

ALICE2 - RedCLARA

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LA NRENs PR Network
ALICE2 Partners Meeting
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- Dissemination Staff
- Visibility Plan
- Dissemination actions
- LA NRENs PR Network



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To efficiently disseminate the objectives, developments, advances and achievements of ALICE2 and RedCLARA, the services built on top of the RedCLARA network as well as to help in the construction of an inclusive RedCLARA community by building an intra-regional dissemination and public relations network (our LA NRENs PR Network!).

(November 2010 - November 2011)

- Four editions of **DeCLARA bulletin** (December, March, June, September), all of them in Spanish, English and Portuguese:

http://www.redclara.net/index.php?option=com_content&view=article&id=23&Itemid=559&lang=es



- 27 editions of **DeCLARA Express newsletter**; in Spanish, Portuguese and English since n°122, August 08.

http://www.redclara.net/index.php?option=com_content&view=article&id=629&Itemid=561&lang=es

The image is a screenshot of the DeCLARA Express newsletter page. At the top, it features the DeCLARA logo on the left and the 'Express' logo with a coffee cup icon on the right. Below the logos, there are language selection links: 'Español | Português | English'. The main content area has a blue background and features a small image of hands holding a globe. To the right of the image, the text reads: 'Segundo Concurso RedCLARA - ALICE2 de Estudios de Caso'. Below this, there is a paragraph of text in Spanish describing the initiative. At the bottom right of the text area, there is a link: '+Más información>'. The entire newsletter content is framed by a thin border.

- Coordination, promotion, evaluation and

(November 2010 - November 2011)

- Ten editions of **DeCLARA al Día Newsletter** (an informative flash, when there is no time to wait!):
http://www.redclara.net/index.php?option=com_content&view=article&id=630&Itemid=562&lang=es
- Coordination, promotion, evaluation and results delivery of the Case Studies contest.
- LA NRENs Compendium questionnaire application + evaluation and statistics >>
LA NRENs RedCLARA Compendium 2010 (published in Spanish and also available in English and Portuguese)



DeCLARA *Al día*

¡Conozca las nuevas herramientas de RedCLARA!

Septiembre se inicia en el portal de RedCLARA con tres nuevos servicios gratuitos para las redes académicas y comunidades de investigación latinoamericanas que las integran; tres aplicaciones que permiten crear y administrar en línea sitios Web, eventos y videoconferencias multipunto. Para hacer uso de estas aplicaciones usted deberá estar registrado como usuario en www.redclara.net.

SIVIC, Servicio Integrado de Videoconferencia

Primer servicio implementado por RedCLARA en colaboración con las Redes Nacionales de Investigación y Educación (RNI), SIVIC integra los equipos de videoconferencia de las RNI, ampliando, para la comunidad de investigación y el desarrollo regional, el acceso y la posibilidad de uso de salas de videoconferencia.

En SIVIC encontrará máxima disponibilidad de salas de videoconferencia para gestionar sus reuniones y actividades en línea, con la participación de múltiples actores dispersos geográficamente. Y, ¿la calidad? Superior, pues SIVIC opera con salas de videoconferencia certificadas, lo que garantiza la mejor calidad de audio y video, para que la comunicación fluya como si fuera cara a cara.

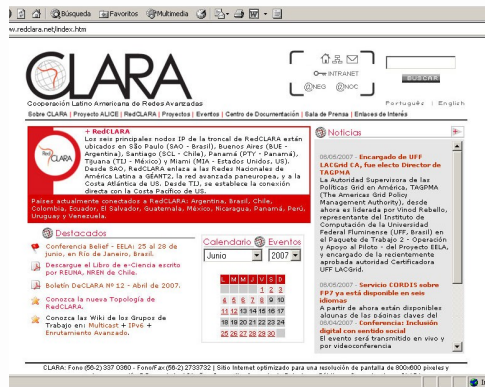
(November 2010 - November 2011)

- RedCLARA re-branding:
 - new slogan (coordination of an open slogan selection with the participation of most of the RedCLARA members)
 - Color study
 - Branding use manual
 - New logos based on the RedCLARA were created for NOC, NEG and SEG
 - 4 Services logos: SIVIC, RedCLARA Ve, RedCLARA Aprende, VC Espresso.



