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Preserving Linked Data
ICT-2011.4.3: Digital Preservation

D5.1 Dissemination Strategy

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Executive Summary

This deliverable reports on the dissemination strategy of the PRELIDA project. In PRELIDA we adopt a 3-phased dissemination approach that includes: 1) **creation** of a dissemination strategy, 2) **implementation** of the dissemination strategy and 3) **sustainability** of the dissemination activities.

The first step includes the definition of the overall dissemination strategy, identifying the objectives, target audiences, and channels for dissemination. The second phase includes the actual bulk of dissemination activities based on the strategy created in the first phase, and using the channels already setup. Finally, the third phase will focus on the sustainability of PRELIDA dissemination activities.

The dissemination strategy of PRELIDA described in this deliverable will be updated “on the way” as the project advances in order to address emerging challenges and opportunities, thus guaranteeing a successful dissemination during the time of the project and sustainability after the end of the project.

This deliverable also reports on the different dissemination channels to be used in PRELIDA and describes the Key Performance Indicators that are defined in order to measure the progress and success of dissemination activities.

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1 Introduction

One of the main objectives of PRELIDA work package 5 (WP5) is to setup and coordinate the dissemination of the project activities. In order to create a long lasting impact on the communities targeted by PRELIDA, i.e. Data Preservation and Linked Open Data, to strengthen the research collaboration between the two communities, and to raise the interest of other domain-specific end users who may benefit from the preservation of Linked Data, a concise, well-targeted and defined dissemination strategy is needed.

Such a dissemination strategy must define the objectives of the dissemination and specify where the focus should be, identifying the target audience and the relevant channels to reach to this audience. Last but not least a concrete dissemination plan should be put in place and implemented.

Defining the dissemination strategy is just one part of a larger set of activities to be performed in work package 5 concerned with dissemination and community building. Complementary work on dissemination activities includes the actual dissemination of PRELIDA results based on the strategy defined (task 5.1), the population of PRELIDA on-line platform with relevant content (Task 5.2), as well as community building activities through workshops and summer schools organized by PRELIDA (Task 5.3 and Task 5.4).

The structure of this deliverable is as follows: In Section 2 we present the dissemination strategy. Section 3 presents the different dissemination channels such as the Web site and social media channels. In Section 4, we describe the Key Performance Indicators that are defined in order to measure the progress and success of dissemination activities. Finally, Section 5 briefly summarizes and concludes the deliverable.

2 Dissemination strategy

To disseminate the project results in the best possible manner, PRELIDA implements a multi-channel and multi-audience approach. We adopted a 3-phased dissemination approach that includes:

- 1) **creation** of a dissemination strategy,
- 2) **implementation** of the dissemination strategy, and
- 3) **sustainability** of the dissemination activities.

The first step includes the definition of the overall dissemination strategy, identifying the objectives, target audiences, and channels for dissemination. This phase takes place in the first three months of the project (January 2013 – March 2013).

The second phase includes the actual bulk of dissemination activities based on the strategy created in the first phase, and using the channels already setup. This phase takes place during the entire duration of the project with a stronger intensity from month 3 until the end of the project (April 2013 – December 2014).

Finally, the third phase will focus on the sustainability of PRELIDA dissemination activities. This phase takes place in the last 3 months of the project (October 2014 - December 2014).

The dissemination strategy of PRELIDA described in this deliverable will be updated “on the way” as the project advances in order to address emerging challenges and opportunities, thus guaranteeing a successful dissemination during the time of the project and sustainability after the end of the project.

2.1 Creation

It is important from the start of the project to identify the focus, channels and target audience of the dissemination activities. This section provides details about these aspects.

Project results are disseminated through a large variety of dissemination channels, including the Web site, social media channels, organizing or participating in events, presentations, posters, promotion materials and press releases. More details about the dissemination channels are provided in Section 3.

The target audience includes academic institutions, industrial players, and regular users interested in preservation of Linked Data.

2.2 Implementation

The following table presents the dissemination plan containing details about the dissemination activities in PRELIDA in terms of when, what and how will they be implemented.

