Grant Agreement no. 211714

neuGRID

A GRID-BASED e-INFRASTRUCTURE FOR DATA ARCHIVING/ COMMUNICATION AND COMPUTATIONALLY INTENSIVE APPLICATIONS IN THE MEDICAL SCIENCES

Combination of Collaborative Project and Coordination and Support Action

Objective INFRA-2007-1.2.2 - Deployment of e-Infrastructures for scientific communities

Deliverable reference number and title: D4.1. Dissemination and training plan

Due date of deliverable: month 9 (October 2008)

Actual submission date: November 6th 2008

Start date of project: February 1st 2008 **Duration:** 36 months

Organisation name of lead contractor for this deliverable: Provincia Lombardo-Veneta - Ordine ospedaliero di San Giovanni di Dio Fatebenefratelli

Revision: Version 1

Project funded by the European Commission within the Seventh Framework Programme (2007-2013)		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission	
RE	Restricted to a group specified by the consortium (including the Commission	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Table of contents

Executive summary

In the context of WP4, *Deliverable D4.1* outlines a dissemination and training plan identifying the communication objectives, activities and tools for dissemination, training and distributing the work among project partners.
In order to have the best working environment for the realization of the neuGRID project a number of workpackages concentrating on how the deployed neuGRID system effects and is effected by its user community is proposed under the project 'Networking Activities'. WP4 *Dissemination, Exploitation, Concertation and Training* is part of these activities. Seven partners out of eight have involvement across it and have collaborated in drafting this deliverable, which will ensure effective collaboration both internally in the project and with communities external to the project.

1 Introduction

This Dissemination and Training Plan (D4.1), covering the plan for neuGRID dissemination and training activities, has been discussed during the first in-person meeting at M0 and finalized during the PMT meeting on M9. The dissemination plan will be regularly updated and dissemination reports will be produced at the due annual reviews (D 4.2, D4.3, and D4.4 on M12, M24, and M36).

1.1 Dissemination

Dissemination consists on a continuous activity which aims at increasing project awareness both in the scientific community and also to other organisations which can gain benefits from the results of neuGRID research. For this reason, the most appropriate channels to disseminate project results will be used to present the research work and to inform those active parties both during and after the project end. The consortium partners identify six analytical steps to properly address dissemination activities. Such criteria should be systematically taken into consideration and answered by the consortium, before starting to act within this framework. This was the basis for the creation of a plan, which is given in the last page of this document.

1.2 Training

The new environment created by neuGRID will require new skills for scientists on the one hand and support personnel (such as scientific software developers and academic ICT staff) on the other. Scientists need to learn how to work in new environments, conceiving and leveraging powerful new instruments.
neuGRID training activities will therefore aim at providing neuroscientists and algorithm developers the necessary skills to access and run the infrastructure. If on the one hand the spreading and the wide use of the implemented infrastructure is strictly related to the opportunities to be exploited by user communities, on the other it is strictly related to funded projects that might benefit from the offered facilities. For this reason, training of data collection and GUI usage will start from EADC members using the ADNI platform that will immediately exploit facilities offered by neuGRID.

2 Methodological approach

The neuGRID project is focused on the setting up and sharing of an infrastructure to allow the wide exchange of clinical and imaging data exploiting advanced computing capabilities.

The exploitation of the infrastructure developed by neuGRID for the exchange of clinical and imaging data will be strongly assured by a sharp and well focused dissemination strategy.

The aim of the project dissemination activities is therefore to encourage the sharing of electronic infrastructure resources as a means to create suitable conditions for cross-disciplinary interaction, providing fertile ground for innovation and eventual industrial exploitation.

Cooperation and information exchange with industry – notably pharmaceutical companies – and the rest of the globe is necessarily a part of the entire approach. Of course, combining the major efforts from the research area and those from industry will be of great assistance in creating a mature and sustainable market through orchestration and convergence of competing and complementary technologies.

neuGRID is a concrete implementation of a new model of shared use of computing and data resources across diverse technological, administrative and national domains. The current developments are creating the expectation that the underlying technologies are maturing quickly enough to support the emergence of this deployed e-Infrastructure. In the long run it is expected to become a commodity service to the research community.

neuGRID dissemination activities will target user groups and other stakeholders, and aim to spread these concepts in research, clinics and scholar environment. The setup infrastructure will offer to scientists and clinicians means never available before both in terms of available knowledge base and computing capabilities.

This dissemination and training plan is put in place to ensure effective collaboration both internally in the project and with communities external to the project.

The activities focused to spread the neuGRID infrastructure in Europe have as their main objectives:

- To disseminate project results to the relevant scientific communities;
- To raise awareness at political and decision making level of the opportunities offered by neuGRID;
- To spread within research, scholar and clinical communities wide knowledge about facilities and tools supplied by the infrastructure;
- To assess the regulatory needs of pharmaceutical industry for pre-competitive research and clinical trials including clinical trial registration, agreements that should be prepared and signed by potential industry users, IPR management, and regulations for data ownership, exchange, and analysis; to define the adaptations or expansions of the present infrastructure to host industry pre-competitive research and randomized clinical trials with clinical and imaging/biological surrogates; and to define a set of activities that should be carried out to make neuGRID compliant with industry needs;
- To allow compatibility of neuGRID with related initiatives that are being carried out in North America, Japan, and Australia;
- To promote integration into neuGRID of the most popular tools for brain image analyses to carry out high performance grid computing by international researchers on own or merged

datasets;
- To spread infrastructure aims and services to be exploited in the daily research and clinical practice;
- To teach potential users how to use the implemented services through the provided GUI;
- To teach research users how to take advantage by the high performance computing facilities.

