dissemination events (600 persons targeted)
- ❑ 1 regional event (200 persons targeted)
- ❑ 3 flagship scientific fields
- ❑ 3 sets of ORDM guidelines
- ❑ 6 ORDM tools
- ❑ 1 pre-production environment

# Thanks!



 [@NI4OS\\_eu](https://twitter.com/NI4OS_eu)

 [@NI4OS](https://facebook.com/NI4OS)

## 7. Conclusions

NI4OS-Europe has set up an integrated package of communication elements, consisting of the project logo, brochure, posters, roll up banners, presentation and web banners. The communication package is built on a common and consistent graphic style, which reflects the project corporate design.

Following specific design guidelines and based on the project key-points and concept, NI4OS-Europe has established a strong corporate image for communications and outreach activities. The promotional package is an essential tool that supports the overall marketing and communication activities. It will be gradually complemented with additional material such as flyers, thematic brochures and posters, announcements, newsletters, power point presentations and project success stories.