When	What	How	Who
Month 1 – Month 2 (January – February 2013)	Setting up the Web and Social media presence	Establishing the project website	UIBK/STI
		Setting up the dissemination channels: Facebook, Twitter, SlideShare, etc.	UIBK/STI
Month 3 (March 2013)	Dissemination Strategy	Compiling list of planned Dissemination activities and Events	UIBK/STI; input from ALL
		Continuous updates of Web and Social channels	UIBK/STI; input from ALL
Month 4 – Month 5 (April – May 2013)	Initial Press Release	Each partner releases a press release about PRELIDA and its start	ALL
		Presenting PRELIDA at: <ul style="list-style-type: none"> • European Data Forum 2013 (EDF2013) • Extended Semantic Web Conference 2013 (ESWC2013) 	UIBK/STI
		Continuous updates of Web and Social channels	UIBK/STI; input from ALL
Month 6 (June 2013)	1 st Dissemination Workshop	A first workshop will be organized in Pisa (specifically, Tirrenia), Italy, 25-27 June 2013. We expect a minimum of 20 participants.	ALL
Month 7 – Month 8 (July – August 2013)		Continuous updates of Web and Social channels	UIBK/STI; input from ALL
Month 9 (September)	1 st PRELIDA Summer School	The first summer school will take place at the ESCW 2013 Summer School in Crete, Greece, 2-7 September 2013. We expect a	ALL

2013)		minimum of 10 participants for each summer school.	
Month 10 – Month 20 (July – August 2013)		Continuous updates of Web and Social channels	UIBK/STI; input from ALL
Month 15 (march 2014)	2 nd Mid Term Workshop	The focus of the mid-term workshop will be on in-depth technical discussions on possible ways of addressing the challenges, taking into account the interactions and initial findings of the Working Group.	ALL
Month 21 (September 2014)	2 nd PRELIDA Summer School	The second summer school is expected to be co-located with a top conference on Linked Data (to be decided). We expect a minimum of 10 participants for each summer school.	ALL
Month 22 – Month 24 (October 2014)	3 rd Consolidation Dissemination Workshop	At the 3 rd workshop a large participation of experts from Digital Preservation and Linked Open Data fields is expected. The location of the 3 rd workshop is not decided yet. We expect a minimum of 25 participants.	ALL
	Sustainability of PRELIDA dissemination activities	Maintenance of the dissemination channels after the end of the project; Continuation of dissemination activities by members of the PRELIDA Working Group based on PRELIDA results or results building on top of PRELIDA results, etc.	ALL

2.3 Sustainability

According to the dissemination strategy the last three months of the project are dedicated, from the dissemination perspective, to achieve sustainability of the dissemination efforts undertaken by PRELIDA consortium. The actions we envision at this point in time are: maintenance of the dissemination channels after the end of the project; continuation of dissemination activities by members of the PRELIDA Working Group based on PRELIDA results or results building on top of PRELIDA results, etc.

3 Dissemination channels

Project results are disseminated through a large variety of dissemination channels, including the Web site, social media channels, organizing or participating in events, presentations, posters, promotion materials and press releases.

Another channel to make the community aware of PRELIDA results is to establish contacts with other research projects, networks of excellence, and individual researches of the field of digital preservation and Linked Data.

3.1 Online presence

This type of dissemination channels focuses on establishing PRELIDA's online presence both by using classical Web means i.e. Project Web site but also through social media channels such as Facebook, Twitter, etc. This section describes the channels already setup for PRELIDA for creating and maintaining a visible online presence for PRELIDA.

3.1.1 Project Web site

One important channel for disseminating PRELIDA results is the website. The PRELIDA Web site¹ will be used to exchange information among partners via an internal password protected area, to store information (in the repository section) and to disseminate information to an external public (in the public section of the site). The welcome page of the PRELIDA project can be seen in Figure 1.

