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Deliverable DN2.0.3,1: GÉANT2 Brochure



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Abstract

The purpose of this Deliverable is to officially notify the European Commission of the publication of the first edition of the GÉANT2 brochure "Connect, Communicate, Collaborate".

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0 Executive Summary

This Deliverable formally reports to the European Commission the publication of the first edition of the GÉANT2 brochure.

The GÉANT2 brochure contains brief descriptions of the scope, objectives and other main characteristics of the project and is aimed at a wide range of audiences. The first edition was published in November 2004 and further editions, containing updated information as work progresses, will be produced throughout the course of the project.

The first edition is being reprinted for distribution to all GÉANT2 project partners. The second edition will be published in spring 2005.

A hard copy of the brochure is attached to printed copies of this report. A PDF version is accessible from <http://www.geant2.net/server/show/nav.00d00b002>.

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1 Brochure Overview

The first edition of the GÉANT2 brochure, “Connect, Communicate, Collaborate”, was published in early November 2004. The brochure’s purpose is to provide a general description of GÉANT2, suitable for use by a broad range of audiences. It is the most general printed literature product which will be produced for and about GÉANT2.

The brochure has been professionally designed, incorporating the GÉANT2 logo adopted for the project, and makes use of a carefully developed design template. The overall design and colour scheme of the brochure will be reflected in other publicity and information products published about the project in future, developing a family of products which are visually recognisable as being related to one another.

Content includes

- a series of bullet points highlighting key points about the project
- a map showing the countries whose NRENs the GÉANT2 network will directly interconnect
- a list of project partners, countries and website addresses
- a description of the GÉANT2 network, with an information box “What is Research & Education Networking?”
- an explanation of the organisation and funding of the project, and of the structure of research and education networking in Europe
- general information about the GÉANT2 network topology, with an information box “The Basics of Data Communications Technology”
- pages dedicated to important areas of activity which will take place within the project, including the development of global research networking, tackling the digital divide, network user support, the PERT, and the joint research activities
- a section highlighting some applications of the network to illustrate uses of research networking

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2 Purpose and Usage of Brochure

The brochure is intended to serve as a general introduction to GÉANT2, containing brief descriptions of all the activities being performed within the project. The language is intended to be accessible to non-technical readers. The brochure is thus of value to anyone wishing to gain a basic grasp of the scope, objectives and other main characteristics of the project. At the same time, it provides an opportunity to communicate selected messages to the reader: these are summarised in the fold-out flap in the front cover. The brochure has already proved popular with policy makers and the media, and with a wide variety of delegates at exhibitions and conferences who wish to gain basic information about the project.

The brochure is intended for use by project partners for distribution to delegates at exhibitions, conferences, workshops and meetings, to universities, schools and other research and education institutions, to national and European politicians and policy makers, the media, relevant commercial companies (e.g. infrastructure and equipment suppliers) and any other interested parties. It may also prove valuable within the NRENs for spreading further knowledge about GÉANT2 to those staff who are not heavily involved in the project.

The brochure is also known to be of value to the European Commission for distribution to colleagues and visitors.

The first print run of 1,000 copies provided supplies for GÉANT2's representation at short notice at the IST2004, EU-LAC Information Society (ALICE launch, Rio) and eConcertation/EGEE conferences in November 2004, and to the European Commission services. The brochure proved very popular and supplies were rapidly exhausted. A reprint is in progress.

A hard copy of the brochure is attached in Annexe to printed copies of this Deliverable. A PDF copy of the brochure is accessible at <http://www.geant2.net/server/show/nav.00d00b002>.

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3 Conclusions

The brochure has been very well-received, is popular and represents the project well in general terms. It will be complemented in future with other, more specialised publications aimed at specific audiences which describe individual aspects or activities of GÉANT2 in more detail.

The brochure is being reprinted to and supplies will be mailed to GN2 project partners. The second edition of the GÉANT2 brochure will be produced in spring 2005. It will be updated to incorporate more information about the topology and building of the GÉANT2 network, as well as fine-tuning a number of content, design and layout issues which there was insufficient time to resolve fully in the first edition (hence the initial short print-run). Further, updated, editions will be produced throughout the lifetime of the project to ensure the brochure reflects progress in the network and its associated activities.

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Appendix A **GÉANT2 Brochure (First Edition)**

Attached in hard copy to printed version of this Deliverable only.

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