



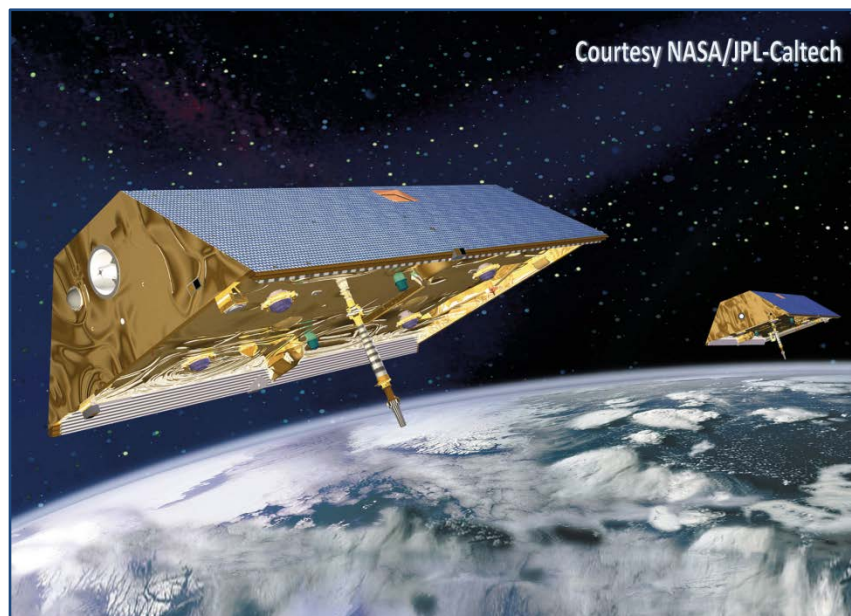
***EO-1-2014: New ideas for Earth-relevant space applications  
Research and Innovation action***

Action acronym: **EGSIEM**  
Action full title: European Gravity Service for Improved Emergency Management  
Grant agreement no: 637010

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**Deliverable 1.1  
Management Guidelines**

Date: 26/02/2015



Prepared by: Keith Cann-Guthauser



## 1. Change Record

<u>Name</u>	<u>Author(s)</u>	<u>Date</u>	<u>ID</u>
Draft 1	KCG	26.2.15	D1.1: Management Guidelines_KCG
Draft 2	KCG & EURResearch	2.3.15	D1.1: Management Guidelines_02.03.15
Draft 3	KCG & AJ	12.3.15	D1.1: Management Guidelines_12.3.15



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## 2. Glossary

*Consortium* – means the 8 members (also known as ‘Partners’) of the *European Gravity Service for Improved Emergency Management* research project, funded under Grant agreement no: 637010 and signatories to the Consortium Agreement.

They are as follows, including their abbreviations as used in the proposal and in this document;

Univerität Bern	(UBERN)
Université du Luxembourg	(UL)
Deutsches GeoForschungszentrum	(GFZ)
Technische Universität Graz	(TUG)
Leibniz Universität Hannover	(LUH)
Centre National D'Etudes Spatiales	(CNES)
Deutsches Zentrum für Luft-und Raumfahrt EV	(DLR)
Géode & Cie	(G&C)

*Coordinator* – the EGSIM coordinator is the University of Bern, represented by Prof. Adrian Jäggi of the Astronomisches Institut. He is the intermediary between the consortium and the Funding Authority and shall perform all tasks as described in the Grant and Consortium Agreement <sup>1</sup> the supervision of the project (assisted by the Executive Board), the dispersal of funding received from the European Union to the partners of EGSIM, the preparation of reports for the funding bodies, and also for chairing various bodies of the consortium.

*Consortium Plan* – means the Description of the Action (a revised version of the original application document) and the related agreed budget, which has been defined in the Grant Agreement, but which may be updated by the Consortium.

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<sup>1</sup> EGSIM Consortium Agreement, Section 6.4

### 3. Overview/Summary

*Deliverable 1.1 : Management guidelines [M2]*

*All partners will receive clear management guidelines recapitulating the procedures for internal communication, dissemination, and quality management as laid down in the Consortium Agreement, the EC Grant Agreement<sup>2</sup>*