(November 2010 - November 2011)

- New RedCLARA Portal: Navigation Map + contents + graphic design



2005



2011



2008

(November 2010 - November 2011)

Communicational concept behind the Portal structure and creation:

- RedCLARA is a network in the broad sense: the greater LA e-Infrastructure + a great and solid human network
- NRENs, communities and researchers are RedCLARA's major asset, and we MUST and NEED to express that in the most clear way.
- We work with people, so we talk and need to communicate with people: LET'S KEEP IT SIMPLE! Communication can be so easy!
- Let's listen to everybody, let's involve every RedCLARA member in our communicational processes and decisions: a great example: the RedCLARA slogan.
- We serve to the NRENs, communities and researchers, so, let's make their daily work an easy path by means of our network, technical services and also by our way to relate with them.

(November 2010 - November 2011)

RedCLARA Portal Structure Design

Keys:

- Enhance the visibility of the RedCLARA member NRENs, the communities and the results of the LA research and, of course, the researchers themselves.
- Ease the access to all RedCLARA information: RedCLARA itself, members, projects, communities, services.
- Major accent in the content architecture: Communities + Services

RedCLARA Portal Graphic Design concept:

Keys:

- Air
- Clear spaces
- The human presence

(November 2010 - November 2011)

- **RedCLARA Portal**

From March 28, 2011 RedCLARA has an online Portal that offers the services that RedCLARA has modelled and conditioned to meet the needs of the academic, scientific, technological and innovation communities that are emerging within it, either thanks to the ALICE2 project, the IABD initiatives, the 2010 and 2011 (and future) COMCLARA programmes, and all those initiatives constituted by members of the LA NRENs connected to RedCLARA, whether they already exist or get constituted in the future, and wish to access the benefits of the RedCLARA services and Web 2.0 tools made available on-line for their better online interaction and collaboration.

Services without registration:

- Find a project partner
- Institutions connected in LA to RedCLARA (InteliMap)
- Check out your connection (done by REUNA)
- RedCLARA Alive: On line transmissions.

Dissemination Actions

(November 2010 - November 2011)

- Once registered...

Bienvenid@ - Mozilla Firefox

Archivo Editar Ver Historial Marcadores Herramientas Ayuda

http://www.redclara.net/index.php?option=com_content&view=article&id=632&Itemid=541&lang=es

Más visitados Primeros pasos Últimas noticias Acceso

Cooperación La... Bienvenid@ DeCLARA_en_2... TERENA> Event... Traductor de G... Gmail: correo el... TICAL 2011 María

Bienvenid@ maria-jose.lopez@redclara.net Finalizar sesión

RedCLARA
+ Red + Ciencia

Quiénes Somos Miembros Infraestructura Operaciones Servicios Proyectos Comunidades Internet Avanzada Sala de Prensa Regístrate Mi menú Atrás

María José López Pousally

Bienvenid@

Mis Alertas | Súmate a una comunidad | Proponga una Comunidad

Fondos de financiamiento
Últimas alertas de fondos de financiamiento disponibles:
Fondo Fecha de inicio Fecha de termino

Eventos
Vie May 13 [Cumbre IED 2011](#)
Lun May 16 [TNC 2011 - Conferencia de Redes TERENA 2011](#)

Busco Socios
Haciendo clic [AQUÍ](#) podrá encontrar las últimas búsquedas de socios publicadas.

Miembros Conectados

2 usuarios en línea

Optimizado para Internet Explorer 8 / Mozilla Firefox 3.5.10 / Google Chrome 10.0

alice2

Dissemination Actions

(November 2010 - November 2011)

- Once registered...