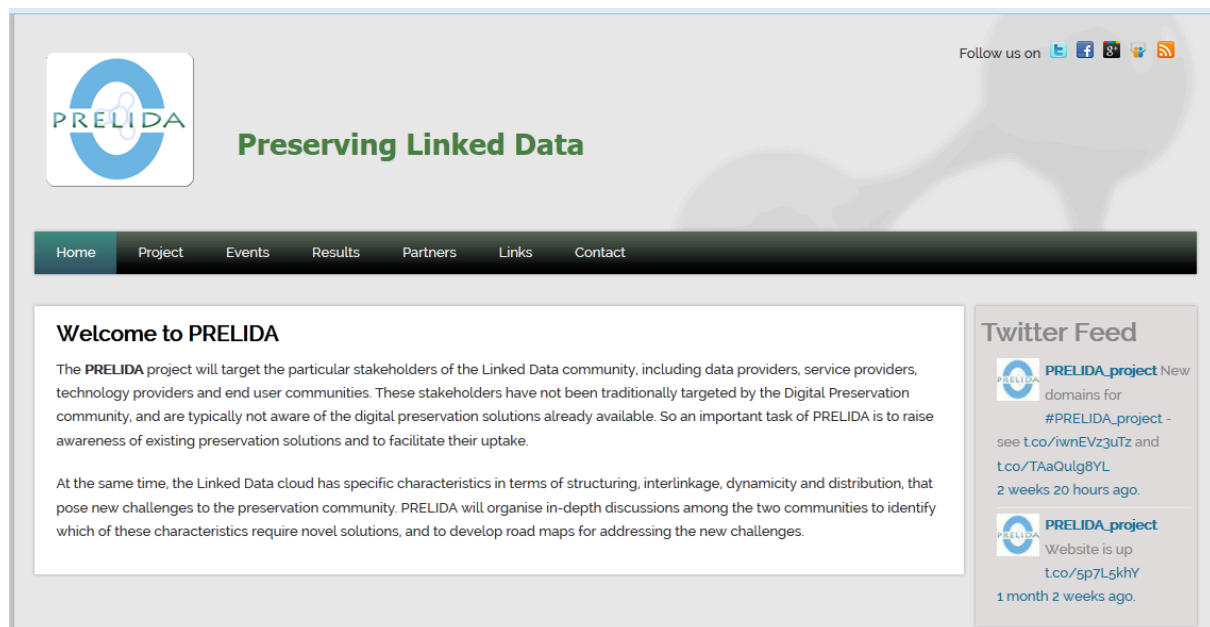


Figure 1: PRELIDA Homepage

3.1.2 RSS feed

The PRELIDA RSS feed is available at [1]. Figure 2 shows a snapshot of the PRELIDA RSS feed.

¹ www.prelida.eu; www.prelida.org

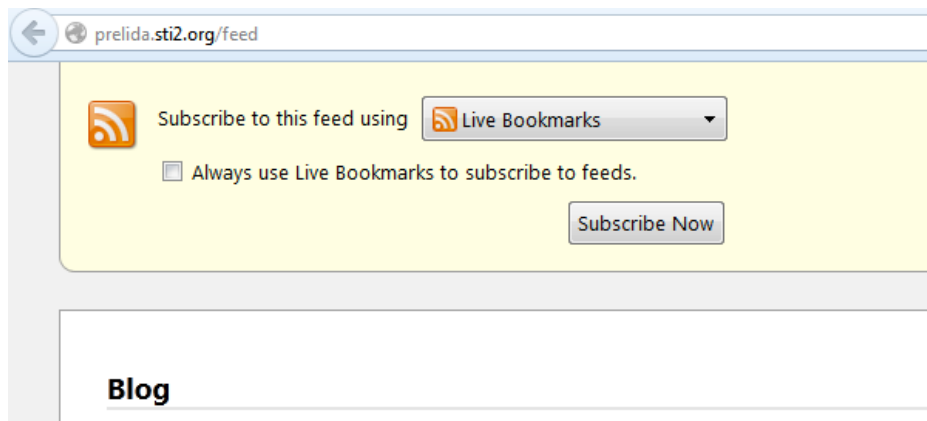


Figure 2: PRELIDA RSS feed

3.1.3 Facebook

The PRELIDA Facebook page is available at [2]. Figure 3 shows the PRELIDA Facebook page.

