

D5.2 Dissemination Master Plan and Publicity Material Version 1.0

Work Package 5 Dissemination and Awareness

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APEnet: Archives Portal Europe (an internet gateway for documents and archives in Europe)

eContentplus (Best Practice Networks) ECP 2007 DILI 517011



eContentplus

WP5. Dissemination and Awareness

WP-leader: RA

Task 5.1 Dissemination and Awareness Preparation

Task Leader: RA

Dependencies: The Dissemination Master Plan and Publicity Material is heavily dependent on the results in WP1, 2 and 4 and to a lesser degree on WP3

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Executive summary

The following report is the first iteration of the APEnet project Dissemination Master Plan and Publicity Materials.

It is a dynamic document that will be revised and extended throughout the projects lifetime.

The operational Master Plan provides the framework and the tools to guarantee the proper and harmonised dissemination of the results throughout the APEnet lifetime

The APEnet dissemination work has had a flying start and most of the infrastructure for a successful dissemination of the project results is already in place. The project website is in full use and the publicity materials are available to all participants.

The work has also started on the important task “Extension of the Network” and already at this early stage of the project new members have signed up to join in the work to create a Gateway to European Archives.

The APEnet project is officially organising two pre-conference days in connection to the conference *Improving Access to European Cultural Heritage – goals, ways and means* www.culturalheritageconference.se which will be held in Lund during the Swedish EU-presidency.

The APEnet consortium is also a driving force in the creation of Cluster Groups and APEnet work packages are involved in no less than three different Cluster Groups that will research and build knowledge around essential WP-related issues together with other projects and initiatives.

Presently WP5 and WP6 are engaged in issues related to Dissemination/Communication and on IPR while WP3 and 4 are entering a Cluster Group related to Content and Interoperability.

The one part of the Dissemination and Use Plan that will be constantly updated and published is the Activity Report List that will be disseminated through the project website as well as through all other dissemination channels available in the project.

The Dissemination Plan Activity List will be summarised in month 18 (June 2010), 24 (December 2010) and the final version in month 30 (June 2011).

To structure the dissemination work throughout the projects lifetime there is a need to prioritise different user groups during different phases of the project.

Year 1 - 2009

To disseminate the existence of the project and collect ideas connected to project related issues among European National Archives and other archive holding institutions

Year 2 - 2010

To communicate and involve actors in the European archival domain about the ongoing development of plug-ins, agents and tools for the interoperability of archival standards

Year 3 - 2011

In this stage of the dissemination process, work efforts will be heavily concentrated on making the prototype known and used throughout the European Archival Community and also to disseminate the use of conversion tools that has been developed in the project.

The third year dissemination activities also include communicating and disseminating the participation and result of the validation and test results to the APEnet user groups.

Introduction to Dissemination and Awareness

Objectives

- To perform timely dissemination of project results.
- To successfully disseminate knowledge of the results of APEnet to the widest possible audience. The general aim of dissemination activities is to promote project progress and outcomes so that they can find their way into mainstream practice;
- To open up channels for dissemination and exchanging technical information and results.
- To produce publicity materials and to generate awareness of the potential and outputs from APEnet.
- To actively participate in conferences, workshops and courses related to digital libraries, archives and museums.
- To actively promote the results from APEnet to the European Commission and foster relationships with current or existing similar projects.
- To actively plan and work for the expansion of the network.
- To secure financing sustainability for the maintenance of the gateway after the end of the project.

Description of Work (Dow)

This work package aims to address the dissemination activities within the project.

The results from WP1 – WP4 will be disseminated through a number of channels as defined by the “Dissemination and Use Plan”. Knowledge of the project will be disseminated primarily through its website, professional conferences and workshops, in collaboration with other EU funded projects and the partners in the APEnet project with their services.

Tasks

Task 5.1 Dissemination and Awareness Preparation

This task will produce the project website and a first set of publicity material. It will also:

- produce an initial “Dissemination and Use Plan”, which will then be updated and used throughout the project to guarantee the proper and harmonised dissemination of the results;
- provide an analytical and comprehensive approach and concrete basis for the strategies of visibility, dissemination, implementation and exploitation of the APEnet outcomes;
- develop a tangible strategy for the dissemination of results and the preparation of exploitation of the final results.

Task 5.2 Scientific Dissemination

This task will be carried out through:

- installation of a public project website when the project starts to inform about the progress made
- presentation of papers at international and national conferences
- professional networks established by the project partners
- publications in peer-reviewed academic periodicals, both paper-based and electronic.