LA NREN PR Network (Privado) - Mozilla Firefox

Archivo Editar Ver Historial Marcadores Herramientas Ayuda

http://www.redclara.net/index.php?option=com_community&view=groups&task=viewgroup&groupid=7&Itemid=543&lang=es

Más visitados Primeros pasos Últimas noticias Acceso

Cooperación La... LA NREN PR N... DeCLARA_en_2... TERENA> Event... Traductor de G... Gmail: correo el... TICAL 2011 María José López... YouTube - putit...

Bienvenid@ maria-jose.lopez@redclara.net Finalizar sesión

RedCLARA

+ Red + Ciencia

Quiénes Somos Miembros Infraestructura Operaciones Servicios Proyectos Comunicaciones Internet Avanzada Sala de Prensa Regístrate Mi menú Más

María José López Paurally

LA NREN PR Network (Privado)

Información sobre la comunidad (Usted es el propietario de la comunidad)

Categoría: [S. Ciencias sociales](#)

Nombre: LA NREN PR Network ([Privado](#))

Creado el: Jueves, 24 Marzo 2011

Mantenido por: María José López Paurally

Servicios Comunitarios

- Fiche técnica Comunidad
- Miembros Comunidad
- Wiki Comunidad
- Estudios de Caso
- Oportunidades
- Recursos para Investigación
- Cursos
- VC Espresso
- RedCLARA Ve
- Streaming / albergue de videos

Opción de comunidad

- Editar Avatar
- Editar
- Ver Todos los miembros
- Enviar e-mail a los miembros
- Crear Noticia
- Crear Discusión
- Crear evento
- No publicar
- Enviar contactos en RedCLARA
- Borrar comunidad

Descripción

LA NREN PR Network

Honduras será sede de la próxima reunión ALICE2/RedCLARA
Miércoles, 13 Abril 2011 por [Tania Arriagada López](#)

RedCLARA sigue liderando esfuerzos para que Honduras forme su propia NREN y, mediante Internet avanzada se sume al impulso regional en pro del desarrollo científico y académico. En ese contexto de inclusión, el país ha sido elegido como sede de la próxima reunión semestral ALICE2 - RedCLARA, que se llevará a cabo en junio.

La Universidad José Cecilio del Valle (UJCV), en Honduras, será la sede del próximo encuentro de ALICE2/RedCLARA, el cual tendrá lugar del 20 al 24 de junio. La decisión se tomó después de una visita de miembros del directorio de RedCLARA a Tegucigalpa, en el mes de febrero; pero la gestión para que Honduras abra sus puertas a la reunión se inició en 2010, paralela al seguimiento que se ha venido dando, en los últimos años, a la posibilidad de que el país se vincule a redes avanzadas.

Para leer el texto completo, haga clic [AQUÍ](#).

Ver 1 de 1 anuncios [Crear Noticia](#) | [Mostrar todos](#)