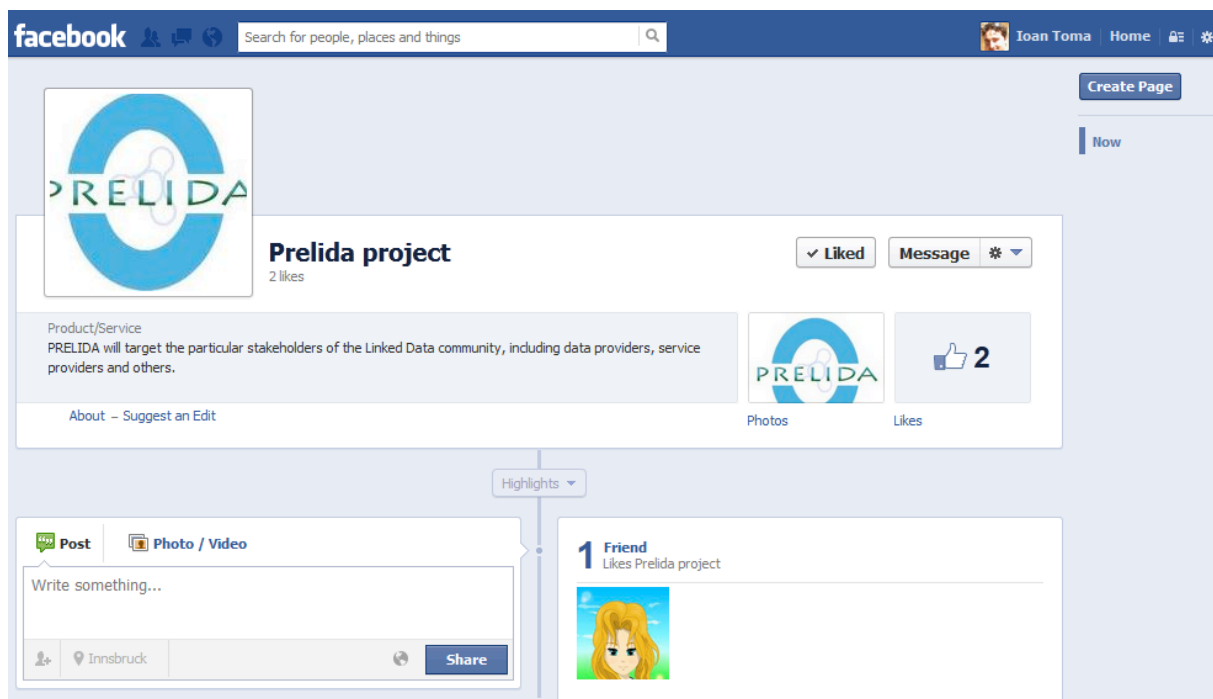


Figure 3: PRELIDA Facebook Page

3.1.4 Twitter

The PRELIDA Twitter timeline is available at [3]. Figure 4 shows the PRELIDA Twitter timeline.



Figure 4: PRELIDA Twitter timeline

3.1.5 Google+

The PRELIDA Google+ wall is available at [4]. Figure 4 shows the PRELIDA Google+ wall.

