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ABSTRACT (a brief 2 line summarizing statement of the document content):

This detailed strategy will outline the activities, channels and procedures to engaging the stakeholders in RDA both in the European as well as in the international context.

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DISCLAIMER

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This document contains information on RDA Europe (*Research Data Alliance Europe*) core activities, findings and outcomes and it may also contain contributions from distinguished experts who contribute as RDA Europe Forum members. Any reference to content in this document should clearly indicate the authors, source, organisation and publication date.

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The European Union (EU) was established in accordance with the Treaty on the European Union (Maastricht). There are currently 27 member states of the European Union. It is based on the European Communities and the member states' cooperation in the fields of Common Foreign and Security Policy and Justice and Home Affairs. The five main institutions of the European Union are the European Parliament, the Council of Ministers, the European Commission, the Court of Justice, and the Court of Auditors (http://europa.eu.int/).

GLOSSARY

ABBREVIATION	DEFINITION
RDA Europe	Research Data Alliance Europe
RDA	Research Data Alliance
ATHENA RC	Athena Research Center
CSC	IT-Center for Science Ltd.
ACU	Association of Commonwealth Universities
CNR-ISTI	Italian national research council
CNRS	Le Centre National de la Recherche Scientifique
MPG	Max Planck Gesellschaft
STFC	Science and Technology Facilities Council
TRUST-IT	Trust-IT Services Ltd.
ESFRI	European Strategy Forum on Research Infrastructures
EUDAT	European Data infrastructure

TABLE OF CONTENTS

1 Executive Summary

The Research Data Alliance (RDA) is rapidly building the social and technical bridges that enable open sharing of data on a global level. RDA Europe - the European plug-in to the global Research Data Alliance – will ensure that European political, research, industrial and e-infrastructure stakeholders are aware of and engaged in the global RDA activities. European domain scientists, data scientists and data technologists are already driving a series of working and interest groups and this momentum should be maintained and increased.

As illustrated in the European and Global Engagement Strategy detailed below, the RDA Europe partners are very actively involved in the strategic planning, implementation, marketing & communication of RDA through a series of targeted activities as well as in their roles in the governance bodies and workflow of RDA. The day-to-day activities are furthermore complemented by a series of horizontal activities carried out to guarantee effectiveness and maximise engagement results.

The goals of the present Strategy are twofold. Firstly, it defines the trajectory, target stakeholders and objectives to boost the visibility of RDA and its benefits through targeted objectives, outreach activities and core messaging to stakeholder groups.

Secondly, it sets out the main objectives for disseminating and exploiting the RDA Outputs as widely as possible through specific activities that both ensure the sustainability of the WG & IG outcomes as well as consolidate the role of RDA as a reliable organisation of people effectively working together towards realizing its vision of researchers and innovators openly sharing data across technologies, disciplines, and countries to address the grand challenges of society today.

2 Approach and objectives of the European and Global Engagement Strategy

The European and Global Engagement strategy is instrumental in delivering the complete outreach for RDA, RDA Europe as well as for incorporating and running the governance workflow of RDA and its European Chapter. From this perspective the Strategy covers both the global as well as the more focused European level.

Awareness raising, communication and marketing activities are crucial to the increased success and growth of the RDA movement and its principles. Given the bottom-up approach, the effort must be concentrated on and invested heavily in spreading the word about RDA, its principles, its outputs and its benefits to all the stakeholders addressed. It must also ensure that the most appropriate channels for dissemination and publishing of outcomes as highlighting the benefits.

The following action lines and related objectives are the focus of the European and Global Engagement Strategy:

- **Intensifying and securing increased political engagement by reinforcing RDA high-level political visibility in Europe,** within the European Commission itself, with policy bodies and organisations, member states and funders, initiatives and associations that will benefit from engaging with RDA to achieve their strategic goals.

- **Raising awareness and take-up of RDA Outputs** & contributing to the formal framework and identifying channels to **publish & promote RDA Outputs**

- **Strengthen RDA through its active membership – supporting the growth of a committed and strong community**

- **Supporting RDA governance** through the coordination and maintenance European involvement in RDA Coordination Groups

- **Organising and supporting RDA plenary** meetings though communications, outreach, organisation of support programmes for European stakeholder (e.g. Early Career, European WG and IG chair support, etc.)