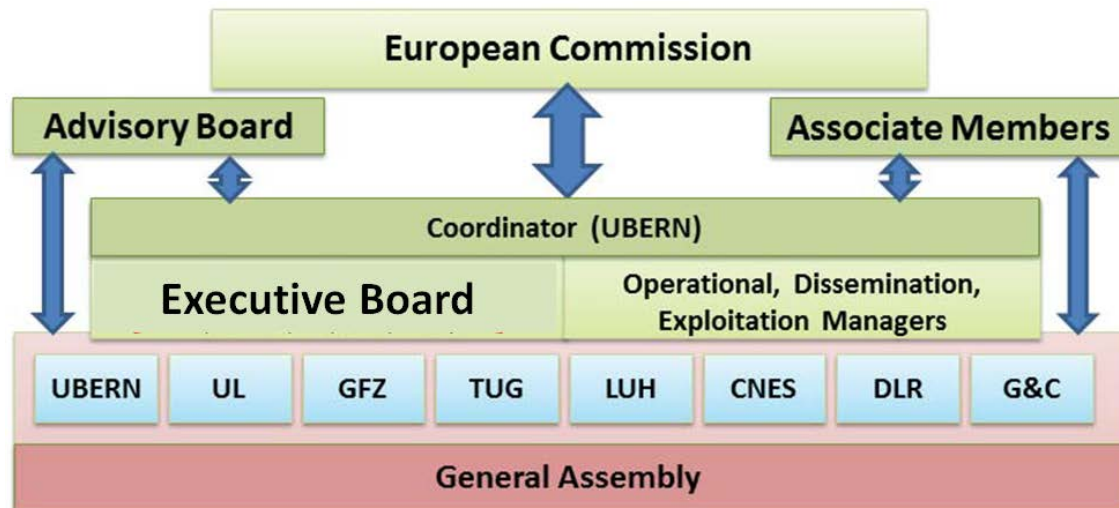
This document is not intended to replace either the Grant Agreement or the Consortium Agreement to which all partners of EGSIEM are signatories, rather it is intended to act as a guidance document for all members of the consortium on such matters as internal approaches to; communication, dissemination of results and quality management. **As such this document should not be distributed to anyone outside of the consortium and its contents are to be treated as confidential.**

The sections below give general advice and links to the relevant areas of the Description of Action (as adapted from the original proposal), Consortium Agreement and Grant Agreement (and Annexes where necessary). When these documents do not answer your specific query then please consult the Project Administrator in the first instance, or your Work Package leader. Finally we would like to take this opportunity to remind everyone that EGSIEM is an open consortium and **all participants have the same right to raise questions or make comments concerning both scientific and non scientific project aspects.**

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<sup>2</sup> EGSIEM Description of Action, page 9

## 4. Management Structure of EGSIEM



### 1. EGSIEM Management Structure

The main decision making body of EGSIEM is the **GENERAL ASSEMBLY**. It is chaired by the Coordinator and meets twice a year to review the progress of the project, to direct the Executive Board (see below)<sup>3</sup> and to decide, where necessary, on the following;

- ❖ Content, finances and Intellectual Property Rights
- ❖ Propose changes to Annexes 1 and 2 of the Grant Agreement (to be agreed by the Funding Authority)
- ❖ Changes to the Consortium Plan (the Description of the Action/Annex I of the Grant Agreement)
- ❖ Modifications to partners Background included, according to Section 9.1.2 of the EGSIEM Consortium Agreement
- ❖ Entry of a new Party to the consortium and approval of the settlement on the conditions of the accession of such a new Party
- ❖ Withdrawal of a Party from the consortium and the approval of the settlement on the conditions of the withdrawal
- ❖ Identification of a breach by a Party of its obligations under this Consortium Agreement or the Grant Agreement
- ❖ Declaration of a Party to be a Defaulting Party
- ❖ Remedies to be performed by a Defaulting Party
- ❖ Termination of a Defaulting Party's participation in the consortium and measures relating thereto
- ❖ Proposal to the Funding Authority for suspension of all or part of the Project
- ❖ Proposal to the Funding Authority for termination of the Project<sup>4</sup>

<sup>3</sup> Membership approved by the General Assembly at the EGSIEM Kick Off Meeting, Bern 13. & 14. January 2015

<sup>4</sup> The above list is taken from the EGSIEM Consortium Agreement, page 12.



Each *Partner* holds one vote at the General Assembly, it is therefore imperative that each partner sends to the General Assembly a representative that it feels has the necessary seniority to vote on any matters arising.<sup>5</sup>

#### **EXECUTIVE BOARD**

The Executive Board, consisting of Adrian Jäggi (UBERN), Matthias Weigelt (UL), Frank Flechtner (GFZ), Andreas Güntner (GFZ) & Torsten Mayer-Gürr (TUG) is charged with ensuring the day-to-day progress of the project, it is assisted in this task by the Management Support Team, as follows;

- ❖ Operations Manager
- ❖ Dissemination Manager
- ❖ Exploitation Manager<sup>6</sup>

#### **OTHER BODIES**

Other information concerning the responsibilities of the **COORDINATOR**, the **MANAGEMENT SUPPORT TEAM** and the **EXTERNAL EXPERT ADVISORY BOARD** can be found in the Consortium Agreement under Section 6.4 – 6.6.

