

08.09.05

## Deliverable DN2.0.3,3: GÉANT2 Brochure



### Deliverable DN2.0.3,3

Contractual Date: 29/07/05  
Actual Date: 08/09/05  
Contract Number: 511082  
Instrument type: Integrated Infrastructure Initiative (I3)  
Activity: NA2 – Dissemination Activities  
Work Item: N/A  
Nature of Deliverable: O – Other (brochure)  
Dissemination Level: PU - Public  
Lead Partner: DANTE  
Document Code: GN2-05-211

**Authors:** Simon Watts, Dale Robertson

### Abstract

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

# Table of Contents

0	Executive Summary	iii
1	Brochure Overview	1
2	Purpose and Usage of Brochure	3
3	Conclusions	4
Appendix A	GÉANT2 Brochure (Second Edition)	5

## 0 Executive Summary

This Deliverable formally reports to the European Commission the publication of the second 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 second edition was published in August 2005 and further editions, containing updated information as work progresses, will be produced throughout the course of the project.

A hard copy of the brochure is attached to printed copies of this report. A PDF version is accessible from [http://www.geant2.net/upload/pdf/GEANT2\\_brochure\\_2nd\\_edition\\_final.pdf](http://www.geant2.net/upload/pdf/GEANT2_brochure_2nd_edition_final.pdf).

Project:	GN2
Deliverable Number:	DN2.0.3,3
Date of Issue:	08/09/05
EC Contract No.:	511082
Document Code:	GN2-05-211

## 1 Brochure Overview

The first edition of the GÉANT2 brochure, “Connect, Communicate, Collaborate”, was published in early November 2004 and reprinted with minor amendments in March 2005. A second edition has now been produced to reflect developments within the project. 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, and the second edition helps to keep the product up to date.

The second edition has the same general appearance as the first edition, with a clear distinguishing “2<sup>nd</sup> edition” flash on the front cover. 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. This will help to build the brand recognition of the GÉANT2 project. Feedback on the design and format of the first edition was very positive, and so this has been continued for the second edition. It has been noted that the smaller format encourages people to collect the brochure at exhibitions, and is also suitable for inclusion in press packs.

A number of changes have been implemented to provide more current information on the project. New content includes:

- a GÉANT2 topology map showing the initial planned connections.
- a new information box “GÉANT2 and the European Research Area”, highlighting how the project is fundamental to the EU’s vision of an ERA, and how it fits with the EU’s i2010 initiative.
- a new information box “The view on GÉANT2” featuring quotes and comments from people associated with the project. The aim is to highlight the many benefits that the project offers to a wide variety of people with a range of objectives. Anybody reading these quotes should be able to identify with at least one of the viewpoints included.
- updated information about the GÉANT2 network topology, with an information box “The Basics of Data Communications Technology” that now includes more about the implementation of dark fibre in the project.
- updated information on “GÉANT2 and the digital divide”

Project:	GN2
Deliverable Number:	DN2.0.3,3
Date of Issue:	08/09/05
EC Contract No.:	511082
Document Code:	GN2-05-211

- a new double page spread about the “research and service development” portfolio of work occurring within the project. This new spread highlights the importance of the user in the project’s design, and how their needs will be addressed.
- an updated section highlighting some applications of the network to illustrate uses of research networking. The new example of weather-forecasting is used to demonstrate the importance of the network to the everyday citizen.
- an advert for the GEANT2 website, encouraging readers to log on to the website [www.geant2.net](http://www.geant2.net) to find the very latest information about the project.

## 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 key 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.

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

The first edition (and its reprinted version) were used at a number of events worldwide, including the EU-China Bridge event (16<sup>th</sup> -17<sup>th</sup> March); the first Eumedis Conference (17<sup>th</sup>-18<sup>th</sup> April), the 2005 TERENA Networking Conference (6<sup>th</sup> -9<sup>th</sup> June), and the GÉANT2 launch event (14<sup>th</sup>-15<sup>th</sup> June). The total number of brochures distributed in the period Nov 04 –Aug 05 was nearly 4250.

The initial print run for this second edition is set at 7,000. This will allow for each project partner to receive a box of nearly 200 brochures. Its usage is also anticipated at a number of events in the second half of 2005.

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/upload/pdf/GEANT2\\_brochure\\_2nd\\_edition\\_final.pdf](http://www.geant2.net/upload/pdf/GEANT2_brochure_2nd_edition_final.pdf).

Project:	GN2
Deliverable Number:	DN2.0.3,3
Date of Issue:	08/09/05
EC Contract No.:	511082
Document Code:	GN2-05-211

### 3 Conclusions

The first edition of the brochure has been very well received, is popular and represents the project well in general terms. The purpose of this second edition is to continue this trend, updating information where appropriate (most notably the network topology) and highlighting new key messages (in particular, GÉANT2's relation to the EU's i2010 initiative). It provides comprehensive background information on the project, in an open and accessible manner. 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.

Project:	GN2
Deliverable Number:	DN2.0.3,3
Date of Issue:	08/09/05
EC Contract No.:	511082
Document Code:	GN2-05-211

## Appendix A **GÉANT2 Brochure (Second Edition)**

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

Project:	GN2
Deliverable Number:	DN2.0.3,3
Date of Issue:	08/09/05
EC Contract No.:	511082
Document Code:	GN2-05-211