- **Increasing European Industrial engagement in RDA** as both individual and organisational members and to investigate the possibility of deployment of RDA outputs in European industry

- **Leveraging the RDA Europe Forum of experts** representing relevant European policy groups to provide European perspectives to the RDA process and in particular to the Council members to help maintain focus of the RDA work, balance with respect to participation, general policies and procedures in RDA, etc.

- **Engaging European cross domain researchers to fuel the success of RDA**, showcase European excellence in science demonstrating this success through the working groups and plenaries

- Maintaining the **interaction between leading European scientists and RDA** to ensure that they agree with the RDA goals and activities and make use of them, that European scientists contribute actively to the working and interest groups and that scientists priorities are considered in the overall RDA process

- **Encouraging and supporting Data Technologists to bridge out to RDA Working and Interest Group involvement** and promoting existing European e-Infrastructure engagement and opportunities

3 Fostering Innovation through European Stakeholder Engagement

The present Engagement Strategy will continue to build on the achievements so far by the RDA Europe 1.0 project (01.09.2012 – 31.08.2014). RDA Europe has contributed significantly to the creation and operation of a sustainable RDA workflow enabling the everyday tasks of the organisation. It set up and supported the RDA Europe Forum (European bridge to RDA) as stimulation activity, organized a first science workshop with leading scientists, and performed data organization analysis and support. Furthermore it has significantly contributed to the consolidation of an active community around the RDA web platform and Plenary meetings.

To strengthen RDA recognition and long-term impact and enable new opportunities RDA Europe will take significant steps forward by introducing new instruments and intensifying existing instruments to reach out to new stakeholders and build commitment as well as establish itself as sustainable and reliable organisation.

To achieve these goals a series of targeted activities will be focused and channelled through four strategic engagement lines.

3.1 Political engagement

RDA must engage at scale with all political layers, including national and regional as well as supranational organizations such as the European Commission. RDA Europe must demonstrate a vigour and growth of engagement worldwide and year-on-year. The aim is to engage with policy makers from science & research organisations, industrial associations, policy bodies as well as the European Commission engaging with many Directorate Generals.

Policy groups are at the core of RDA objectives on both a global and European level:

- **Global Policy Engagement:** Intensifying and securing increased political engagement by reinforcing RDA high-level political visibility in Europe, within the European Commission itself, particularly with national funding bodies, and policy makers and organisations, initiatives and associations that will benefit from engaging with RDA to achieve their strategic goals.

- **European Policy Engagement:** Leveraging the RDA experts representing relevant European policy groups to provide European perspectives to the RDA process and in particular to the Council members to help maintain focus of the RDA work, balance with respect to participation, general policies and procedures in RDA, etc.

Policy makers and strategy experts are key to support RDA recommendations on issues such as education and training, trust, pushing public-private partnerships and coordination on an EU level. Also of relevance is the engagement with Open Data policy groups, the collaboration with national, regional and international groups to establish common policies for global data infrastructures for science communities and the collaboration also with e-Infrastructure groups

such as EUDAT, GEANT, EGI, etc. Support and buy-in from policy groups will increase trust in open data and the creation of a registry of such policies.

Focus and activities breakdown:

• **Policy body Workshop**: The EU-US Transatlantic Dialogue , previously organised by RDA Europe, serves not just to raise awareness of RDA but also to bring issues surrounding global data interoperability and sharing to the attention of Members of the European Parliament and US Congress representatives. The former G8+05 on Global Research Infrastructures, current RDAC, was established to reach a common understanding on matters such as governance, funding and management of large-scale research infrastructures, of which Juan Biccaregui is a member. RDA Europe will organise / support at least 1 event with RDA Council participation (e.g. one G8+05 meeting supported by RDA Europe)

• **National and pan-European Scientific & Research organisation engagement**: in close collaboration with the RDA Europe Forum (RDA Europe 2.0 project Task 2.2) who will assist in identifying further EU representative bodies to involve in RDA through a variety of means defined on a case by case basis that could include face-to-face visits, co-organisation of events, news and information distribution to their members, presence / presentation at RDA plenaries. As an RDA global but RDA Europe facilitated engagement activity, Mark Parsons the RDA Secretary General will have a specific European Agenda, as he will be present in Europe on several occasions for meetings and visits at key European research institutions.

