

**ENLIGHTEN  
YOUR  
RESEARCH**



Communications Strategies for  
Heterogeneous,  
Multicultural Programs

# ENLIGHTEN YOUR RESEARCH

Enlighten Your Research (EYR) is a project that supports researchers from all sorts of scientific areas to give a boost to their research.

2007-2011: Netherlands  
 2013: Netherlands, US, Finland, UK, Germany  
 2015: Netherlands, US, UK, Germany, Australia, Brazil, Spain, Austria, Poland  
 2016-2017 (for EaP): Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine

## EYR1 (2007)

Enlighten Your Research starts as a competition to promote the use of SURFnet's new lightpath service (point-to-point network connections) targeting research as the main application. The program was run with help from NWO. NWO help with outreach to the research communities and reviewing the science proposals. 19 proposals were submitted and 4 research projects won.

## EYR3 (2011)

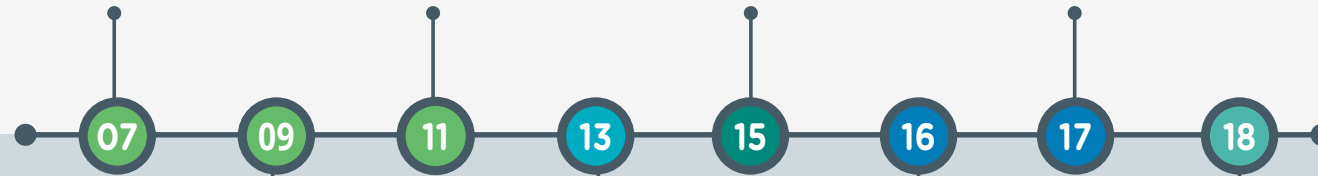
EYR3 focuses on e-infrastructure resources in collaboration with SARA and Big Grid to provide compute resources and expertise. Adding compute resources inspired 14 proposals and 5 projects won. "Winning" resources were based on a per project analysis.

## EYR-GLOBAL (2015)

The EYR-Global edition is run again with more countries (11). Two final projects were chosen focusing on life sciences and radio astronomy.

## EYR@EaP 2017

EYR@EaP 2017 was the second edition of EYR to run in the eastern European countries. This program had the largest number of submissions in EYR history: 35 first-round proposals were submitted to the program. There were six winners in digitization of cultural heritage, open data, and tools for the development of in-service teachers.



## EYR2 (2009)

In EYR2, researchers are asked to submit a research proposal for a chance to win 20,000 Euros plus the free use of a dynamic lightpath.

EYR2 had 6 proposals battling for the main prize. Eventually, 3 winners were awarded the opportunity to use dynamic lightpaths. These lightpaths have a maximum capacity of 1 Gbit/s.

## EYR4 (2013)

The Netherlands eScience Center (NLeSC) joins EYR as a collaborating partner. EYR again focuses on e-infrastructure resources for research yielding 18 proposals, and 3 final projects.

## EYR-GLOBAL (2013)

The first EYR-Global launches as an international collaboration across 5 research and education networks in the UK, US, Finland, and the Netherlands.

## EYR-ALLIANCE (2016)

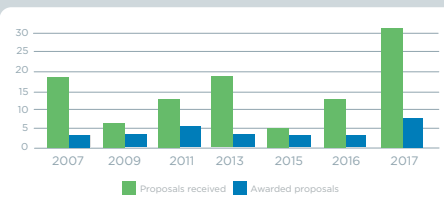
EYR-Alliance was the 5th national version of EYR. It was a closed call for proposals in collaboration with SURFnet, SURFsara, and NLeSC. The Internet of Things (IoT) was the theme for these projects. There were 4 proposals that were in the pool of projects and 2 selected projects.

## EYR@EaP 2016

EYR@EaP 2016 was the first time EYR ran as a regional program. The program was organized under the EaPConnect project. The Eastern Partnership (EaP) is a regional and multilateral initiative between the EU and its six Eastern partners: Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova and Ukraine. The partnership aims to provide support and assistance for reforms in the region in the fields of democracy, human rights, market economy, sustainability and governance. There were two projects that were awarded for this year.

## EYR6 (2018)

The newest edition of EYR is due to open a program in 2018. This program will focus on Open Science.



EYR received proposals and awarded proposals over the years.



# MOTIVATIONS

- Drive the use of network services
- Visibility for researcher's projects and NREN organizations
- Over the years, other “carrots” were added:
  - eScience engineering support – programming
  - Supercomputing resources
  - *Cloud infrastructure resources – newest form of requests*

→ EYR helps to build communities, use cases, and advocates around the R&E infrastructure

# MULTIPLE “FLAVORS”

- Different scales
  - 1 country or 10?
- Different requirements/region
  - basic NREN services → programming requirements for research projects

National program

Global program

Regional programs

ENLIGHTEN YOUR RESEARCH 4

Are you ready  
for a **Big Data**?

your data:      our service:

Too much?	High speed processing
Too complex?	A superfast network
Stored but ignored?	Stunning visualisation
Ready to crunch?	Expert support team

let's meet!

THE BIG DATA CHALLENGE

www.surf.nl/EYR



# GENERAL PROGRAM PROCESS

- 1) Researchers submit an initial proposal (via online google form)
  - Research abstract
  - Aspirational needs
- 2) Proposals are reviewed by organizing partners
- 3) Final proposal is requested from the short list
  - Online form (Limesurvey)
  - PDF/Word template
- 4) Partners review final proposals to identify winners
  - Judging criteria: technical feasibility

# HOW DO YOU TAILOR THE COMMUNICATIONS...?

- Desired outcomes
  - Maximum amount of proposal
  - Happy researchers

# WHAT CAN WE OFFER THE RESEARCHERS?

- “Free” resources for a defined duration of time
  - Network service(s)
  - Computing hours (depending on the program partners)
  - Engineering support
  - ... what else?
- Presentation platform at a conference
- Travel support

## BUT THAT'S NOT ALL...

- **The real work starts after the winners are chosen...**
  - **Usually 1-2 years depending on the project request**
  - **Good project planning required!**
  - **Expectations about time/resources need to be clear**
  - **Engineers need to be available to support the projects**



# FUTURE OF EYR

- What's next?
  - We need to make sure we're giving a clear benefit/tangible thing to the researchers
- Ideas around cloud infrastructure resources
- EYR6 National version
  - A Challenge platform to benchmark results on algorithms (i.e., <https://grand-challenge.org/>)
  - Collaboration with SURF and NLeSC
  - EYR6 program will bootstrap users to the platform