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**HATII at the University of Glasgow**

**Fondazione Rinascimento Digitale**

**Národní knihovna Ceske republiky**

**FernUniversität in Hagen**

**Vilniaus Universiteto Komunikacijos Fakultetas**

**v. 1.2**

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Approved By with DPE (signature) (SRoss)	Date

Accepted by at European Commission (signature)	Date

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## EXECUTIVE SUMMARY

The Advocacy and Outreach Plan (AOP) is delivered within WP1 (Advocacy and outreach) of the Digital Preservation Europe (DPE) Coordination Action. The document intends to define a comprehensive strategy and a general framework for the activities of "digital preservation awareness raising", as outlined in WP1. To be more precise, it aims to:

- identify specific targets, i.e. specific professional communities and interest groups, to involve in awareness raising and consensus building actions;
- identify specific communications methods and instruments for each target;
- identify, within each community or interest group, single entities or institutions which could undertake a leadership role, acting as a fly wheel for digital preservation, records management, digital archiving and digital curation culture spreading in its own context;
- increase the visibility of EC-funded digital preservation activities, emphasizing its consistency and effectiveness.

In order to achieve these objectives the AOP includes, and in some way depends on, specific activities and documents that are part of other DPE WPs, like WP6 (Partnership building), WP7 (Publicity materials, Dissemination Plan, Research Roadmap), and also WP2 (staff training and education), because digital preservation staff and practitioners are one of the communities DPE is addressing to. For some of these documents AOP could be seen as a general reference frame. Some of these, with an internal project output status, are included in this document as single paragraphs.

- The first paragraph, *Digital preservation definition*, tries to define Digital Preservation as broadly as possible to meet the requirements of all the involved communities.
- The second paragraph, *Target identification*, detects designated communities and/or interested audiences, ranging from Archives, Libraries and Museums (ALM), to Media.
- The third paragraph, *Publicity materials*, lists external features and contents of the standard materials, mostly printed, to be used for awareness raising and dissemination actions. It lists also the DPE website features.
- The fourth paragraph, *Community building strategies and architecture of the DPE network*, outlines a strategy for broadening the digital preservation community, fostering collaboration and synergies among on-going projects and existing initiatives, and helping all the stakeholders to recognise the central role of digital preservation issues and the need for actions in this field. Different typologies of agreement between DPE and other partners are also reported.



- The fifth paragraph, *Briefing Papers, Case Studies and Position Papers*, describes three types of documents produced by the DPE project: they are very short and synthetic documents providing key information elements, focussed on a specific topic and extremely communicative.
- The sixth paragraph, *Workshops*, is dedicated to present topics, frequency and formats of the Workshops that DPE will organise.
- The seventh paragraph, *Dissemination Plan*, gives a detailed description of DPE dissemination activities in order to promote its visibility, to disseminate the project outcomes, to support concertation and collaboration with other projects.
- The eighth paragraph, *Research areas and activities*, lists the most important research issues for digital preservation, pointing out a lack of coordination in research activities, in order to define common research agendas.
- The ninth paragraph, *Education and Training*, aims to determine the main priorities in framing and guiding education and training initiatives in digital preservation and to provide recommendations to the course and curricula designers in both university and continuing professional development settings.





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## 1. DIGITAL PRESERVATION DEFINITION

Achieving a common comprehension among different communities of what Digital Preservation is considered to be is necessary to ensure effectiveness in awareness raising activities. Advocacy implies a definition as broad as possible to meet all the requirements of each community. DPE holds Digital Preservation as a natural aspect of any information management activity, consisting of a set of digital objects maintenance practices starting from their creation and carried on over their entire life-cycle, and assuring authenticity and long term accessibility both of digital surrogates of analogue materials and of born-digital materials. Regardless of specific names or meanings (e.g. information management, records management or recordkeeping, digital preservation, digital archiving, digital curation) each community gave to digital preservation activities, broadly interpreted, consensus seems reached about the fact that:

- when creating digital information in whatever form the long term preservation aspect should be taken into account from the very beginning and with regard to the information needs of a designated users' community;
- digital objects should be accessible, usable, managed and preserved as long as required and no longer than required from the same community.