• **European Commission dissemination/ EC Official Workshop**: awareness raising within the EC Directorate Generals & DG Connect Units of the RDA, of the benefits of their funded project involvement in RDA. This could be done through ensuring RDA presentation at EC concertation meetings, organising workshop (Project Milestone 2.2) for EC officials to introduce RDA and showcase European involvement and benefits to date.

• **Member States / Funding Agencies:** RDA leverages past investments made by member states and funding agencies to the development of research infrastructures. Engagement with member states and funding agencies is required to further sustain future activities and attain international and European funding. Stabilizing a permanent governance structure based on a sustainable funding model should be an objective of engagement.

• **Other Regions**: RDA Europe will support the RDA Colloquium (RDAC) in its endeavour to broaden the membership of RDA to other regions around the world. During the RDA Europe 1.0 project the groundwork for involving China in RDA was laid through an European delegation visit to Beijing. In close collaboration with the EC, ANDS and NSF, RDA Europe will continue to dialogue with new regional members. Global harmonisation and engagement with key players internationally is key to address key policy issues such as movement of open data across borders in order to achieve truly interoperable global data infrastructures.

Key Performance Indicators:

• At least 5 new RDA organisational members as a direct result of the activities to guarantee a sustainable flow of membership fee to carry out RDA activities

• 1 High Level Policy Workshop – consolidate engagement, position statements & recommendations

• 1 EC official workshop to raise awareness of RDA Europe and outputs - at least 3 DGs represented & 15 officials present

• 4 policy maker events attended by RDA Europe with presentation on RDA

3.2 Domain researcher engagement

RDA Europe needs to strengthen efforts to reach out to European domain researchers through three specific action lines, which will help disseminate RDA tangible outputs from the RDA groups on the one hand and on the other hand get focused input for activities to be taken up as priorities.

Activities will cover dissemination of the knowledge of RDA activities towards domain researchers, including through the influence of their institutions, professional societies and funders, and will gather domain scientists needs and priorities with respect to RDA activities. Particular emphasis will be put on facilitating adoption an promotion of the RDA Outputs.

The following objectives require focus:

• Engage in domain-specific events/conferences and educate them about RDA, its activities and Outputs as well as on the value of open access to data

• Listen to their issues and tease out their data problems – encourage them to join the RDA Community and set priorities, contribute to and initiate WG & IG

• Engage on behalf of their organisation – Become an RDA Organisational /Affiliate Member

• Identify champions in their community who can help advocate data sharing and RDA as well as Output Adopters

• Encourage them to employ data scientists/researchers if they haven't already and get them to send their representatives to RDA.

• Share with them the successes of RDA and why it's relevant to them. Compile a portfolio of success stories (RDA Magazine under T3.2).

• Encourage them to contribute to and become promoters of the RDA outputs– which may often be delegated to disciplinary data scientists since most RDA output should be transparent for average users.

In order to address these focus areas, effort will be aimed at following distinct lines:

• **RDA Europe Forum**: as a high level forum to provide advice from an EU perspective to the RDA process and in particular to the Council members to help maintain focus of the RDA activities, to maintain balance with respect to participation, to maintain general policies and

procedures in RDA. This forum will meet at least twice over the lifetime of the project and its output will be a set of recommendations for RDA EU Council representatives after each meeting and a report for distribution to policy makers;

• **Science workshops**: over the 18 month period 2 science workshops bringing together leading European scientists who are working with data to showcase RDA, highlight current activities, gather their feedback and requirements and ultimately create new European driven RDA Working and Interest groups;

• **Participating to domain specific events:** RDA Europe will invest effort to obtain visibility at events organized by third-parties through keynote presentations, panel participation, co-located workshops, exhibition stand, posters, etc. This activity will increase visibility and awareness of RDA activities in the domain targeted by the event and result in increased RDA membership as well as generation of European driven RDA Working and Interest groups.

• **Engagement of Early Career Scientists & Researchers working on data**: through the specific support programme (operated under Project task 3.2), Early Career domain researchers will be invited to apply for grants to attend the RDA plenary meetings and participate in Working or Interest group meetings of relevance to their area of study.