The exploitation of the developed infrastructure may be strongly enhanced by a sharp and well focused dissemination strategy as well as appropriate coordination with related projects and activities being carried out in Europe and elsewhere. Success of the project will be measured through the adoption of the e-Infrastructure by current and future multicentric projects on Alzheimer's or other neurodegenerative diseases and the increasing number of users accessing the infrastructure for their daily work.

2.1 The neuGRID Advisory Board

One of the critical nodes where dissemination will take place is the project **Advisory Board (AB)**, which is composed of representative people from the institutions and communities at stake, with an immediate or prospective interest in the deployed e-infrastructure as its potential users. The Advisory Board, established to ensure the project retains its focus on the needs of its clinical community, through a strong and continuous input from stakeholders and distinguished representatives of potentially or definitely interested communities, will ensure a virtuous circle whereby neuGRID developers try to address communities' needs and communities grow interested in and get involved in neuGRID.

Involvement in Advisory Board is a pivotal factor in the dissemination process. While a number of communications can be found about the most diverse imaging management and analysis tools at scientific meetings, endorsement of neuGRID by key persons of institutional bodies and agencies can have an even higher impact. Key persons can promote the adoption and exploitation of neuGRID by new research projects or biotech companies. Representatives of scientific societies can help finding time and environment space for training courses or promote links with scientists working in related fields.

Two main groups of *immediate users (represented in the AB)* were envisaged for neuGRID: neuroscientists and developers of algorithms for the analyses of brain images.

(i) **Neuroscientists**. Neuroscientists make increasing use of neuroimages and the standardization of image collection make multicentric research projects recruiting large numbers of patients an increasingly attractive research option.
Neuroscientists in the field of Alzheimer's disease will be the primary target for dissemination due to their involvement in the collection of the data that will be used for the development and testing of neuGRID.

Other fields of neuroscience where multicentric studies with a neuroimage component are common are those of neurodegenerative diseases other than Alzheimer's disease, multiple sclerosis, and cerebrovascular disease. These communities are not sufficiently sensitized to the immediate use of neuGRID. Dissemination activities will be arranged to illustrate the capabilities of neuGRID as well as the way the Alzheimer's communities will have successfully used it.

(ii) **Algorithm developers**. The availability of imaging technology such as magnetic resonance scanners able to map brain features and changes has spurred the development of algorithm pipelines capable to extract clinically and scientifically rich information and a number of facilities

have been developed in the last 10 years allowing researchers to run such algorithms on supercomputers.

The Advisory Board has been established during the first reporting period as follows:

	Group	Name	Role	Affiliation	Proposed Tasks
1	**Computer scientists**	**John Ashburner**	*Statistical Parametric Mapping developer*	Functional Imaging Laboratory, Wellcome Department of Imaging Neuroscience, University College London, London, UK	Explore the possibility of integrate SPM into neuGRID
2	**Related project in Europe/U.S.**	**Maria Carrillo, Ph.D.**	*Alzheimer's Association director, medical and scientific affairs*	Alzheimer's Association Director, Medical and Scientific Relations Chicago, Illinois	Promote links of neuGRID with worldwide ADNI related initiatives
3	**Related projects in Europe**	**Bruno Dubois**	*Principal Inestigator of IFRAD (French ADNI)*	Professor of Neurology, Salpetriere Hospital, Paris Director, Behavioral Unit, Salpetriere University Hospital, Paris Director of Research Unit INSERM U610, Salpetriere Hospital, Paris	Contribute data from the French ADNI into neuGRID
4	**Computer scientists**	**Alan Evans**		Director of the Montreal Consortium for Brain Imaging Research (MCBIR), Montreal Neurological Institute (MNI) at McGill University in Montreal	Provide consultancy on gridification and use of the cortical extraction pipeline into neuGRID
5	**Prospective user group**	**Massimo Filippi, MD**	*Neuroscientist in fields other than Alzheimer's* *ENS Subcommittee on Neuroimaging*	Director Neuroimaging Research Unit, Scientific Institute and University San Raffaele, Milan Italy; John Whitaker Professor of the American Neurological Association Adjunct Professor, Department of Neurosurgery, School of Medicine, Temple University, Philadelphia, USA Visiting Professor, School of Medicine, University of Belgrade, Serbia	Take part to user requirements session - provide feedback about the performance of neuGRID when in place
6	**Computer scientists**	**Anthony Gamst, PhD**	*Computer scientist*	Associate Professor (Statistics) Neurosciences and Biostatistics and Bioinformatics University of California, San Diego Director of Clinical Informatics, ADNI	Advice before and during the development of compatibility between LORIS and the LONI databasing system (according to JRA Area Leader's judgement)