In the specific meaning of Records management the "efficient and systematic control of the creation, receipt, maintenance, use and disposition of records, including the processes for capturing and maintaining evidence of and information about business activities and transactions in the form of records", as stated in ISO 15489: 2001, is stressed. This meaning is more common among archives, e-government and e-health organisations.

In the meaning of Digital curation "[all the processes needed for good data creation and management, and the capacity to add value to data to generate new sources of information and knowledge](#)", and "all about maintaining and adding value to a trusted body of digital information for current and future use", are highlighted. Scientists, researchers and scholars communities, and also e-learning organisations and content producers and providers, are probably more in tune with this meaning.

Anyway, digital preservation is also an organisational issue, to be discussed at a key decision makers and funding bodies level. This involves particularly memory institutions, like national libraries, archives and museums, and is also connected with legal (or voluntary) deposit rules and practices. Long term preservation of digital memories implies the setting up of a network of trusted (or trustable) digital repositories, that have been given a specific commitment, have accepted responsibility for the long-term maintenance of digital resources, and can demonstrate sustainability.

From this point of view digital preservation can be seen as a [public service](#) provided by [distributed | trusted digital repositories](#) in order to [ensure for the long term](#)'

- [viability \(intact bit streams\)](#)
- [renderability \(by machines\)](#)

- [discoverability](#) (i.e. [find, locate, select, obtain, navigate](#) by [designated communities](#))
- [understandability](#) (by [designated communities](#))
- [authenticity \(identity and integrity\)](#)

'of digital resources'.

## 2. TARGET IDENTIFICATION

Advocacy activities are needed to reach interested audiences as broadly but also as precisely as possible, in order to maximise awareness raising activities effectiveness. DPE should recognize the size and variety of its possible target audiences and at the same time it should differentiate between communities that require awareness raising activities and those that should rather be targeted to form cooperation agreements with DPE. Following this division, designated communities are as follows:

### 1. Aware communities:

- Non-governmental institutions and organisations (e.g. UNESCO, IFLA, ICA, ICOM)
- Related projects, coalitions, organisations and initiatives (e.g. CASPAR, PLANETS, DELOS, DPC, DCC, PADI)

### 2. Not-aware communities:

- ALM
- Research Institutions (public and private, commercial and not-for-profit: e.g. Universities, Open Archives community)
- Governmental institutions and local authorities (e.g. e-government community, e-health community, European institutions)
- ICT companies
- Media

Once designated communities are defined, specific dissemination channels will be established, and the relative dissemination actions and tools will be prepared. The Deliverable 7.1, Dissemination Plan, will address these issues, whilst in the fourth paragraph of this document, *Community building strategies and architecture of the DPE network*, different kinds of agreements and partnerships with the above communities will be listed. Individuals seeking information and tools about digital preservation issues are encouraged to join the DPE User community through a benefits system, whilst individuals with specific experience in the field are given the possibility of contributing to DPE activities by preparing Case Studies, Briefing Papers and/or Position Papers.

In the next 12 months DPE will prioritise and focus awareness raising activities on ALM, Research institutions and Governmental institutions and local authorities. The decision to prioritise these communities is based on the assumption that the “preservation mandate” is stronger for these communities than for the others listed. Governmental institutions in particular can make important decisions relating to funding and can influence digital preservation strategies at a political and organizational level.

### 3. PUBLICITY MATERIALS

DPE communication style has to be simple but not trivial, attractive and able to speak the languages of different communities. It ranges from a general less technical language, for the general public, to a more specific one, for more aware communities.

All the materials listed in PO 7.3 (Project Publicity Literature Release) will be described here:

#### 3.1. LOGO

- The logo is the key to the identity of the DPE project, it provides a strong graphic image which has to identify both print and on-line material. It consists of the title of the project and its acronym with clear reference to the “e” in italic of ERPANET’s logo. The choice of colours is along the lines of the ERPANET logo to stress continuity in research activities.