Key Performance Indicators:

- 2 RDA Science workshops

- 20% increase in European scientist and domain researcher membership of RDA

- domain specific events attended by RDA Europe with presentation on RDA

- At least 1 new RDA WG as a direct result of activity

- 2 RDA Europe Forum meetings

- 1 RDA Europe Forum report / strategic position note including statements and recommendations from a European perspective for European policymakers and RDA Council

- At least 50% of Early Career Scientists & Researchers working on data support programmes contribution awarded to Domain Researchers

3.3 Industrial engagement

Industrial engagement and involvement in RDA is essential. Large companies create most of the software and expensive equipment (sensors etc) that is being used worldwide, including by the scientific community to produce some of its data. RDA recommendations must find their way into these products since proper scientific data curation will start at creation time. Feasibility and simplicity of these recommendations will be crucial for becoming a success and finding its way to being implemented. RDA Europe needs to define and deliver ways to engage SMEs and young people that may be candidates for starting up new businesses (future entrepreneurs), since RDA cannot expect them to participate in the working and interest groups over a long period.

Key engagement objectives and activities breakdown:

• **Define and carry out the background and preparatory work for engaging industrial stakeholders** and direct the companies and individuals to the related RDA channels, such as the RDA Organisational Advisory Board (OAB), where industrial players can commit in supporting the RDA aims or directly through participation of their representatives in IGs and WGs.

• **Identify & target an European industry & SMEs group**: generate a classified database of European industry players to interact with them to raise awareness of RDA for their staff, propose organisational membership by the organisation, showcase RDA WG and IG activities and outputs for potential interaction and take-up

• **Industrial Engagement Workshop**: RDA Europe will organise 1 workshop (either stand-alone or co-located with another RDA Europe or third party event) specifically targeted to industry and SMEs to showcase RDA WG outputs, listen to industry & SMEs on their expectations from RDA and requirements on data issues though lightening talks, face-to-face meetings and panel sessions

• **Participating to industry specific events**: RDA Europe will invest effort to obtain visibility at events organized by third-parties through keynote presentations, panel participation, co-located workshops, exhibition stand, posters, etc. This activity will increase visibility and awareness of RDA activities, in increased RDA membership as well as involvement of European industry representatives in RDA Working and Interest groups.

• **Involve Industry and SMEs in the RDA Plenary activities** as co-organisers, sponsors or participants to facilitate collaboration and exchange

Key Performance Indicators

- 10% increase in European industrial membership of RDA

- At least 2 industry events attended by RDA Europe with presentation on RDA

- 1 Industry Engagement Workshop

3.4 Computer Scientist, Data Technologist and existing e-Infrastructure Engagement

RDA Europe will not only pursue the engagement of the practitioner community, involved in building research data infrastructures but also that of the computer science community working in fields relevant for the RDA activities.

The experience and involvement of many of the RDA Europe consortium members in prominent European e-infrastructures an related initiatives facilitates interaction with these groups to raise awareness of RDA, encourage participation to and creation of RDA Working and Interest groups as well as synchronize activities and build synergies.

The key objectives and activities breakdown is the following:

• **Computer Scientist & eInfrastructure Identification and liaison**: generate a classified database of European Computer Scientist & eInfrastructure players to interact with them to raise awareness of RDA and showcase RDA WG and IG activities and outputs for potential interaction and take-up as well as interview them on gap areas that RDA should focus on;

• **Technological Workshop**: focused technical meetings (either stand-alone or co-located with another RDA Europe or third party event)

• **Existing e-Infrastructure events**: RDA Europe will secure high level visibility at events organised by eInfrastructure initiatives (keynote presentations, panel participation, posters, etc.) including eventual concertation meetings organised by the European Commission, ESFRI etc. to raise awareness and engage einfrastructure players in RDA

• **Engagement of Early Career Scientists & Researchers working on data**: through the specific support programme (operated under task 3.2), Computer Scientists and Data Technologists are invited to apply for grants to attend the RDA plenary meetings and participate in Working or interest group meetings of relevance to their area of study.