## **5. Conflict resolution**

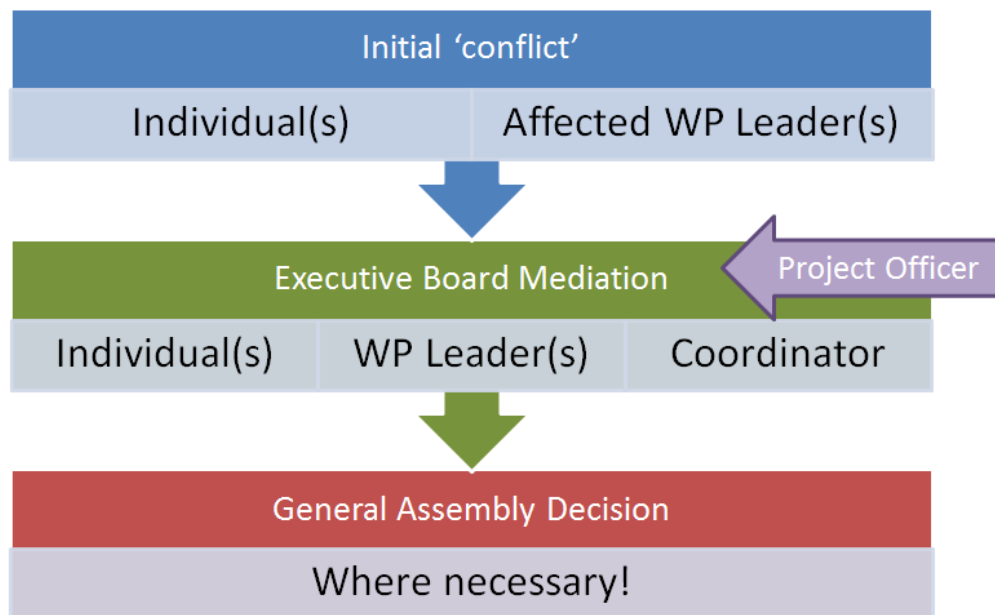
Decisions on any research questions will be made at the **lowest possible level**, through discussion among the Work Package (WP) leaders and participants in the given task. If a decision impacts other WPs or would lead to a deviation from the Annex 1 of the Grant Agreement (Description of the Action) the issue will be passed on to the Executive Board. The Coordinator will mediate between WP leaders and propose a consensual solution, which is consistent with the Grant Agreement and the Description of the Action. If no consensus can be reached, the issue will be discussed in the General Assembly, and a decision made by voting, with the resolution carried by a majority of two-thirds of the votes cast. Where it may be deemed appropriate, advice may also be sought from the EC Project Officer. The Coordination Team will closely follow project progress in order to detect potential conflicts early on and avoid escalation.

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<sup>5</sup> The rules on voting at the General Assembly can be found in the Consortium Agreement, Section 6.2.3

<sup>6</sup> These are to be appointed at the first Executive Board meeting, the first of which is to be held in April





## 2. Representation of EGSiEM Conflict Resolution

Disputes related to administrative and financial issues (e.g. reallocation of funds) or evolution of the consortium (e.g. a defaulting party) will also be dealt with in the General Assembly. If disputes arise between partners out of or in connection with the Consortium Agreement (related to e.g. intellectual property, joint ownership, access rights, liability), the Coordinator and/or the Exploitation Manager will offer to mediate between the conflicting parties. In case an amicable solution cannot be reached within the consortium, the following dispute resolution is recommended:

- 1.) Mediation, and (if not successful)
- 2.) Binding arbitration in the appropriate Court(s)<sup>7</sup>

## 6. Contacts

As communication is key to the success of EGSiEM a central repository of contact details is essential. Any such list is only useful to all when it is **updated** and **available**. To assist in the communication of EGSiEM all members should therefore ensure that their contact details are correct with the Project Administrator who will update the below list and it will be made available via the Internal section of the project website ([egsiem.eu](http://egsiem.eu)).