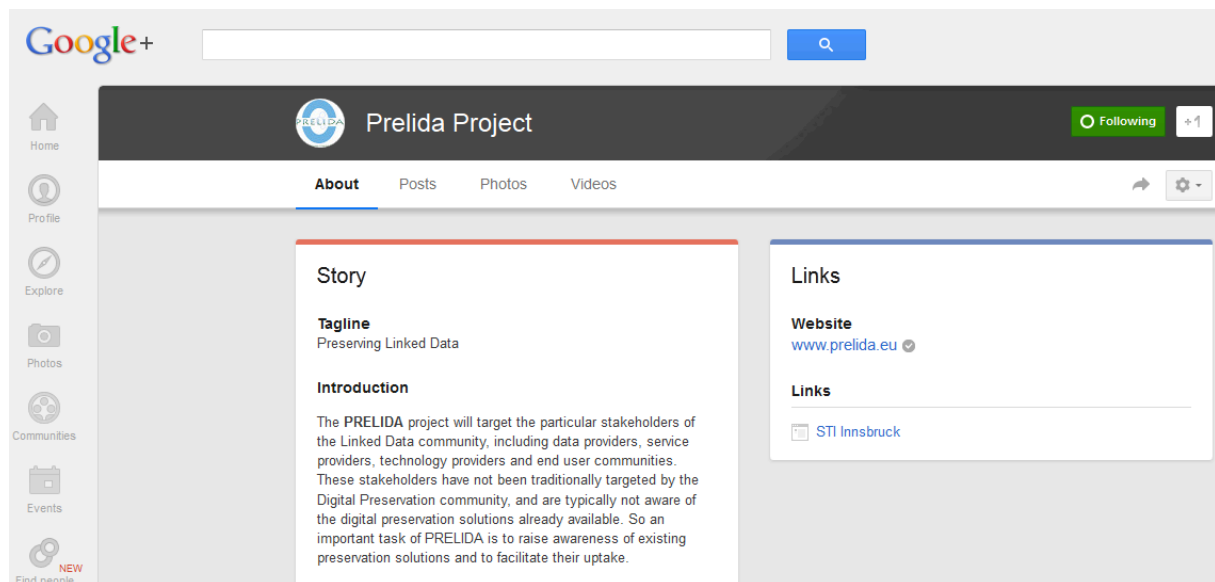


Figure 5: PRELIDA Google+ wall

3.1.6 SlideShare

The PRELIDA SlideShare is available at [4]. Figure 6 shows the PRELIDA SlideShare page.