Task 5.3 Forums for Practitioners and cross-disciplinary Research

This task will establish regular workshops and seminars working with other EU framework projects, and with archives keeping institutions outside the network.

Task 5.4 Sustainability Model and Technology Exploitation

This task will handle all business related deliverables of the project and also include a business assessment workshop. All results will be documented in a business plan.

Task 5.5. Expansion of the Network

This task will handle all matters related to new institutions entering the network.

Milestones and expected results

ER 5.1. The organisation of conferences or workshops when needed

ER 5.2 One public conference will be held each time that the European Board of National Archivists, EBNA, gathers (twice a year). At the same time this board will be informed about the progress made.

ER 5.3. Internal electronic communication infrastructure in cooperation with WP6

Deliverables

D5.1. APEnet public project website, continuously updated (M2)

D5.2. Dissemination Master Plan and Publicity Material (M6)

D5.3. Market Analysis report (M20)

D5.5. Concept for a Business Plan in cooperation with WP6 (M36)

Dissemination Activities

Networking activities

Participation in the European Archives Gateway will be open to all archival repositories in Europe that can deliver structured descriptions of their holdings in accordance with international archival standards (either in EAD, EAC, EAG and METS format or in a format that can be converted into EAD, EAC, EAG and METS with the help of converting engines provided by the project).

Initially, we expect that the network will, in a first step, attract those institutions that can benefit most from being members of the network. Through high-level public awareness of its results the project will, in a second step, raise the interest of other institutions that fulfil the requirements to enter the network.

In an effort to make the contents of the Archives Portal Europe as comprehensive as possible, and as part of an intensive dissemination initiative, we would like to attract the attention of institutions that are not archives in the formal sense of the word, but that are repositories of archival materials and want to provide content and services to the network or simply have access to its services.

Institutions wishing to join the network will appoint a contact person. Work package 5 is responsible for planning and starting activities to expand the network.

Clustering activities

The Archives Portal Europe can be described as a network of institutions that facilitates access to archival resources across Europe. The connection to EUROPEANA is in itself an enormous clustering activity. These connections increase the possibilities for joining other specialised networks and activities in clusters tremendously. The following are only a few examples:

- Clustering with university networks particularly regarding research and R&D centers; this area will fit in the programme COOPERATION from the FP7.
- Clustering with other networks in the cultural heritage field (museums, libraries, audio visual institutions) and specialised projects in the science domain like the e-SciDR project.
- Clustering with framework initiatives like the People Programme, harmonisation of access and authorisation methods and techniques, and the providing of increased access to people with disabilities.
- Clustering with the European Higher Education Area (EHEA), the objective of the Bologna Process - to create more comparable, compatible and coherent systems of higher education in Europe.

Creation of Publicity Material (see annex)

- Project Logotype
- Project Website
- Project Flyer
- Project Poster
- Project PowerPoint Template

Scientific Publishing

- Peer to peer reviewed articles
- Conferences
- Workshops

Activity Report List

Summary of Dissemination to Date

Dissemination Output Template

To achieve a continuous and uniform information gathering system on dissemination activities a Dissemination Output Template was developed. Thereby it is possible for all project participants to report any type of dissemination activity in a simple and interactive interface. The information will be automatically collected in the website framework.

Conferences, workshops etc.	
The name of the activity with links (conference or workshop name etc.):	
Area of dissemination (technical, standards, archives, networking etc)	
Date of the activity, start and end date:	
Place for activity:	
Participating partners:	
Participants/audience (how many, professionals, academics etc.	
How APENet was disseminated (presentation, poster, leaflets etc.)	
Presentations used (please upload presentation).	
Publications and Media	
Article:	
Published article (title and author):	
Type of article (scientific, peer reviewed, popular)	
Name of publication:	
Media	
Name of the publication (newspaper, TV/radio program, web site)	
Name of article/program/site	
Date	
Link or file	

Figure 1: Dissemination Output Template

Project logotype and graphical identity

A graphical identity is composed of visual elements that aim to represent our organization. The APENet graphical identity will include logo, fonts, colours and templates for presentations and text documents.

It is important to follow the graphical identity, since good use of it will help to consistently communicate and disseminate the APENet project. Guidelines and templates will also save time and effort for the members of the consortium, since no further design work will be necessary.

The APENet logotype is an important part of a design concept that permeates all of the Publicity Materials such as the website, printed materials (flyers and posters), reports and articles. The typeface used is consistent with the Europeana specifications and kindly supplied by Europeana WP5.