Key Performance Indicators

- 20% increase in European computer scientist & einfrastructure representative membership of RDA

- At least 2 eInfrastructure events attended by RDA Europe with presentation on RDA

- At least 1 new RDA WG as a direct result of activities

- At least 35% of Early Career Scientists & Researchers working on data support programmes contribution awarded to Computer Scientists and Data Technologists

- Creation of summary documents on the RDA Outputs and circulation to collect expression of interest to become an "RDA adopter".

4 Publishing RDA Outputs

RDA outputs are expected to be not only specifications but also implemented code, adopted policy or practice, implemented tools, etc. that are based on these specifications.

Modern publishing methods allows us to link the specification output of RDA WGs with the textual descriptions and implementations of tools, services, policies, etc., and thus, enable the interested expert to immediately take action to increase data sharing. Efficiency of the procedures is essential nowadays for take-up, since in all domains there is only little time to adopt new ways: if it works immediately people will use it, if not people will ignore it.

Effort will be invested in identifying appropriate models and technologies that can support the publishing and thus re-use the RDA outcomes across different channels including Open Access repositories and scientific and data Journals.

A strategy, based on an analysis of existing technologies and models suitable for publishing and disseminating RDA outputs, will be elaborated upon. Based on the results of that strategy, RDA Europe will execute the strategy and analyse the results and impact of this activity, reporting. Further to external, global channels RDA Europe will create a Magazine as well as a complete series of promotional flyers and Outputs booklet or catalogue to highlight the results and outputs and will issue an edition 1 month prior to each RDA Plenary meeting.

Key Performance Indicators

- RDA Outputs (if available) published through external channels

- RDA Europe Digests generated and published

- Outputs Catalogue generation & distribution

5 RDA Europe and RDA global Marketing and Communication – Horizontal Activities

Engagement activities covering national, EU and International outreach are taken forward in close collaboration with all RDA Europe and RDA global actors to define and implement communications on RDA in all regions including those not yet RDA members.

Furthermore RDA Europe commits a communications and disseminations expert on the RDA Secretariat to support the overall communications, event organisation, dissemination material and web management of RDA.

5.1 rd-alliance.org and Europe.rd-alliance.org web platforms

RDA Europe manages both the global web platform: rd-alliance.org and the European one at: Europe.rd-alliance.org both instrumental for an effective Marketing and Communication Strategy. Engaging with the community via the digital web presences allows us to track and monitor all digital behaviour and communicate more effectively.

The RDA (rd-alliance.org) web platform is the virtual tool that allows on-line collaboration between actors, both the working and interest groups but also the coordination groups as well. The web platform offers a series of group-specific collaboration tools (wiki, forum, integrated mailing lists, web conferencing tools, newsletter tool, on-line voting and registration systems with statistical tools, etc.) that allow the groups to collaborate across geographical borders. The Drupal based platform, funded and implemented by RDA Europe to-date, will have new functionalities, particularly in relation to reviwing, publishing & disseminating RDA Outputs for the groups.

RDA Europe (Europe.rd-alliance.org) web platform is important to have a regional based platform to disseminate and communicate European news and outputs. This should be viewed as an additional communication tool, e.g. a virtual platform to promote the RDA Europe Forum and science workshops and their recommendations, to communicate the European Commission vision and information on data issues in Europe, etc. But also consolidate a community focused on promoting the EU participation to the RDA global activities and converging efforts and avoiding duplication.

5.2 Early Career Scientist & Researcher Support Programme

The Early Career Scientist & Researcher Support Programme targeting both domain researchers and data technologists will be organised prior to the RDA Plenary meetings. The call for applicants are published 3 months before the meetings and up to 10 grants will be awarded per Plenary.

The programme is designed to introduce European early career researchers and scientists to RDA activities, highlight what data scientists / practitioners are doing, leverage on Early Career Researchers & Scientists knowledge to support Plenary activities, and support the Working & Interest group activities.

The programme has been successful in attracting the interest of early career researchers working with data. For the 3rd Plenary bursary programme 33 applications were received with

22 winners of which 1 dedicated to social media, while for the 4th Plenary 31 applications were received with 15 winners of which 2 dedicated to social media.

5.3 RDA Plenary Meetings & RDA Europe Events

Focused effort will be dedicated to supporting the two Plenary Meetings (P5 and P6) as well as to Events both organised by RDA Europe or key related events e.g. Transatlantic Dialogue (organised by Science Business), RDA-Colloquium (ex-G8+05), Global Research Council, RDA EU Science Workshops, Industry engagement workshop etc.