Listo

ES 23:35 11-05-2011

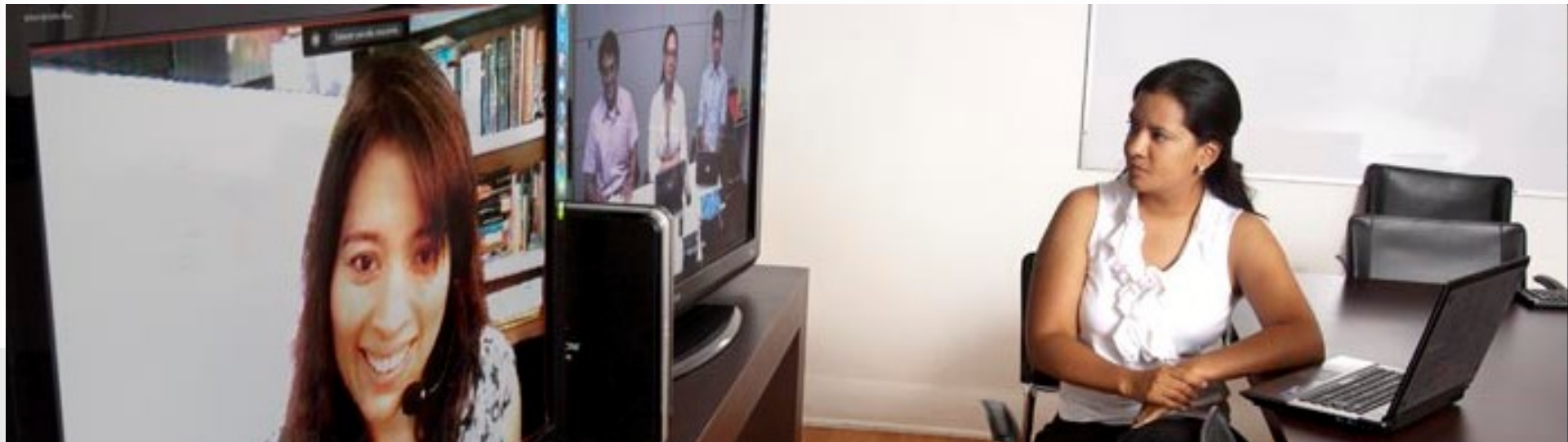
(November 2010 - November 2011)



Más red,
mejores videoconferencias

SIVIC – Multiconference / Videoconference scheduler

SIVIC, the first service implemented by RedCLARA in collaboration with LA NRENs, incorporates multipoint videoconference units in order to maximise the interaction of the research community and regional development. SIVIC will enable, in one single space, the organisation of videoconferences in different countries, allowing all participants to book their own videoconference rooms in the region.



(November 2010 - November 2011)



VC Espresso: A desktop videoconference service which is exclusive for RedCLARA communities.



RedCLARA Aprende: Only for the scientific and technological communities, RedCLARA has created this space in Moodle in order to offer continuous training in the fields of technology and management, among others.



RedCLARA Ve: RedCLARA's video on demand service features a wide range of videos related mainly to technical training activities on Advanced Internet networks and the implementation of services and applications, series of academic and scientific meetings. It also offers the possibility of hosting the videos produced by the LA scientific communities; the only condition is to be a registered user in the RedCLARA Portal.

(November 2010 - November 2011)

Events and Academic Activities Manager: a free tool addressed to the Latin-American research communities and academic networks, which allows to create and manage scientific and academic events on-line.

With the Events and Academic Activities Manager you can:

- Manage the complete cycle of your activity, whether if it is a simple one, like a meeting, or as complex as a conference.
- Create a Web environment for your activity containing all the information that you need to publicize, from the basic description to the online registration, including the management of the detailed program, publishing presentations and the generation of related publications.

eScaparate: Webhosting for LA research communities > for enhancing projects visibility.

(November 2010 - November 2011)

- New communications tools: RedCLARA in Twitter and Facebook since November 24, 2010.
- New RedCLARA – ALICE2 promotional material:
 - Banners
 - RedCLARA illustrated topology map 2011
 - RedCLARA topology map
 - RedCLARA brochure (in English and Spanish, recently updated)
 - SIVIC B2B and B2C brochures
 - 3 ALICE2 - RedCLARA case studies flyers
 - RedCLARA Annual Report
 - ALICE2 - @LIS2 pendrives

(November 2010 - November 2011)

- New RedCLARA services promotion.
- TICAL2011:
 - Branding image
 - Website (in Spanish, English and Portuguese)
 - Twitter
 - Event coordination
 - Promotional material:
 - TICAL banner
 - TICAL2011 Conference
 - Note book / Laptops envelopes



Communication and Public Relations

- LA NRENs Compendium 2010 elaboration and publication in Spanish, English and Portuguese (http://www.redclara.net/index.php?option=com_content&view=article&id=142&Itemid=402&lang=es).
- LA NRENs Compendium 2011 questionnaire revision, correction, new questions added + evaluation of its on line implementation. Be aware, next Friday 11 will be on line!