The APENet logo consists of the projects acronym (Archives Portal Europe) in upper case and the word “net” in lower case. The word “net” has a double meaning: it indicates it’s an internet project of course, but it also states it’s an effort of the European archival community to combine forces in establishing and expanding. it.

Consistent with the logo – and as a sort of disguised dissemination activity - the APENet consortium already made a habit of it to write the name of the project each time it is mentioned in the same way as the logo: upper case “APE” + lowercase “net”.



Figure 2: The APENet logotype

Project Website

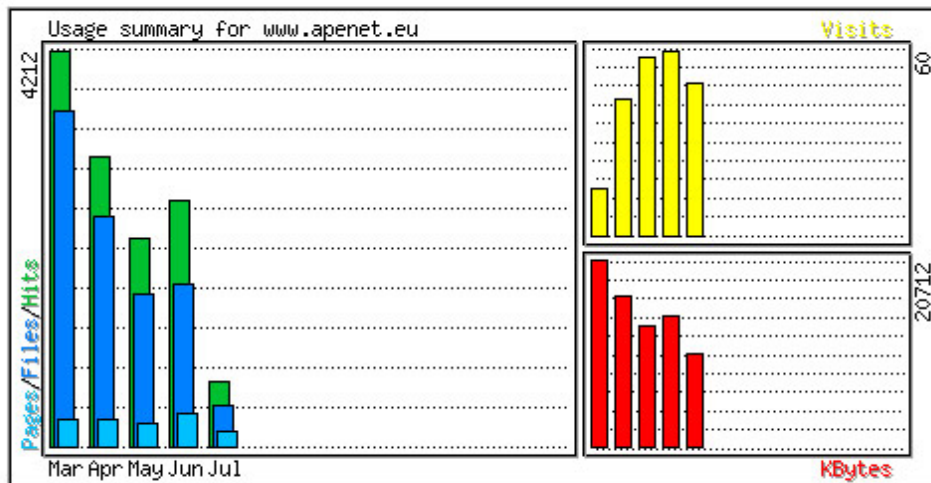
The project has developed and will maintain a dynamic and iterative website that will be the main dissemination tool throughout the projects lifetime: <http://www.apenet.eu/>

The project has registered a number of alternative URL’s that is forwarded to the www.apenet.eu domain. We claim the ownership of apenet.net, but also of the www.europeanarchivesgateway.eu, -.org and -.net domains.

The website will also serve as an important work- and communication tool to the benefit of all the partners in the day to day work. For a thorough specification of the APENet website, please see the *Supplementary Report to Deliverable D.5.1. APENet PUBLIC PROJECT WEBSITE*

The following table presents APENet website traffic statistics from March to the first week of July 2009:

Generated at: 14:51:32 07/06/09



History										
Month	Average/day					Totals				
	Hits	Files	Pages	Visits	KBytes	Hits	Files	Pages	Visits	KBytes
Jul 2009	678	425	151	49	10403	4071	2554	908	296	62418
Jun 2009	2606	1719	341	59	14481	78185	51594	10234	1795	434419
May 2009	2212	1615	246	57	13428	68572	50068	7626	1794	416270
Apr 2009	3075	2454	288	43	16898	92265	73639	8666	1319	506943
Mar 2009	4211	3557	275	15	20712	130559	110291	8535	477	642078
2009	2919	2251	281	44	16110	373652	288146	35969	5681	2062129
total	2919	2251	281	44	16110	373652	288146	35969	5681	2062129

Figure3. APENet web log

PowerPoint Template, Project Flyer, Poster, etc.

The APENet Publicity Materials consist of a project PowerPoint template, flyers, posters, business cards and www-address cards. All these materials are designed and published as templates that can be downloaded from the member's area of the APENet website. The templates are important instruments in the creation of the project as a brand, and in establishing an eye catching (visual and recognisable) presence of the project. It aims at drawing attention at every expression of information regarding the project, thus communicating the project as a strong united initiative. Providing the partners with downloadable templates is also advantageous for other reasons, especially economic and environmental ones.

The dissemination team is considering enhancing the planned project Newsletter by publishing and distributing the news information in a faster and more modern way. This can be done by using techniques that distributes the news items directly from the website and feeds it to the subscribers of the project news.

Journals and Scientific Magazines

To plan and publish peer to peer reviewed articles in academic periodicals is usually a time consuming process. Therefore no scientific articles are published yet.

Conferences

APEnet at the EBNA meetings

The European Branch of National Archives or EBNA meets every six months for two or three days.