Scouting for external events and proposing RDA participation (presentation, stand, keynote, etc.) and coordinating participation will also be covered in detail, ensuring that the correct RDA partners are present according to the target audience.

To support the communication and marketing activities, the generation of dissemination material, focused on RDA Europe and RDA global will also be of key importance. Simple but effective messages must be generated and conveyed through visually attractive and diverse dissemination tools (posters, flyers, gadgets, etc.).

5.4 Dissemination database

To ensure that the messages communicated by RDA and RDA Europe are targeted correctly the maintenance of a high quality database of the RDA target stakeholders with information on role, discipline, organisation type, research community, etc. together with contact details is a fundamental task.

Monthly updates on the membership growth and structure will be provide in order to track evolution and guarantee the right activities are planned and the correct audiences are targeted.

Press and media contacts will be cultured and leveraged upon to ensure a good network of external communication channels.

5.5 Social Media

Leveraging on social media networking and increasing the scope and coverage of the RDA Europe dissemination database are key elements in any communication strategy. Social networks (Facebook, LinkedIn, SlideShare, Twitter) allow initiatives like RDA Europe to reach a broad audience beyond the contacts included in the dissemination database and are excellent channels to disseminate news and receive feedback on activities.

Key Performance Indicators

- European RDA Members growth to 1600 (based on starting point of 800)

- RDA Europe Dissemination database (based on a starting point of 1000 EU only contacts) will include 3000 contacts with a balance according to the target audience and focus

- Interviews with RDA members to create awareness & understanding of RDA activities

6 RDA Governance including Sustainability and Consolidation of RDA legal entity

RDA Europe, led by John Wood (ACU), supports RDA global to set up an RDA legal entity as a Charity, company limited by guarantee and not having a share capital. The objects of the Charity are to support activities of the Research Data Alliance and to advance education and promote research for the public benefit by accelerating, promoting and facilitating research data sharing and exchange. Activities include supporting the definition of models to collect and invest RDA membership fees and income generated from plenary meetings, bearing in mind that RDA Ltd is a non-profit organisation.

Further focus will be on ensuring the continuation of the RDA governance structure where RDA Europe provides support for:

• RDA Secretariat: responsible for daily operations of RDA, liaison with the coordination and working and interest groups as well as the interface for communications within and outside of the RDA, four RDA Europe representatives heavily support the Secretariat as part of the present consortium including Hilary Hanahoe, the RDA Europe 2.0 Project Director, Herman Stewouher and Fotis Karayannis.

• RDA Technical Advisory Board (TAB): responsible for the technical balance and advising on the RDA working and interest groups, as well as providing strategic guidance to Council . RDA Europe must support the RDA European members of the TAB – Francoise Genova and Peter Wittenburg part of the present consortium;

• RDA Council: supporting the European Chair John Wood and the two European members – Patrick Cocquet (Cap Digital) and Doris Wedlich (KIT)

• RDA Organisational Advisory Board (OAB) – responsible for engaging new and liaising with RDA organisational members, running the organisational members meetings & activities. RDA OAB is co-chaired by Juan Biccaregui and is supported by Fotis Karayannis in his secretariat liaison role.

• RDA WG Chairs to guarantee a strong representation of Europe in the bottom-up work. Herman Stewouher is a direct interface, on behalf of RDA Europe, with the working & interest groups on behalf of the RDA Secretariat.

• RDA Secretary General: RDA-Europe will support a portion of the salary costs of the RDA Secretary General based on the amount contributed by all funding bodies of RDA at the time.