<sup>7</sup> The above text is taken from the EGSiEM Description of Action, page 37





No.	Institute	Short Name	Name	Vorname	Email	Phone	Address
1	<i>AiUB</i>	UBERN	Jäggi	Adrian	<a href="mailto:adrian.jaegg@aiub.unibe.ch">adrian.jaegg@aiub.unibe.ch</a>	(41) 31 631 8596	Astronomisches Institut der Universität Bern Sidlerstrasse 5 Bern 3012
			Dach	Rolf	<a href="mailto:rof.dach@aiub.unibe.ch">rof.dach@aiub.unibe.ch</a>	(41) 31 631 8593	
			Susnik	Andreja	<a href="mailto:andreja.susnik@aiub.unibe.ch">andreja.susnik@aiub.unibe.ch</a>	(41) 31 631 8506	
			Meyer	Ulrich	<a href="mailto:ulrich.meyer@aiub.unibe.ch">ulrich.meyer@aiub.unibe.ch</a>	(41) 31 631 3802	
			<i>Cann-Guthauser</i>	Keith	<a href="mailto:keith.cann@aiub.unibe.ch">keith.cann@aiub.unibe.ch</a>	(41) 31 631 8591	
2	<i>University of Luxembourg</i>	UL	Weigelt	Matthias	<a href="mailto:matthias.weigelt@uni.lu">matthias.weigelt@uni.lu</a>	(352) 466 644 5896	UNIVERSITÉ DU LUXEMBOURG CAMPUS KIRCHBERG 6, rue Richard Coudenhove-Kalergi L-1359 Luxembourg
			van Dam	Tonie	<a href="mailto:tonie.vandam@uni.lu">tonie.vandam@uni.lu</a>	(352) 46 66 44 6261	
			Zhao	Li	<a href="mailto:zhao_li@uni.lu">zhao_li@uni.lu</a>	(352) 46 66 44 5311	
			<i>Rato</i>	Berta	<a href="mailto:Berta.Rato@uni.lu">Berta.Rato@uni.lu</a>		
3	<i>Deutsches GeoForschungszentrum</i>	GFZ	Flechtner	Frank	<a href="mailto:flechtne@gfz-potsdam.de">flechtne@gfz-potsdam.de</a>	(49) 815 328 1297	GFZ German Research Center for Geosciences <b>Section 1.2 Global Geomonitoring and Gravity Field,</b> c/o DLR Oberpfaffenhofen, D-82230 Wessling, Germany
			Gruber	Christian	<a href="mailto:gruber@gfz-potsdam.de">gruber@gfz-potsdam.de</a>		
			Güntner	Andreas	<a href="mailto:guentner@gfz-potsdam.de">guentner@gfz-potsdam.de</a>	(49) 331 288 1559	
			Gouweleeuw	Benno	<a href="mailto:bingo@gfz-potsdam.de">bingo@gfz-potsdam.de</a>		
4	<i>Technische Universität Graz</i>	TUG	Wolgast	Carl	<a href="mailto:wolgast@gfz-potsdam.de">wolgast@gfz-potsdam.de</a>	(49) 331 288 1626	GFZ German Research Centre for Geosciences <b>Section 5.4 Hydrology, Telegrafenberg</b> 14473 Potsdam, Germany
			Mayer-Gürr	Torsten	<a href="mailto:mayer-guerr@tugraz.at">mayer-guerr@tugraz.at</a>	(43) 316 873 6359	
			Klinger	Beate	<a href="mailto:beate.klinger@tugraz.at">beate.klinger@tugraz.at</a>		
5	<i>Leibniz Universität, Hannover</i>	LUH	Kvas	Andreas	<a href="mailto:kvas@tugraz.at">kvas@tugraz.at</a>		Institut für Theoretische Geodäsie & Satellitengeodäsie Technische Universität Graz Steyrergasse 30/III 8010 Graz
			Heinzl	Bianca	<a href="mailto:heinzl@tugraz.at">heinzl@tugraz.at</a>		
			Flury	Jakob	<a href="mailto:flury@ife.uni-hannover.de">flury@ife.uni-hannover.de</a>	(49) 511 762 5786	
6	<i>Centre National D'Etudes Spatiales</i>	CNES	Naemi	Majid	<a href="mailto:naemi@ife.uni-hannover.de">naemi@ife.uni-hannover.de</a>		Institut für Erdmessung Leibniz Universität Hannover Schneiderberg 50 30167 Hannover, Germany
			Bandikova	Tamara	<a href="mailto:bandikova@ife.uni-hannover.de">bandikova@ife.uni-hannover.de</a>		
			Bruisma	Sean	<a href="mailto:sean.bruisma@cnes.fr">sean.bruisma@cnes.fr</a>	(33) 561 332 841	
7	<i>Deutsches Zentrum für Luft-und Raumfahrt EV</i>	DLR	Lemoine	Jean-Michel	<a href="mailto:jean-michel.lemoine@cnes.fr">jean-michel.lemoine@cnes.fr</a>	(33) 561 332 894	CNES - DCT/SI/GS Department of Terrestrial and Planetary Geodesy 18, avenue E. Belin 31401 Toulouse Cedex 9 France
			Doorn	Maaïke	<a href="mailto:Maaïke.Doorn@cnes.fr">Maaïke.Doorn@cnes.fr</a>		
			Martinis	Sandro	<a href="mailto:Sandro.Martinis@dlr.de">Sandro.Martinis@dlr.de</a>	(49) 815 328 3034	
8	<i>Géode &amp; Ce</i>	G&C	Zwenzner	Hendrik	<a href="mailto:hendrik.zwenzner@dlr.de">hendrik.zwenzner@dlr.de</a>		Earth Observation Center German Remote Sensing Data Center Georiks & Civil Security Oberpfaffenhofen 82234 Wessling Germany
			Thomann	Katharina	<a href="mailto:Katharina.Thomann@dlr.de">Katharina.Thomann@dlr.de</a>	(49) 815 328 2253	
			Bourgogne	Stéphane	<a href="mailto:stephane.bourgogne@geode-et-cie.fr">stephane.bourgogne@geode-et-cie.fr</a>		