Each time the European Union Presidency changes, the State that holds the Presidency will organise a meeting of National Archivists. APEnet has been represented in the last EBNA meetings in Lisbon (December 2007), attending a Conference, and in Ljubljana/Slovenia, (April 2008) with another conference about "APEnet and EDL: relationships". We intend to hold a meeting with a conference, each time that EBNA meets.

APEnet presentation at the ICA Congress in Kuala Lumpur, Malaysia

The APEnet project has represented the APEnet project and its relationship with EUROPEANA at the International Congress on Archives (ICA) Congress in Kuala Lumpur (Malaysia) in July 2008 to inform the international archival community about it. The ICA meeting takes place every four years, and it is the most important event in the archival domain.

Other conferences and meetings

APEnet attended the Europeana v1.0 kick-off meeting in The Hague on the 2-3 April 2009

APEnet attended the Czech EU Presidency conference on digitisation in Prague on the 26th of May 2009

APEnet attended too the ICARUS meeting in Brno (Czech Republic) on the 16th and 17th June 2009, with a presentation.

Workshops

Communication Cluster Group meeting in The Hague

The APENet project attended the Communication Cluster Group meeting in The Hague on the 2-3 April 2009

IPR Cluster Group meeting in Prague

The APENet project attended the IPR Cluster Group meeting in Prague on the 27th of May 2009 and made a presentation on archival specific IPR issues.

Expansion of the network

The APENet project has set out to make serious efforts to enlarge the network of European National/State Archives and to involve as many as possible in the project work processes.

The first initiative an Informative Session for new potential members of the APENet Consortium was held the 3rd of June 2009 at the Berlaymont Building in Brussels. It resulted in two new National Archives deciding to join the project as unpaid, but working members of the Consortium, namely the Belgian and the Irish National Archives.

Clustering activities

The clustering activities have had a flying start and already the APENet project is actively involved in three Cluster Groups that is comprised of all active projects that are, in one way or another, connected to Europeana. The Cluster Groups are established on the basis of important common issues and undertakings in all the projects involved. By participating in the clustering activities it is possible to economise project work structures by finding synergies and enhance knowledge building processes. The APENet project is, up till now, engaged in Cluster Groups that has formed around the subject fields of Dissemination, IPR- and Content issues.

Communication Project Cluster Group

APENet is active in the Communication Project Cluster Group. The objective of the group is to cooperate on dissemination and communication activities among European cultural heritage projects and initiatives.

APEnet part of the IPR Project Cluster Group

Intellectual Property Rights issues, including Public Domain and paid content are extremely important and burning issues for active cultural heritage projects. This certainly also applies to the archival sector and e.g. how different European legislative practise affect the conditions of the projects.

Planned Dissemination Activities and Upcoming Events

Expansion of the network

A major effort of network cooperation, providing a workshop and tutorials will take place in Lund, Sweden as part of the pre-conference activities to the official agenda Cultural Heritage Conference of the Swedish EU-presidency. This effort will consist of a two day EAD workshop on the 13th and 14th of October 2009. The number of participants is estimated to 50 persons.

National Contact Points

From the beginning of 2010 the first part of an extensive network within the European archival community is planned to be in place. This network will serve as a communication and dissemination node for the project in all the European countries and provide an APEnet stronghold for knowledge exchange between the project and the national archival institutions.

Conferences and workshops

The APEnet project co-organisers of the Lund conference

The APEnet project is officially organising two pre-conference days in connection to the Lund conference *Improving Access to European Cultural Heritage* where a number of project meetings, workshops and other assemblies will take place. www.culturalheritageconference.se

APEnet partner organises 2009 CITRA conference

The APEnet partner National Archives of Malta is the organiser of the CITRA conference in Malta <http://www.ica.org/en/2009/11/17/citra-malta-2009> on 17 - 21 November. APEnet will hold an exhibition at the conference, presenting information material.

APEnet EAD workshop and GA-meeting at the Lund conference

During the Swedish EU-presidency the National Archives (RA) together with the National Library (KB) is arranging a major conference on digitisation in the city of Lund.

Improving Access to European Cultural Heritage – goals, ways and means
www.culturalheritageconference.se

APEnet is organising two events at the pre-conference days, a two day workshop on the archival standard of EAD and a General Assembly for the project itself.

The APEnet project represented at the EVA Jerusalem conference.

On the invitation of the National Archives of Israel the APEnet project will hold a joint informative session at the EVA Jerusalem conference in November 2009.