7	**Related projects in Europe**	**John Geddes, MD**	*Principal Investigator of NeuroGrid*	Professor of Epidemiological Psychiatry, Director, Oxford Clinical Trial Unit for Mental Illness (a registered UKCRC CTU); Director, Centre for Evidence-Based Mental Health Department of Psychiatry University of Oxford	Advice about architecture on specific occasions (according to WP2 Leader's judgement) NeuroGrid feedback on past (similar) experiences,
8	**Related project in Europe**	**Simon Lovestone, PhD, MRCPsych**		Professor of Old Age Psychiatry, NIHR Biomedical Research Centre for Mental Health MRC Centre for Neurodegeneration Research Departments of Psychological Medicine and Neuroscience, King's College London, Institute of Psychiatry	Help to integrate the AddNeuroMed dataset into neuGRID
9	**Related projects in Europe**	**Johan Montagnat**	*NeuroLOG co-PI*	French National Center for Scientific Research (CNRS) Laboratoire d'Informatique Signaux et Systèmes de Sophia-Antipolis (I3S	Advice on compatibility issues and potential integration of other (similar) platforms, advice on gridification models, support in formulating new requirements for submission to the EGEE gLite (grid middleware) community,
10	**Neuroscientists in the Alzheimer's field**	**Philip Scheltens**	*Chairman of the Dementia Study group of the European Federation of Neurological Society*	Dept. Neurology/Alzheimer Center VU University Medical Center	Help organize training courses to EFNS neuroscientists
11	**Computer scientists**	**Stephen M. Smith**	*Developer of FSL package*	Professor of Biomedical Engineering Associate Director, Oxford University FMRIB Centre	Advice about architecture on specific occasions (according to WP2 leader's judgement), advice on appropriate integration (gridification) models and algorithms scheduling optimisation, advice on how to make the algorithms appealing enough to attract new users in the field (gluification), explore the possibility to integrate FSL routines for image analysis.

12	**Computer scientists**	**Paul Thompson**	*Developer of Cortical Pattern Mapping and Radial Mapping*	Professor of Neurology UCLA School of Medicine, Los Angeles	Explore the possibility of integrate cortical pattern and radial mapping into neuGRID
13	**Neuroscientists in the Alzheimer's field**	**Bruno Vellas**	*Principal Investigator of EADC*	University Professor, Hospital Practitioner, dept. of Geriatric Medicine, Univ. Hosp. Center, Toulouse, Purpan Faculty of Medicine, University Paul Sabatier, Toulouse, France. Research Associate Professor, Clinical Nutrition Laboratory (Aging Process Study), School of Medicine, University of New Mexico, USA.	Help organize training courses to EADC neuroscientists
14	**Neuroscientists in the Alzheimer's field**	**Gunhild Waldemar**		European Federation of Neurological Societies representatives (EFNS) Professor of Clinical Neurology (dementia research), University of Copenhagen	Help organize training courses to EFNS neuroscientists
15	**Neuroscientists in the Alzheimer's field**	**Bengt Winblad**	*Co-Principal Investigator of the EADC*	Professor of geriatric medicine and chief physician at the Karolinska University Hospital, Huddinge and the Karolinska Institutet in Stockholm Director of the Karolinska Institutet Aging Research Center (ARC), KASPAC (Karolinska Institutet Sumitomo Pharmaceutical Alzheimer Center) and the Swedish Brain Power Center of Excellence	Help organize training courses to EADC neuroscientists
16	**Political liasons**	**Roberto Amendolia**	*P.I. of Mammogrid and Scientific Attachè, Italian Embassy in London*	Scientific Attaché, Embassy of Italy in the U.K.	Help with political liasons at the European level and links with neuroscientific communities

During the project, the consortium partners will perform diversified activities, which will be coherent with the final goal of the work-package and devoted to increase current awareness of the project's results and emphasize the S&T prospects throughout Europe. Contributions by the participant partners will be adequate to their competencies and field of expertise.

Information exchange from initiatives of European Alzheimer's Disease Consortium (EADC) members being carried out worldwide will be greatly facilitated by the Project Coordinator of neuGRID being also member of the steering committee of the EADC. Indeed, meetings are organized semi-annually by the EADC and updates of own and related activities worldwide are disseminated among consortium partners.

Concertation with stakeholders is paramount in view of the strategic and political sustainability of neuGRID. The final aim will not be creating hurdles to competing projects, but promoting convergence of projects with similar aims towards the development of e-Infrastructure that will meet the needs of user communities.

Related projects worldwide that will receive attention will be pertinent to the two main aims of neuGRID, i.e. archiving/communication of biomedical data and high performance computation on digital images.
In addition to the "regular" dissemination, neuGRID has decided to take steps that deviate from the usual channels.

Specifically, links will be sought with patients' advocates such as the Alzheimer's Disease International (ADI). Monthly teleconferences are organized by the Alzheimer's Association where updates of own and related activities worldwide are disseminated among consortium partners. The impact of any dissemination activity on lay people is highly potentiated by its coupling with events at the societal level, such as fund raising mundane events, "generosity marathons", etc.