**3. Contact List by Partner, Members shown in *italics* primarily have an administrative function.**

**BY WORK PACKAGE.**

To assist with the smooth running of the individual EGSIEM Work Packages, a list of contacts by WP will be posted on the internal side of the EGSIEM website. Whenever there is a change in staffing on a particular WP, the WP Leader (or individual) should communicate this change to the Project Administrator who will then update the list.

## 7. Dissemination

It is expected of all members that they partake in the dissemination and exploitation of the EGSIM results within their individual competences. Two of the main mediums for dissemination already exist: the project website (discussed below) is hosted by UBern and G&C will work on the adaption and improvement of the visualisation tool “GRACE plotter” to the requirements of the user communities.

Other dissemination activities as identified in the original proposal consist of;

- ❖ An EGSIM dedicated summer school, organised by all consortium members and planned to take place in project year 3
- ❖ A competition for masters and undergraduate students is being developed, distributed and managed by LUH because of their proven experience in student education (e.g. QUEST Lecture Series)
- ❖ The general exploitation of results via public education
- ❖ The organization of special sessions at international conferences such as at meetings of the EGU and IAG.<sup>8</sup>

**At the highest level, scientific and commercial users, policy makers and the general public should be informed about the project, the consortium, the progress and most importantly the latest developments and results generated by EGSIM.** The most important findings, those that are expected to impact on the life and work of EU citizens and scientists, shall be made public on the same day as the news is released to the press. Users will stay updated on the general progress by quarterly newsletters<sup>9</sup>, the project website and new media *such as* Twitter, Facebook and Wordpress to spread the news of EGSIM. To encourage members of the public to take an interest in the project and the consortium, members will be expected to contribute a number of blog entries through the life of the project.

More information on the dissemination activities can found in Annex II

### 7.1 Publications

It is a requirement of the project Consortium Agreement that any member of EGSIM who wishes to publish their results should alert the other consortium members 45 calendar day before planned publication. This is designed to protect other member’s unpublished results or their background in the case that they may be adversely affected by the planned publication.

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<sup>8</sup> The above text is based on the EGSIM Description of Action, page 47

<sup>9</sup> Downloadable from the EGSIM website and publicised via social media



The time delay is designed to allow the objecting member time to lodge a request for modifications with the coordinator<sup>10</sup>. Members should also acknowledge the support of the European Union when disseminating the results of EGSiEM, and should include the statement found in Annex II of this document.

## **7.2 Press Releases**

All members are expected to take an active role in publicizing the work of EGSiEM. Most partners have already, in conjunction with their own Communication departments, released notices of the award, or for the beginning of EGSiEM. Whenever a consortium member releases something to the press/public regarding EGSiEM the text along with any pictures or results should be alerted to the consortium as a whole, and preferably before the publication.

## **7.3 Website**

General information about the project is provided on the project website ([egsiem.eu](http://egsiem.eu)), which will be the entry point for all users. There, users will find the documentation that describes our products, e.g. format description and validation results, as well as links to the relevant pre-processed data within the management system.