Key Performance Indicators

- 2 RDA Council meetings attended by RDA Europe Council members

- 2. Monthly TAB conference (or face-to-face at Plenary meetings) participated

- At least 10 OAB meetings chaired

7 ANNEXES

7.1 ANNEX 1 – Detailed Key Performance Indicators

Key Performance Indicator	Description	WP	TOTAL
Community			
European RDA Members	growth in absolute number of EU members based on a starting point of 800* (estimate Nov'13)	3	1600
Dissemination database	essential for targeted outreach activities based on a starting point of 1000 EU only contacts* (estimate Nov'13)	3	3000
Organisational Members	to guarantee a sustainable flow of membership fee to carry out RDA activities	2	5
New European driven Working Groups	as a direct result of activities performed under WP2	2	1
Communications & Outreach			
Articles & Success Stories	generated by RDA Europe partners, European members and published on RDA / RDA Europe web platform	3	12
Blogs	written by RDA members	3	10
Interviews	with RDA members to create awareness & understanding of RDA activities	3	8
Newsletters	monthly edition highlighting EU related information	3	18
Pop-up banner	general global RDA pop-up banners	3	4
Posters	specific WG / IG or other posters	3	8
Press Clippings	number of articles / references to RDA in external artciles, publications, news	3	55
Press Releases	written by RDA Europe on milestones, events, news, etc.	3	6
RDA Flyers	general (Global) RDA flyers with (if appropriate) EU specific highlights	3	8
RDA Outputs	RDA Outputs (if available) published through external channels	3	5
Videos & dynamic content	generated on generic or specific RDA activities to increase engagement (on a case-by-case basis)	3	6
RDA Digest	highlighting RDA outputs to be disseminated in Europe & at plenary meetins	3	3
Events			
EC Official Workshop	workshop targetting EC Directorate Generals to raise awareness of RDA and encourage data projects to become engaged	2	1
Scientific Workshops	specific workshops targetting at least 25 scientific stakeholders per event	2	2
Industrial Engagement Workshop	specific workshops targetting at least 25 industrial stakeholders per event	2	2
Data Technologist Engagement Workshop	specific workshops targetting at least 25 data technologist stakeholders per event	2	2
Participation at External Events	Number of external events at which RDA Europe participates (keynote, presentation, meeting, workshop, stand, poster, etc.)	3	12
Global RDA & RDA Europe Website KPIs			

Visitors	number of visitors is the number of unique individuals who spend time on the website (average monthly)	3	3000
Bounce Rate	percentage of people who left website after viewing that page	3	<50%
Conversion Rate	percentage of people who complete membership registration	3	3%
Traffic Sources	where all site's traffic is coming from when they first arrive	3	N/A
Search Engine Optimisation	terms people are searching for when they find your site in a search engine	3	N/A

7.2 ANNEX 2– Relevant RDA Europe Milestones

Milestone number	Milestone name	Expected date	Means of verification
M2.1	RDA Europe Science Workshop	Month 5	Recommendations for RDA Coordination groups available
M2.2	EC official workshop	Month 6	at least 3 DGs represented & 15 officials present
M2.3	RDA Europe Forum meeting	Month 7	Set of recommendations sent to RDA Coordination Groups
M2.4	RDA Europe technological workshop	Month 8	Event organised either stand-alone or co-located with another RDA Europe or third party event and summary report available
M2.5	RDA Europe Forum Report	Month 13	Statements and recommendations for policymakers available
M2.6	RDA Europe industry focused workshop	Month 14	Event organised either stand-alone or co-located with another RDA Europe or third party event and summary report available
M2.7	RDA Europe Forum meeting	Month 16	Set of recommendations sent to RDA Coordination Groups
M2.8	RDA Europe Science Workshop	Month 17	Recommendations for RDA Coordination groups available
M2.9	1 high-level policy workshop	Month 18	set of position statements & recommendations generated
M3.1	Plenary 5 Early Career Scientist & Researcher Support Programme	Month 3	Call for applicants launched
M3.2	RDA Europe Digest	Month 5	First edition published and disseminated through external channels and at RDA plenary 5
M3.3	Plenary Meeting 5	Month 6	RDA plenary meeting 5 organised

M3.4	Plenary 6 Early Career Scientist & Researcher Support Programme	Month 9	Call for applicants launched
M3.5	RDA Europe Digest	Month 11	Second edition published and disseminated through external channels and at RDA plenary 6
M3.6	Plenary Meeting 6	Month 12	RDA plenary meeting 6 organised
M3.7	Plenary 7 Early Career Scientist & Researcher Support Programme	Month 15	Call for applicants launched
M3.8	RDA Europe Digest	Month 17	Third edition published and disseminated through external channels and at RDA plenary 7
M3.9	Plenary Meeting 7	Month 18	RDA plenary meeting 7 organised