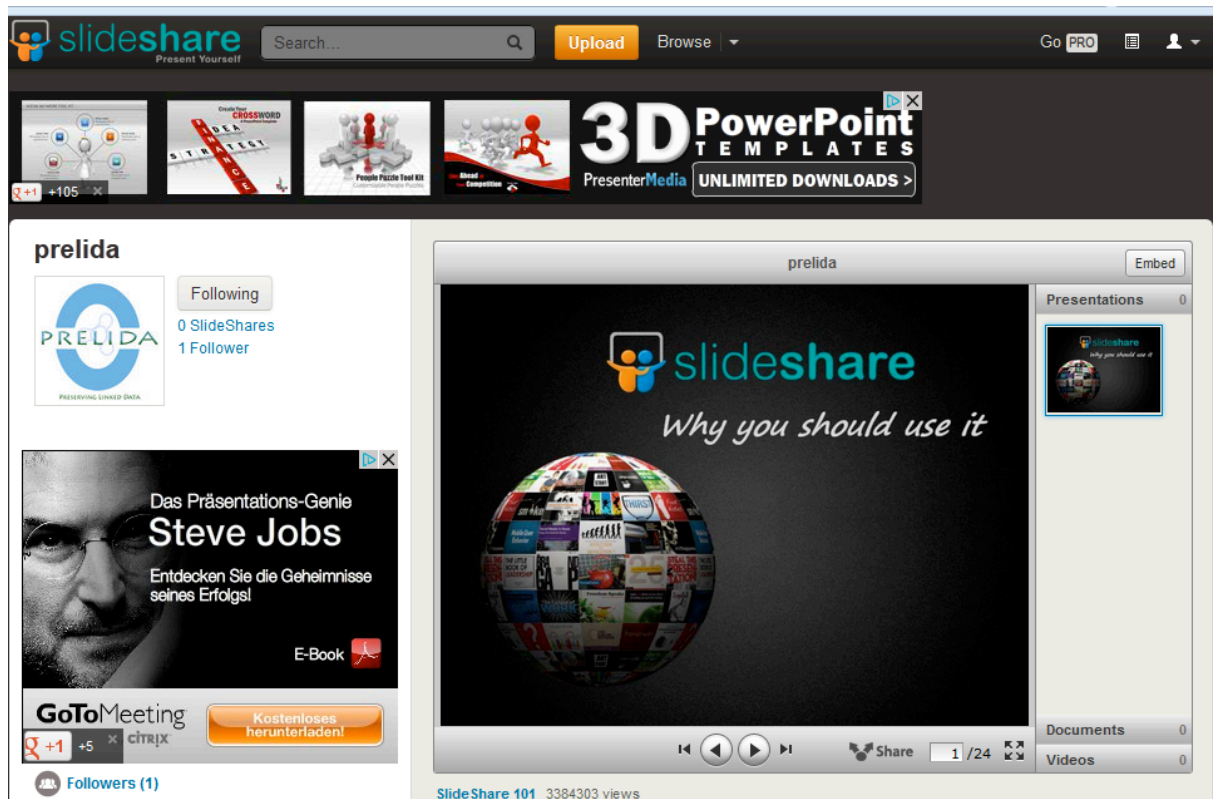


Figure 6: PRELIDA SlideShare

3.2 Promotion materials and press releases

Besides the online presence, the creation of promotional materials addressing specific audiences and press releases are additional means to disseminate PRELIDA results.

We will make available various promotion materials for PRELIDA including the project factsheet, flyers, and the various templates for posters and presentations. The promotional materials will be used to increase the awareness in the various communities about the work done in PRELIDA. More precisely we will distribute project flyers at conferences, workshops and other events organized or attended by PRELIDA members.

The project partners will also publish press releases to raise awareness of PRELIDA results. All press releases will be made available on the Web site.

3.3 Community building, liaison and collaboration with other initiatives

Another channel to raise awareness of PRELIDA results is to establish contacts with other research projects, networks of excellence, and individual researches in the field of digital preservation and Linked Data.

PRELIDA will organize three dissemination workshops. At these events, the preliminary findings, including a roadmap and an analysis of the societal, economic and scientific benefits of addressing the preservation problem of Linked Data, will be presented and discussed. It will be an ideal occasion where key participants of the PRELIDA Working Group will interact with external participants from various economic and research targets.



We are targeting top events on Linked Data and Digital Preservation where the project will be presented. One such event is the *European Data Forum*². PRELIDA will engage with researchers, policy makers, technology vendors and leading-edge users of large-scale data management technology, interested in the issue of preservation, as part of user groups formed within the *European Data Forum*. PRELIDA will co-ordinate and present to key stakeholders in this area the achievements and available solutions coming out of Digital Preservation and Linked Data research, including PRELIDA, other running EU projects, as well as facilitating them in acquiring and using project results. The *European Data Forum* meetings will be an ideal place for the cross-theme community on preserving Linked Data to meet, thus ensuring a lasting maintenance of links beyond the duration of PRELIDA.

Another venue of interest for PRELIDA is the European Semantic Web Conference (ESWC)³, being another dissemination channel towards the Semantic Web research community. ESWC is now entering its 9th year and has been restructured to extend its scope and cover more topic areas and user groups, including the digital libraries community (see dedicated Semantic Digital Library Track) and e-government.

We will liaise with Web Media Brands Inc. who runs the SemTech Conference with whom we have close ties. This link will provide a dissemination channel towards the industry and enable the transfer of research results from PRELIDA to policy makers, early adopters, and industry at large. As the US semantic event attracts over one thousand attendees, and European events also are held (in 2011 in London and Berlin), we are convinced that this will form a fruitful industrial dissemination channel. One possibility envisioned here is the inclusion of a day aimed at linking Linked Data preservation stakeholders; this day would be organized as an additional conference track and will provide visibility to participating projects for a predominantly industry-oriented audience.

The success of PRELIDA will require the active involvement of industrial parties as they get to know the project and its work in order to adopt the outcomes and to turn these into products and services that generate revenue. PRELIDA will take part in industry days and join industry fairs, business and technology shows in order to promote core intelligent information management topics such as machine learning, reasoning, data mining and ontologies. Besides public conferences and forums it is important to make use of the existing business contacts and business relationships held by the consortium members and the affiliated STI member institutions. All consortium partners have a wide contact network that will be actively used while disseminating knowledge emerging from the project.

One portion of our activities will support informal events such as the Semantic Web Meet Up⁴, whereby invitations will be distributed to both researchers within the Intelligent Information Management unit, as well as industrial representatives who are not familiar with the work accomplished within the unit. These events are relatively inexpensive and open for interested individuals to attend.