By using blogging technology we can ensure the transparency of the project to the public community and give young scientists, potential students and the interested public first-hand communication on the daily work, the challenges and also the successes of the project members. Several times per month, project members will report on their current work ranging from single and very specific technical problems to the overall project and their duties within the project.<sup>11</sup>

## **7.4 Newsletters**

The Newsletter is being prepared by LUH and will be issued 12 times in total. Please see the Dissemination Activity section in Annex II for more information but once again, the success of the project's dissemination relies upon the input of all members of the consortium. As such we are relying on everyone to advise the dissemination manager (and any deputies)

## **7.5 Social Media**

As the content generated by EGSiEM comes online, perhaps the fastest way of spreading the news regarding outreach activities is via social media. To this end the project has its own dedicated Facebook, Twitter and Google+ accounts to which all members will be expected to contribute, for more information on what is expected in terms of regular updates from consortium members, please see the Annexes of this document.

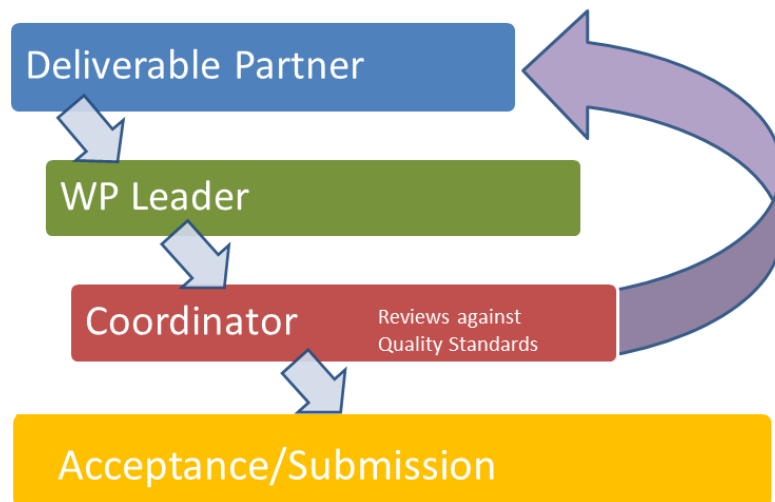
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<sup>10</sup> For more information, please see EGSiEM Consortium Agreement, Section 8

<sup>11</sup> EGSiEM Description of Action, page 27

## Quality Assurance Standards

As EGSIEM is committed to deliver high-level results, both in terms of scientific achievements and in terms of quality and consistency of the associated deliverables, the Quality Assurance (QA) procedure has already been laid down in the EGSIEM Description of Action;



### 4. Quality Standard Workflow

A standardised QA procedure will be implemented for the reviewing of deliverables, to therefore ensure the best possible project outputs. First, each WP leader will check for the quality of the deliverables of his WP; the deliverable will then be reviewed by the Coordinator. If the deliverable is considered satisfactory and in line with the quality standards of the project it will be considered as “quality approved”. If not, comments and modification requests will be addressed to the partner responsible and a new iteration starts.<sup>12</sup>

To accommodate the Quality Assurance procedure the author should prepare a mature draft of the Deliverable at least **two weeks** before the due date (see Annex I, *List of Deliverables* for a chronological list of the different EGSIEM deliverables and the responsible partner) and then send it to the WP Leader.

<sup>12</sup> EGSIEM Description of Action, page 43

## 8. Annexes

### 8.1 List of Deliverables

Deliverable (number)	Deliverable name	Work package number	Short name of lead participant	Type	Dissemination level	Delivery date
1.1	Management guidelines	1	UBERN	R	CO	M02
2.1	Processing standards and models	2	TUG	R	PU	M02
2.2	GRACE/GRACE-FO Product Report	2	TUG	R	PU	M18
3.1	Reference Frame Product Report	3	UL	R	PU	M10
3.2	Scientific product validation report	3	UL	R	PU	M36
3.3	NRT validation report	3	UL	R	PU	M36
4.1	Concept of Scientific service	4	UBERN	R	PU	M18
4.2	Scientific service product report	4	UBERN	R	PU	M33
4.3	Validation report	4	UBERN	R	PU	M33
5.1	Concept of NRT service	5	GFZ	R	PU	M03
5.2	NRT service product report	5	GFZ	R	PU	M27
5.3	Operational NRT service product report	5	GFZ	R	PU	M33
5.4	Regional solution product report	5	GFZ	R	PU	M27
6.1	Hydrological Service Product Report	6	GFZ	R	PU	M30
6.2	Operational Hydrological Service product report	6	GFZ	R	PU	M36
7.1	EGSIEM project website	7	UBERN	DEC	PU	M03
7.2	EGSIEM Brochure	7	UBERN	DEC	PU	M14
7.3	Teaser Lecture	7	UBERN	DEC	PU	M15
7.4	Summer school lecture notes	7	UBERN	DEC	PU	M36



## 8.2 Dissemination Guidelines

With very many thanks to LUH.