Clustering activities

APEnet part of the Content & Partner Group

APEnet will be represented at the first meeting of the Content & Partner Group, during Europeana Plenary meeting (14th to 16th of September) in den Haag

Project website

The APEnet project website team intends to expand the functionality of the project website in order to facilitate the collaboration of the participants and to attract more visitors and thus potential co-partners.

At the moment the team investigates possibilities for getting a new prospect members area up, to enable interested individuals and institutions outside the participants circle to find more information about the project than published in the public area, to register as co-partners and to participate in discussions on certain APEnet related topics in a forum.

A mailing list facility and an event tracking and calendar component will be added to the members' area soon and the already existing interactive collaboration tools, such as the Wiki and the questionnaire facilities, will be improved.

The APEnet project website team monitors closely the development of the open source content management system Joomla, used for the project website, and the team is constantly looking for ways to improve the usability of the project website by evaluating the most promising of the Joomla plug-ins and extensions available on the internet.

Dissemination Activity Overview

The following table includes a planned overview of all the dissemination activities, starting with the date that took place, and continuing with the activity name and type. The audience size is included if the dissemination activity concerns presentations, seminars, and talks.

More detailed information on dissemination activities is available at the website Members area, template section **Dissemination Output Template**.

Date/ Place	Activity Name and Type	Audience Size	Used tools	Partner
2-3 April 2009	Communication Cluster Group meeting in The Hague	20 (aprox.)		Sweden
2-3 April 2009	Europeana v1.0 WP3 meeting in The Hague	20 (aprox.)		The Netherlands
27 th of May	IPR Cluster Group Meeting in Prague	20 (aprox.)		Sweden
3 rd of June 2009 Berlaymont Building, Brussels	APENet Informative Session · How to join APENet	13	Presentation	Lead Spain / Contributor: Sweden The Netherlands
June 16 th and 17 th 2009. Moravian State Archives. Brno (Czech Republic)	ICARUS-Meeting	30 (aprox.)	Presentation	Spain: Luis R. Enseñat Calderón