3 Activities and expected results

In order to assure that actions and activities will be implemented correctly, six questions have been identified that will be systematically asked for each dissemination and training activities:

To whom?	Which are main beneficiaries and target groups of the dissemination?

In order to disseminate knowledge relating to neuGRID project, it is very important first of all to individuate and categorise the target audience: the dissemination will be targeted and customised to fit the specific characteristics of the various actors belonging to the following main categories foreseen for the project:

- European Commission, Member of the European Parliament (MEPs), Health and Research Ministries, scientific/strategic bodies (i.e. ESF, GSF, EURAB, ESFRI);
- Scientific (Alzheimer's neuroscientists, Non-Alzheimer's neuroscientists, Computer scientists - medical imaging scientists);
- Scientific community at large;
- Industrial community and SMEs;
- Neuroscience organisations and related networks;
- Lay media

What?	What the consortium should disseminate and promote in order to maximise the impact of the project both within and beyond the participants and their countries?

Dissemination activities will be planned and carried out with the final goal to promote the project activities and outputs, the opportunities offered by the developed infrastructure and knowledge about facilities and tools supplied by the infrastructures;

How?	Which channels, instruments and tools should be designed and implemented to expand the project objectives and results, methods and practices at large?

There are several possible channels for disseminating information and project image. The selection of modalities and ways of channelling information and project image may vary in relation to the communication targets.

The different tools used by the neuGRID consortium include:

3.1 Scientific papers

Scientific articles are one of the major dissemination tools aiming to disseminate neuGRID in the communities of neuroscientists, developers of algorithms for brain imaging analyses, and healthgrid experts.
Scientific articles will be produced at the start of the project (outlining the devised architecture) and at the closure (describing the project accomplishments). Clearly, the latter will not be published during the project lifetime due to the usual delay of many months between submission and publication.
Partners are asked to publish neuGRID results in national and international specialized journals such as (non exhaustive list):

Acta Neurological Scandinavica Supplement.
Archives of Neurology
Brain
Cerebral Cortex
Computer Science
Health Technology & Informatics
IEEE Transactions in Medical Imaging
International Journal of Medical Informatics
Journal of Clinical Monitoring and Computing
Journal of. Grid Computing
Journal of Neurology Neurosurgery & Psychiatry
Methods of Information in Medicine
Neurobiology of Diseases.
NeuroImage
Neuroimage
Neurology
Neuroscience Letters
The Journal of Neuroscience
The Lancet Neurology.

3.2 Conferences, meetings, conventions

Active participation to international conferences or project meetings and to national conventions and events can promote and amplify the awareness on the project, its development and promotion nearby the major neuroscientists involved in imaging of neurodegenerative diseases. neuGRID partners will identify during the project duration the most relevant conferences, and participation will be coordinated as much as possible in order to cover the most proficuous target groups to the project.

neuGRID will focus on those events that will reach the largest possible part of neuroscientists involved in imaging of neurodegenerative diseases, thereby maximizing the cost-effectiveness ratio. Regular updates will be provided at the semi-annual EADC-European Alzheimer's Disease Consortium meetings. The EADC is made of more than 50 academic centres involved in clinical research and care of Alzheimer's disease. Information spread through the EADC will touch between 500 and 1000 of the most esteemed clinical scientists in the field of Alzheimer's Disease.

Towards the end of the project, communications will be delivered at the most attended scientific meetings in the field of *clinical neurology*, where potential user neuroscientists usually attend. These will be: the ENS-European Neurological Societies and EFNS-European Federation of Neurological Societies meetings, the reference meetings in clinical neurology in Europe; the American Academy of Neurology meeting, the reference meeting in clinical neurology overseas; the Human Brain Mapping meeting, the largest international meeting on advanced brain imaging, that regularly includes a section on analytical methods; and the Society for Neuroscience meeting, the largest meeting in both clinical and basic neuroscience that convenes annually over 10000 neuroscientists from all over the world.

The neuGRID Consortium has identified some relevant events (conferences, seminars and workshops) to which participate in the next months. Meetings will be targeted also at the level of grid and *healthgrid technology* experts, in particular:

- HealthGrid 2008 Conference (Chicago, June 2nd-4th 2008)
- All Hands Meeting (AHM 2008) held in Edinburgh on September 8th-11th to present first service design ideas
- Healthgrid 2009 – Berlin (end of June 2009);
- HealthGrid 2010 in Asia (to be confirmed);
- OGF meetings hold three times a year (once in the US, once in Europe and once in Asia-Pacific);
- EGEE meetings (conference and user forums) when appropriate: a demonstration of neuGRID's technical achievements will be presented for the first time at the EGEE08 conference.
- MedInfo 2010 to be held in South Africa (Cape Town, September 13th-16th 2010);
- MIE Sarajevo Aug/Sep 2009, especially to emphasise ethics and law.
- European congress of radiology;
- EADC-European Alzheimer's Disease Consortium meetings.
- ISMRM 2009 – Hawaii;
- ICAD July 11-16, 2009 Vienna, Austria
- Human Brain Mapping (San Francisco, CA, USA, June 18th- 22nd, 2009)
- CBNS;
- e-science - Oxford (December 09).