### CONFERENCES

#### Target group

- Scientific community
- Potential industrial users
- Commercial users

#### Message

- EGSIEM project and its overall progress
- Details of scientific research related to EGSIEM tasks
- Demonstration of application potential

#### Release frequency

- Several per year

#### Medium

- Talk/poster presentation
- Proceedings paper

#### To Do

**all:** send info about your presentation (Authors, Title, Type of presentation, Conference) to [M.Weigelt](#) and [T.Bandikova](#)

**note:** members of the project are not automatically co-authors but acknowledgement of EU and the project is required

**note:** the conferences dates and abstract submission will be announced per email by M.Weigelt

#### IMPORTANT!!!

#### Add to your acknowledgements:

**“This project has received funding from the *European Union’s Horizon 2020 research and innovation programme* under grant agreement No 637010.”**

**EU flag has to be shown when acknowledging support from EGSIEM**





## JOURNALS

### Target group

- Scientific community
- Potential industrial users
- Commercial users

### Message

- EGSIM project and its overall progress
- Details of scientific research related to EGSIM tasks
- Demonstration of application potential
- one of the goals is to prepare the ground for further innovative exploitation of European space data in scientific activities and in future and emerging applications

### Release frequency

- ~4 per year

### Medium

- Peer review international journals

### To Do

**all:** send info about your paper (Authors, Title, Journal) to [M.Weigelt](#), [T.Bandikova](#) and [K.Cann-Guthauser](#)

**note:** members of the project are not automatically co-authors but acknowledgement of EU and the project is required

### IMPORTANT!!!

- **inform all EGSIM members about your paper ca. 4 weeks before the submission in order to prevent a conflict of interests**
- **Add to your acknowledgements:**  
"This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 637010."
- **Open access publication**





## HOT STORIES

### Target group

- **Public**
- Scientific community
- Potential industrial users
- Commercial users
- Stakeholders

### Message

- EGSIEM project and its overall progress
- Update about new findings, publications, meetings, etc
- Demonstration of application potential

### Release frequency

- Several per year

### Medium

- <http://www.egsiem.eu>

### To Do

- **Example:**  
<http://massentransporte.de/index.php?id=28>
- **all:** Provide a text (short + long version) and figures (check the copyright first!), send them to [J.Flury](mailto:J.Flury)
- **note: if you have an interesting topic for hot story, do not hesitate to forward it to J.Flury.**  
example: data release, special scientific events, natural events such as floods and droughts and our possible contribution to it, summer school, competitions, new publications, etc,...

### IMPORTANT!!!

- **Hot stories are of high quality, high relevance and up-to-date => EYE CATCHER**
- **As such they will be used as input for press releases**



## PRESS RELEASES

### Target group

- Public
- Broad scientific community
- Stakeholders

### Message

- to promote the EGSIM project
- to inform about the newest research findings, especially those which are closely related the life of the society
- to inform about activities such as summer school, competitions, ...
- the goal is to attract the attention of mass media (newspapers, TV, radio,...)

### Release frequency

- 3+ per year

### Medium

- press department of the university or institute

### To Do

**all:** please inform [A.Jäggi](#) and [J.Flury](#) about the upcoming press release 1 week before its release. If applicable, we will send a short notice to all partner institutes and encourage them to release the information as well (as we did it for the EGSIM project start)

**all:** use simple and pictorial language, explain by example, sacrifice scientific correctness for pictorial description. Use as many pictures as possible

**all:** be available on the first three days after publication

### IMPORTANT!!!

**The press release is to be approved by the institute's/university's press department**

**use original pictures in order to avoid problems with copyright**



## NEWSLETTER

### Target group

- Consortium members
- Scientists related to our fields
- User community
- Public, if interested
- Stakeholders

### Message

- to provide an overview on the project progress
- to provide information on the data products
- to present recent results
- to report on past events
- to announce upcoming events
- to introduce EGSIEM members (tbd)

### Release frequency

- 4 per year

### Medium

- <http://www.egsiem.eu>
- pdf version (2-4 pages)

### To Do

**note:** the newsletter editorial is done by IfE

### example: GOCE newsletter

[https://earth.esa.int/c/document\\_library/get\\_file?folderId=14194&name=DLFE-158.pdf](https://earth.esa.int/c/document_library/get_file?folderId=14194&name=DLFE-158.pdf)

### IMPORTANT!!!

#### release dates:

- ~January 1<sup>st</sup>
- ~April 1<sup>st</sup>
- ~July 1<sup>st</sup>
- ~October 1<sup>st</sup>



## BLOG

### Target group

- Public
- Colleagues
- Scientific community
- Commercial users
- Stakeholders

### Message

- Update about new findings, publications, meetings, etc.
- Demonstration of application potential
- Report on daily work and challenges
- Technical details about the individual projects (what do you do, why, how, challenges, successes,...)