Annex

1. Project website

1.1 Project website, Public area

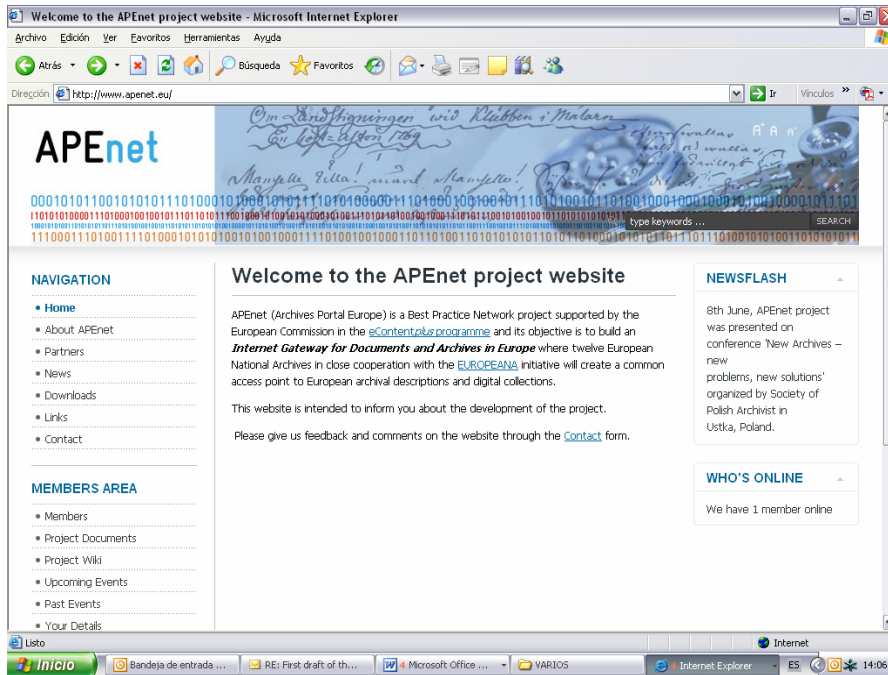


Figure 4: APENet Website, Public area - Home Page

1.2. Project website, Members Area

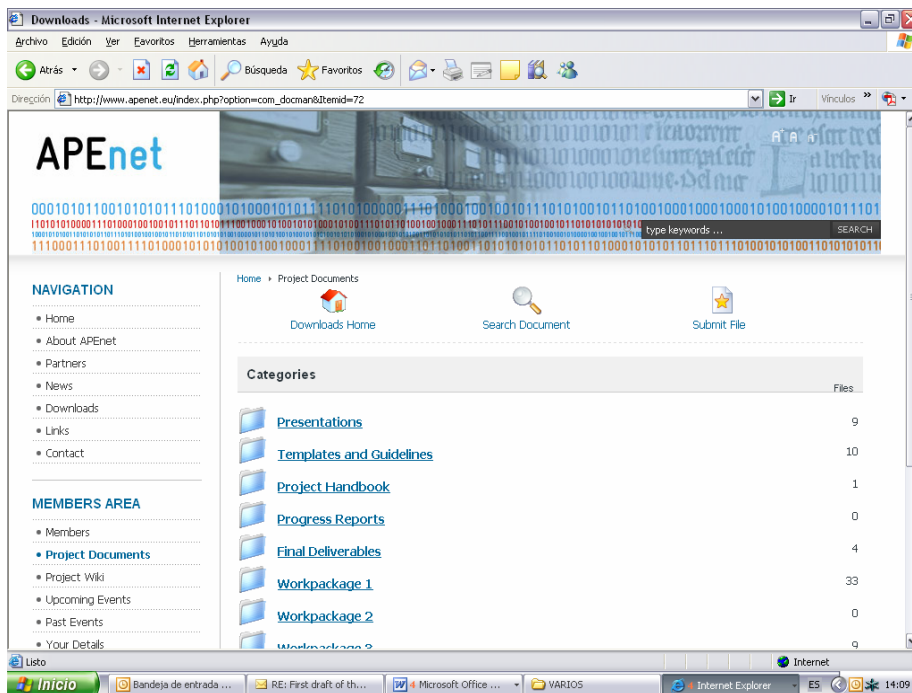


Figure 5: APENet Website, Members Area- Project documents

3. APENet Project flyer



FIGURE 7: On the left : page 1 and 4 of the flyer, to be folded in the middle. On the right : page 2 and 3 of the flyer, to be folded in the middle.

4. APENet Project presentation template

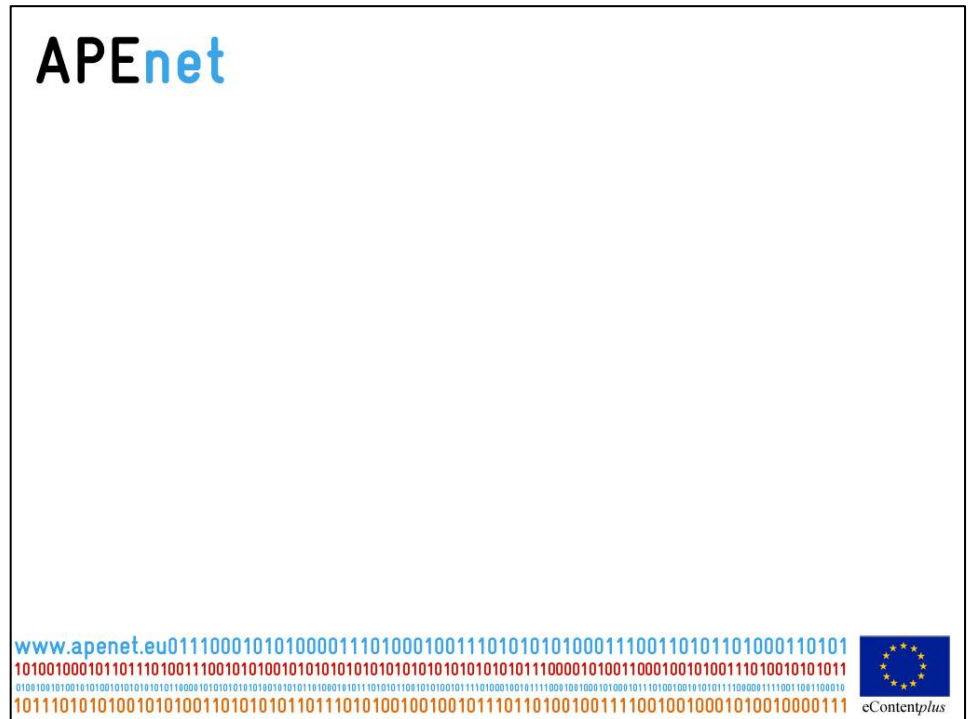


Figure 8. APENet presentation template

5. APEnet Business Card



Figure 9 . APEnet business card example.

*This card can be changed to each own name and contact information.



Figure 10: Card with URL only

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Figure 11: Back of the cards.