In the context of such events project leaflets are distributed to the participants, specific workshops are organised, and networking of neuGRID with other major initiatives in the community (such as

the European FP6 funded Health-e-Child project and the NIH funded Cancer Biomedical Informatics Grid (caBIG) project in the US) is carried out.

This list of events will be periodically updated during the project lifetime.

3.3 Training courses

These are obviously critical to promote the use of neuGRID by user communities, e.g. neuroscientists working in the field of Alzheimer's disease.

Among the EADC network, a number of centres have a remarkable scientific record in the field of advanced image analysis such as Amsterdam (P5 VUmc), Munich, Stockholm (P6 KI), Brescia (CO1 FBF), and Copenhagen and the availability of a multicentric network with powerful archiving and computational capacities is of huge interest.

A *training* course will be organized by CO1 FBF of project's activity during one of the EADC bi-annual meetings to teach EADC personnel to use the GUI as the tool for clinical data collection and image archiving. Training will be provided on the LORIS system regarding data querying to obtain targeted data subsets to be used for clinical, research, and educational purposes.
Participants will be physicians, research nurses, and psychologists involved in the clinical assessment of the subjects. Participants will be distributed a user guide and will learn, through live demonstrations and hands-on exercises, how to use the on-line system; how to use the web-based "bug tracking" system allowing bugs, issues, and questions to be raised and answered; and how and why to access the "help desk". Training will be aimed to educating both novice and experienced users on the purpose and functioning of the brain image processing algorithms available through the neuGRID system, as well as on how to use them in 'typical' analysis scenarios, such as the correlation of cortical thickness throughout the brain with a behavioural measure such as IQ.

A *workshop* will be organized during one of the major yearly European neurological meetings (EFNS, ENS, EADC) at the end of the third year of project's activity to enhance neuroscientists' awareness about the high performance computing facilities offered by the infrastructure. The use of the cortical thickness extraction pipeline will be taken as an operational example. Participants will be neuroscientists working in the image analysis field.

3.4 Logo

A set of potential logos were produced by P3 UWE. Through voting, the Consortium chose the official project's logo (Fig. 1), epitomizing the aspects that are addressed by neuGRID. The logo chosen shows the image of a human head surmounted by a stylized grid, representing the interaction between neuromedicine and grid-computing and, between human health and technology. The logo will be used in all dissemination material to characterise the project and give to it a unique identification.

Fig.1 neuGRID logo

3.5 Posters, Papers, Factsheet

All these dissemination tools, posters, papers and flyers have been identified to be an attractive dissemination tool to be distributed during scientific meetings and conferences at national, European and international level to raise awareness of the scientific opportunity constituted by neuGRID.
Here, examples of PowerPoint poster and factsheet are given:

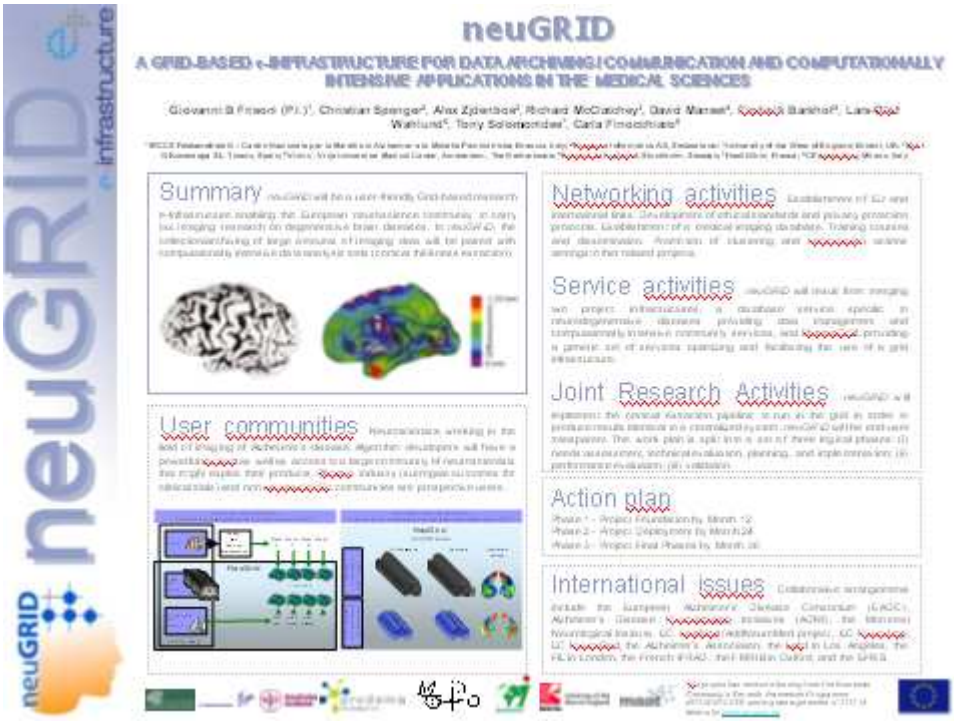

Fig.2 neuGRID .ppt poster

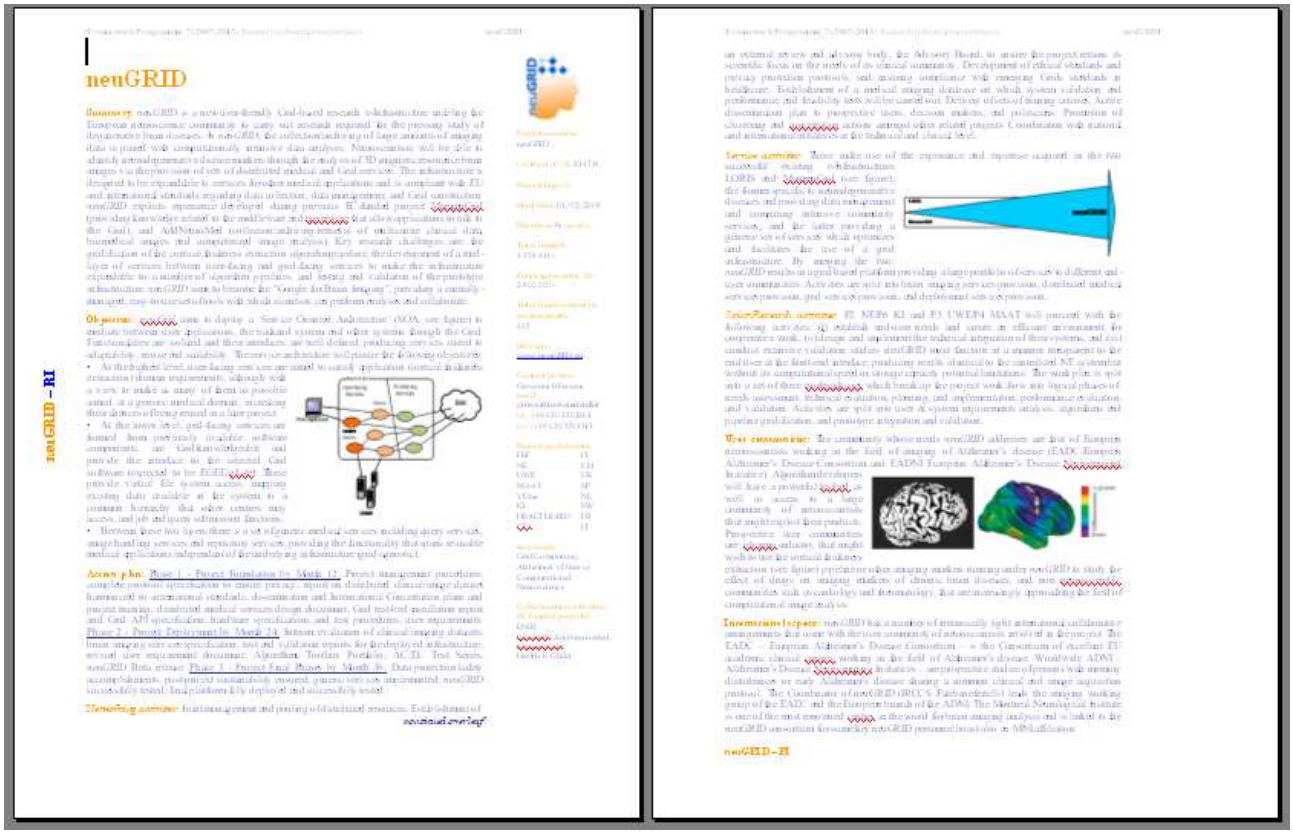

Fig.3 project factsheet

3.6 Project leaflet

Project leaflets and brochures will be distributed to the above described scientific meetings and conferences.

An initial draft of the project leaflet was prepared by CO1 FBF and eventually finalized thanks to the contribution of the entire Consortium. Artistic lay-out has been supervised by CO1 FBF and subsequently physically produced and distributed among partners.
At present, two versions of the project leaflets have been produced (on April 2008 and on July 2008) and others are foreseen in the progress of the project. Each version will be updated according to the real status of the project.

Fig.4 neuGRID leaflet vers1.1 (April 2008)

Final versions of the Project leaflets and brochures will be produced towards the end of the project, when a full functioning environment will be developed to raise awareness among user communities of the scientific opportunity constituted by neuGRID.

3.7 Website

The website has been identified to be a powerful tool to outline the project aims, share technical information and documents among partners, provide information to scientists. A restricted access section of the website gives the opportunity to access drafts of consensus documents for stakeholders to provide input to the development process.