### Release frequency

- 4+ per month

### Medium

<https://egsiem.wordpress.com/>

### To Do

- **all:** contribute with a short story and a figure, if applicable
- **Blog admin:** [J. Flury](#), [K.Cann-Guthauser](#)
- **Background idea:** to ensure the transparency of the project to the public community and give young scientist, potential students and the interested public first-hand communication on the daily work, the challenges but also the success of the project members

### IMPORTANT!!!

- **the contribution to blog will rotate within the member institutes → check the calendar**
- **send your blog contribution to the blog admins, they will post it**

2015	week 1	week 2	week 3	week 4
Jan	-	-	-	-
Feb	-	-	-	-
Mar	Ubern	DLR	CNES	TUG
Apr	LU	G&C	GFZ	LUH
May	Ubern	DLR	CNES	TUG
Jun	LU	G&C	GFZ	LUH
Jul	Ubern	DLR	CNES	TUG
Aug	LU	G&C	GFZ	LUH
Sep	Ubern	DLR	CNES	TUG
Nov	LU	G&C	GFZ	LUH
Dec	Ubern	DLR	CNES	TUG



## FACEBOOK

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### Target group

- Young public
- Young researchers

### Message

- Info about summer school
- Info about competitions
- Reminder for major events
- Info about interesting topics related to EGSIM project
- Info about EGSIM results

### Release frequency

- ~once per week, especially before and after summer school and competitions

### Medium

- <https://www.facebook.com/EGSIEM?fref=ts>

### Note

- The **FB website will reflect all our activities**: hot stories, press releases, newsletter, publications, meetings
- The **main focus** is to keep in touch with people especially before and during the **summer school and competitions**
- FB admins: [K.Cann-Guthauser](#), [T.Bandikova](#)
- **all**: if you have ideas for FB contributions, please do not hesitate and let us know



## TWITTER

### Target group

- Public

### Message

- Very short messages
- Reflection of our activities
- Info about interesting topics related to EGSiEM project
- Info about EGSiEM results
- Info about summer school
- Info about competitions
- Reminder for major events

### Release frequency

- 16+ per month

### Medium

- <https://twitter.com/EGSIEM>

### To Do

- **Twitter admins:** [H. Zwenzner](#) + 1 person per institute!
- **all:** one tweet is limited by 140 characters!
- **background idea:** Basically, whenever anything vaguely associated with EGSiEM happens, we can use Twitter to publicize it with a more personal touch, the audience is likely to be primarily younger in nature.
- here are some few examples:
  - » *EGSIEM on the road, Dr. XX is today travelling to XX to give his talk at the XX*
  - » *We are proud to announce the publication by EGSiEM member XX of his article XX in XX*
  - » *Booking at EGU 2016 has now been announced, we hope to see lots of people in XX*
  - » *Our first Blog item on XX is now live at XX*
  - » *Don't forget to sign up for the EGSiEM Summer school! Full details at XX*
- **all:** be creative

### IMPORTANT!!!

- **select a responsible person per institute who will regularly tweet**
- **at least 2 tweets per month per institute are required**



## TEASURE LECTURE

### Target group

- public
- scholars and students

### Message

- introduction to Earth sciences, such as geodesy, hydrology, etc.
- to make aware young people of the significance of studying our living environment and its impact on our daily life
- to get to know the gravity field of the Earth and the underlying processes

### Release frequency

- 3+/year

### Medium

- public presentations
- school visits
- colloquium

### To Do

- **all:** check the opportunities at your institute/university/town
- **Example of opportunities**
  - Physik am Freitag (UBern)
  - Chercheurs à l'école (UL)
  - Saturday morning lecture (LUH)
  - Geodätisches Kolloquium (LUH, Stuttgart, Bonn, Karlsruhe, ...)
  - SFB geo-Q lecture series
  - lectures at schools
- **all:** inform [T.Bandikova](#) about: Name of the event, Date, Place, Type of event, Content (few bullet points), www Link (if available) , Name of EGSIM members who participated