Communication and Public Relations

- @LIS2 Communications Plan (in collaboration with ECLAC and REGULATEL)
- @LIS2 Website: <http://www.alis2.eu/>
- InfoDays dissemination
- ELLA project logo, poster and banner.
- E-Infrastructures between Europe and Latin America Conference coordination (EVALSO Project) –with the help of RNP-, October 17 and 18th, Rio de Janeiro.
- Participation in ACHALAI project face to face meeting in Santiago and virtual meetings, support in dissemination.



Communication and Public Relations

- ALICE2 – RedCLARA meetings in Tegucigalpa coordination, together with Training Management + support for the Montevideo Meetings
- ALICE2 deliverables: Communications and PR; LA NREN PR Network; Participation in events
- LA NRENs PR Network Actions: 4 virtual meetings, 1 contest in order to participate in the TERCEN TF-CPR Meeting, presentation given at TF-CPR, first LA NRENs CPR Compendium and this meeting!



LA NRENs PR Network

- A PR Network, what for?
- To share knowledge of how to manage dissemination processes.
- The LA NRENs need to learn how to communicate what they do, for whom and why, and they also need to learn how to reach those they need as allies.
- Furthermore, ALICE2 and RedCLARA could benefit in many ways from the collaboration of the LA NRENs' future PR representatives, starting with news-sharing and the identification of promotional projects and relevant researchers.
- To learn from the TF-CPR experience.
- To share our experience and knowledge with CKLN (the Caribbean) and UbuntuNet Alliance (Africa Sub-Sahara), both regional advanced networks initiatives co-funded by the EC.



LA NRENs PR Network

- Who is contributing to generate the new knowledge?
- RedCLARA and some NRENs (mostly the Brazilian, Chilean and Colombian NRENs) have that knowledge and are willing to share it.
- The creativity of those NRENs that have recently establish a PR position (the impulse of doing new things is a great influx but a better one the one of starting to build from scratch!)
- The experience of DANTE's International Relations and Public Relations Departments is also contributing to enhance this exchange of knowledge.
- Finally, a very fruitful experience from which to learn is that of the TERENA CPR Task Force that shares knowledge about good PR practices in the field of advanced networks.

LA NRENs PR Network

- What has been done?
- The group started to work in March 2010
- 7 virtual meetings – by videoconference: Really good
- A Wiki (hmm... nothing new under this space)
- 1 face-to-face meeting (September 27 - 28, 2010, Managua): training in editorial-journalist skills (REUNA + RENATA), mailing lists usage (CUDI), analysis of the use of Twitter and Facebook in the NRENs environment (RedCLARA), our best practices (all), TERENA TF-CPR presentation, DANTE, RedIRIS and LA NRENs CPR representatives presentatiions, ALICE2 and RedCLARA. “Pimp my videoconference” exercise: just what TF-CPR did in Vilnius in 2010.
- The commitment of continue growing together.
- A great sharing experience!

LA NRENs PR Network

- What has been done?
- September 28, 2010, Managua; the LA NRENs PR Network, after a great meeting!



LA NRENs PR Network

- What has been done?
- First LA NRENs PR Compendium was delivered in March 2011; based in the TERENA CPR Compendium (PDF format, both in English and Spanish)
- 2 LA NRENs CPR representatives and members of our human network are here after winning a concourse which prize was the one of participating in this particular meeting in order to continue learning and taking the knowledge here gained to their peers in LA: Ixchel Pérez Santamaría and Camilo Jaimes Ocaziones.



- What shall we do now?

iGracias! Obrigada! Thanks!