The main contents of the website are:

- information about the project
- download of public documents
- contact details of partners and project coordinator
- links of interest

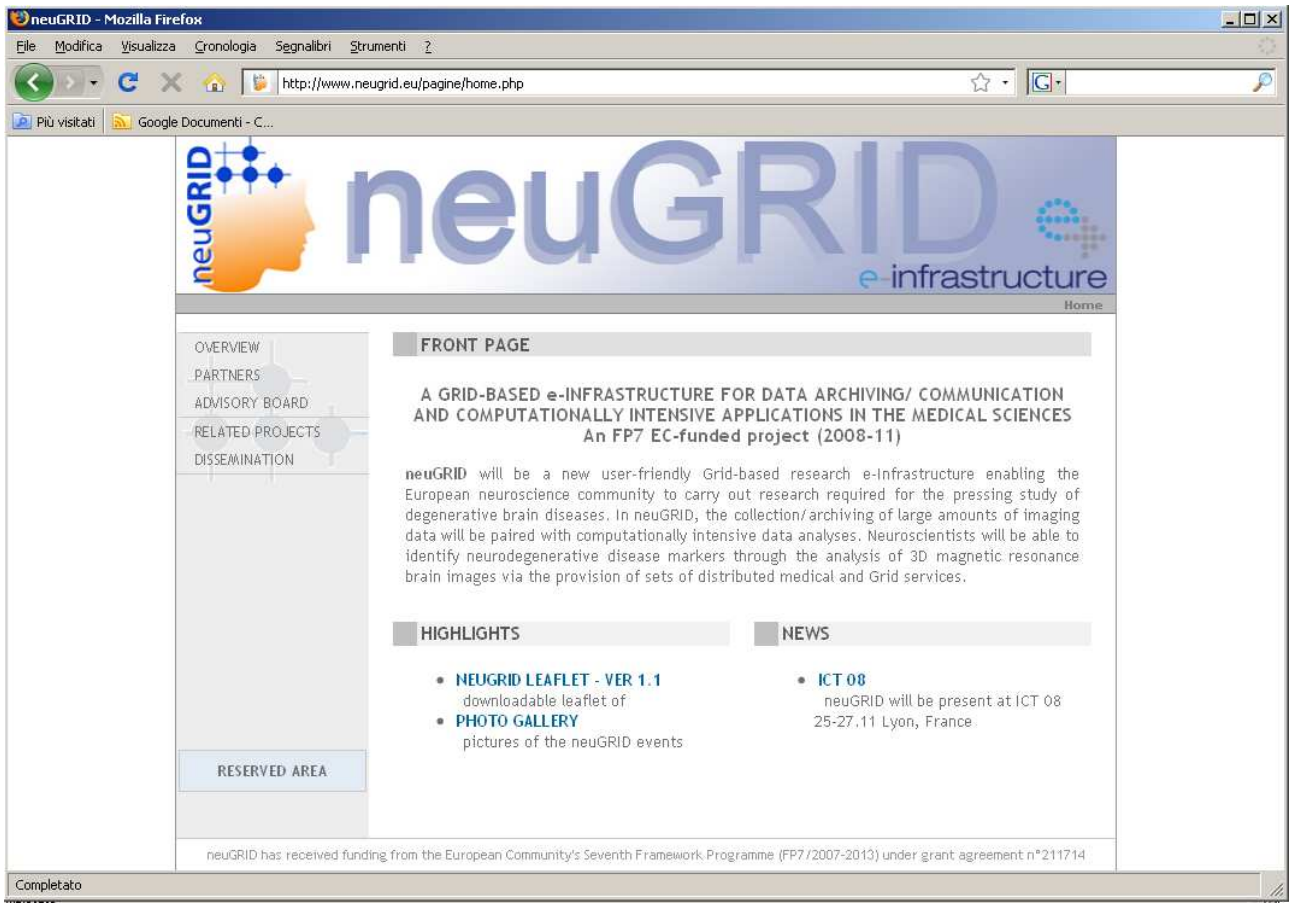

Fig.5 The neuGRID project website homepage

3.7.1 Site Map

The existing content structure is the following:

Home
- Highlights
  - Leaflet
  - Photogallery
- News

Overview
- Proposal

Partners

Advisory Board

Related Project

Dissemination

Reserved area
- Implementation plan
- Workpackages
- Deliverables
- Dissemination
- Teleconferences
- In-person meetings

Document Sharing
- Owl

Downloads
- Meetings
- Dissemination tools
- Utilities

Contacts

Mailing lists

3.7.2 Website's Reserved Area

To facilitate collaborative work among partners, a reserved area within the project website has been realized. All partners received a username and password to access this area, whose aim is to provide a safety environment to share and store documents, templates for dissemination tools, agenda of the past and future teleconferences (together with past minutes and agendas). Moreover, "dissemination" page contains all the dissemination materials produced by each partner during past dissemination events (slides presentations, lay-press articles etc.).

3.8 Public awareness: the International Alzheimer's Day

Events aimed to enhance public awareness of the neuGRID effort in Europe will be organised by the project.
News about neuGRID will be conveyed during the celebrations of Alzheimer's Day that take place all over Europe (and elsewhere) on and around September 21st each year. Within the EADC-European Alzheimer's Disease Consortium, at least three major centres organize nationwide fund raising and awareness events in occasion of Alzheimer's Day, i.e. CO1 FBF (Fitness & Solidarietà, www.centroAlzheimer.it), P5 VUmc in Amsterdam (Philip Scheltens) and Université La Salpetrière in Paris (Bruno Dubois, www.ifrad.fr).