4 Key Performance Indicators (KPIs) for dissemination

To measure the progress and in the end the success of dissemination activities in PRELIDA we defined a set of KPIs. The indicators will be quantified on a monthly basis and used to analyze the progress and the success, or failure, of the dissemination activities to, furthermore, monitor where we can rework and/or refine activities to ensure success in the future. Table 1 lists the set of KPIs for assessing the progress and in the end the success of dissemination activities in PRELIDA:

²<http://data-forum.eu/>

³<http://2013.eswc-conferences.org/>

⁴<http://semweb.meetup.com/>

Table 1: KPIs for dissemination

Key Performance Indicators (KPIs)	PRELIDA target
Number of projects from LOD and DP analyzed	A minimum of 30 Projects analysed.
Number of technical-oriented events we are going to organize. Number of participants in these events.	We will organize 3 workshops with experts from Digital Preservation and Linked Open Data fields. Although we initially planned to have these workshops in conjunction with major conferences, it was then decided to hold them separately. We expect a minimum of 20-25 participants for each workshop.
Number of summer schools we are going to organize. Number of participants in these summer schools.	Two summer schools will be organized co-located with European conferences. The first summer school will be co-located with the Extended Semantic Web Conference 2013 (ESWC 2013). We expect a minimum of 10 participants for each summer school.
Number of Roadmaps published.	One roadmap is planned, but in editions tailored to a variety of stakeholders (research, technology, user groups, and policy makers).
Number of research papers published, including Technological White papers.	At least five research papers will be published in journals and magazines. The following venues are considered:: The Proceedings of the VLDB Endowment (PVLDB), IEEE Computer, IEEE Intelligent Systems, IEEE Internet Computing, Artificial Intelligence, Data and Knowledge Engineering, IEEE Transactions on Knowledge and Data Engineering, The Knowledge Engineering Review, Information Processing and Management, Data Semantics, Knowledge and Information Systems, International Journal on Digital Libraries, Journal of Digital Information Management, D-Lib Magazine, International Journal on Digital Curation.
Quality of white papers/roadmaps published.	PRELIDA will track the volume of quotations, references to them by stakeholders, numbers of downloads from the web site, etc.
Number of visitants, unique users, etc. of the PRELIDA collaborative portal.	We envision a minimum of 2.000 hits in the public area the first year, forecasting an exponential increase for the following years.
Number of likes and/or followers on social channels	We envision a minimum of 100 likes in Facebook, 100 followers on Twitter the first year, forecasting an exponential increase for the following years.
Number of talks and presentations at events	We will disseminate PRELIDA results through

	talks and presentation at events. We estimate a minimum of 10 talks.
Number of organizations, research centers, associations contacted by PRELIDA to get engaged in the LOD and DP areas.	PRELIDA considers that the initiative will be successful if being able to engage a minimum of 50 organizations representative of different technologies, application domains and sizes.

5 Conclusions

This deliverable gives an overview of the dissemination strategy for PRELIDA. We have defined a 3-phased dissemination approach that includes: 1) **creation** of a dissemination strategy, 2) **implementation** of the dissemination strategy and 3) **sustainability** of the dissemination activities. We have also identified the dissemination channels to be used in PRELIDA.

In the deliverable we have identified the objectives, target audiences, and channels for dissemination. A concrete dissemination plan including details about the dissemination activities in PRELIDA in terms of when, what and how will be implemented has been provided as well.

The dissemination strategy of PRELIDA described in this deliverable will be revised “on the way” as the project advances and, if necessary, updated at month 9, 15, 21 in order to address emerging challenges and opportunities, thus guaranteeing a successful dissemination during the time of the project and sustainability after the end of the project.



References

- [1] PRELIDA RSS Feed. Available at: <http://prelida.sti2.org/feed>
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- [3] PRELIDA Twitter Timeline. Available at: https://twitter.com/PRELIDA_project
- [4] PRELIDA Google+ wall. Available at: <https://plus.google.com/116503788890605728848/about>
- [5] PRELIDA Slideshare. Available at: <http://www.slideshare.net/prelida>