In detail neuGRID will:

1. design a common logo for delivering information about neuGRID during celebrations of Alzheimer's Day;
2. co-ordinate the press campaign regarding neuGRID news delivery during celebrations of Alzheimer's Day;
3. involve other Alzheimer's centres in Europe that are presently organizing fund raising and awareness events in an uncoordinated manner within the above framework.

These activities will be carried out yearly until closure of the project in September 2010.

Why?	What is the aim which the Consortium would like to achieve through the dissemination of results?

Each target audience will be approached with a different scope in mind.

- European Commission, Member of the European Parliament (MEPs), Health and Research Ministries, scientific/strategic bodies (i.e. ESF, GSF, EURAB, ESFRI): to raise awareness at political and decision making level of the opportunities offered by neuGRID;
- Scientific community: to get all the scientific organisations involved;
- Industrial community: to disseminate the market potential of the neuGRID system;
- Neuroscience scientific organisations and related networks: to implement a "cascade" process of information;
- Media: to increase awareness about advances to the state-of-the art and general benefits of the neuGRID system.

When?	When should be better to deploy the dissemination and cooperation activities taking into account of the project progress and achievement?

Two different periods of dissemination activities are established:

- Phase I, covering about the first 18 months of the project: in this phase, awareness about the existence of neuGRID will be spread as well as its aim and expected achievements.
- Phase II, covering about the second 18 months of the project: in this phase, results will be disseminated.

Phase I
During this phase the dissemination activities will include: Conferences, Teleconferences, Meetings, Workshops, Letter of intent, emails, articles, poster and the creation of the project logo and project website in order to reach the largest number of professionals and lay audience.
Major dissemination event will be attended to reach a large audience.
The neuGRID project is also introduced to the events participants and project leaflets will be distributed.
As satellite events of such conferences, workshops will be organized on specific topics in order to network neuGRID with other major initiatives.
Information about the project is disseminated also in lay media.

Phase II
During the second half of the project the project results will be disseminated to the identified target groups. Scientific publications will be submitted to the most relevant scientific journals relevant in the area. Information targeted to potential users will be spread by the above identified tools in order to prepare the future exploitation of the project results and maximise the impact of the project.
In short, the dissemination towards and the promotion of the uptake of neuGRID by the scientific community will continue:
- by a follow-up of the already potential users;
- by enforcing the role of the AB members as "seed" in the relevant institutes and areas;
- by presenting and discussing the neuGRID results at relevant conferences and workshops, as identified above.

By whom and with whom?	Who shall be in charge of specific dissemination and cooperation activities, having regard to the partners' competencies and expertise? And with whom should be better to implement these activities?

Each member of the consortium must assure the national interface of this policy by carrying out the project dissemination at national / international conferences, workshops and meetings, each one with respect to their technical expertise.

4 Conclusions

Following the considerations above, the consortium agreed the final plan for using and disseminating knowledge, summarised in the following table:

TARGET GROUP	COMMUNICATION OBJECTIVES	ACTIONS	TOOLS
European Commission, Member of the European Parliament (MEPs), Health and Research Ministries, scientific/strategic bodies (i.e. ESF, GSF, EURAB, ESFRI)	✓ to present the project to national, regional, local health and research services, and policy-makers ✓ to raise consensus and to discuss the future of neuGRID ✓ to inform and to disseminate the work in progress and final results	✓ to stay in touch with other European and international projects in related areas ✓ participation in scientific events ✓ publications on scientific journals ✓ creation of a project web site ✓ to organise a final workshop ✓ to create links to the project's web site ✓ to create a periodical newsletter ✓ to establish an Advisory Board	✓ Project web site ✓ Media ✓ Final workshop ✓ Meetings ✓ Teleconferences ✓ Scientifics Papers ✓ Posters ✓ Press releases ✓ Press conferences ✓ Printed Materials ✓ Live USB/CD
Scientific community (Alzheimer's neuroscientists, Non-Alzheimer's neuroscientists, Computer scientists - medical imaging)	✓ to present the project ✓ to raise consensus and to discuss the future of neuGRID ✓ to get all the scientific, organisations involved ✓ to increase cooperation between academia and industry ✓ to inform and to disseminate the work in progress and final results		
Industrial community (Pharmaceutical industry)	✓ to present the project ✓ to raise consensus and to discuss the future of a common European grid-based e-infrastructure for medical data ✓ to get all the industrial organisations involved ✓ to increase cooperation between academia and industry ✓ to inform and to disseminate the work in progress and final results	✓ creation of a project web site ✓ to organise a final workshop ✓ to create links to the project's web site ✓ to create a periodical newsletter	
Neuroscience scientific organisations and related networks	✓ to monitor project activities ✓ to disseminate the project and its results ✓ to implement a "cascade" process of information	✓ creation of a project web site ✓ to organise meetings ✓ to organise a final workshop ✓ to create links to the project's web site ✓ to publish information on existing newsletters ✓ to prepare a lay language fact sheet ✓ to establish an Advisory Board	
Media	✓ to present the project ✓ to inform and to disseminate the work in progress and final results	✓ to grant interviews ✓ to prepare a lay language fact sheet	✓ Press conferences ✓ Interviews ✓ Project web site ✓ Press releases ✓ Fact sheet