#### 3.2. FLYER

- *Description and purpose:* The Flyer is a single A-4 size page leaflet advertising the start of the DPE project. It can be used at meeting and conferences as well as press release on the start of the project.
- *Content:* It gives a brief description of the project, its vision and objectives, the project partners and the core issues addressed by the DPE project.
- *Language:* The official language of the printed version is English, though DPE members can have it translated in their respective languages.
- *Style:* A straightforward layout and an attractive style.
- *Technical Specs:*
  - Colours 4-colour process one side only
  - Size 21x29.7 cm
  - Paper Fedrigoni Splendorgel E.W. 115 gr (alternatively, mat paper of the same thickness).
- TEXT: DPE supports the long term preservation of the European digital heritage by fostering collaboration and synergies between existing national initiatives across the European Research Area, and by addressing the need to improve coordination, cooperation, and consistency in current activities to secure the longevity of digital materials.
- TEXT: DPE Goals
  - To raise awareness of the issues surrounding the long-term preservation of digital objects and collections
  - To determine the future research agenda for digital preservation in Europe and to foster the collaborations necessary for its realisation
  - To promote improved standards in the training and education of digital-preservation professionals

- To define standards for digital repositories and to foster the uptake of those standards
- TEXT: DPE Activities
  - Produce briefing papers and fact sheets to promote greater understanding of digital preservation issues
  - Promote digital preservation through the media, workshops and conferences
  - Create and promote training materials for digital preservation professionals
  - Hold training workshops in digital preservation
  - Co-ordinate activity and promote best practice amongst European digital repositories
  - Develop and implement an audit and certification program for European digital repositories
  - Carry out a strategic review of current preservation research activity in Europe
  - Co-ordinate collaboration amongst digital preservation researchers and between researchers and practitioners across the European Research Area
- TEXT: How to get involved in DPE

DPE wishes to extend its network of collaborators to foster a dynamic and lively preservation and curation community. For more information on the project or how to participate in DPE activities contact us at: [director@digitalpreservationeurope.eu](mailto:director@digitalpreservationeurope.eu)

[www.digitalpreservationeurope.eu](http://www.digitalpreservationeurope.eu)  
digital preservation Europe  
addressing digital memory preservation challenges

DPE supports the long term preservation of the European digital heritage by fostering collaboration and synergies between existing national initiatives across the European Research Area, and by addressing the need to improve coordination, cooperation, and consistency in current activities to secure the longevity of digital materials.

#### DPE's Goals

- To raise awareness of the issues surrounding the long-term preservation of digital objects and collections
- To determine the future research agenda for digital preservation in Europe and to foster the collaborations necessary for its realisation
- To promote improved standards in the training and education of digital-preservation professionals
- To define standards for digital repositories and to foster the uptake of those standards

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#### How to get involved in DPE

DPE wishes to extend its network of collaborators to foster a dynamic and lively preservation and curation community. For more information on the project or how to participate in DPE's activities contact us at: [director@digitalpreservationeurope.eu](mailto:director@digitalpreservationeurope.eu)



Coordination Action funded by the European Union  
Information Society and Media Directorate General

#### MEMBERS

HATHI, University of Glasgow (UK) • Technische Universitat Wien (AU) • Statsbiblioteket (DK)  
Nationaal Archief van Nederland (NL) • Národní knihovna České republiky (CZ)  
Ministero per i Beni e le Attività Culturali (IT) • Fondazione Rinascimento Digitale (IT)  
Vilniaus Universiteto Komunicacijos fakultetas (LT) • Fern Universität in Hagen (DE)



### 3.3. POSTER

- *Description and purpose:* The Poster is the size of a single A2 or A1 sheet of paper and is mostly used at meetings and conferences.
- *Content:* It features the core issues of the DPE project, and lists the project partners. Provides a description of the projects itself, its strategic goals and the way to get involved.
- *Language:* The official language for the printed version is English, though DPE members can have it translated in their respective languages.
- *Style:* Straightforward and easily understandable.
- Technical Specs:
  - Colour :4-colour process one side only
  - Size 70x100 cm
  - Paper: Fedrigoni Splendorgel E.W: 190 gr (alternatively, mat paper of the same thickness).
- TEXT: Why are digital documents at risk of disappearance? Why are digital memories at risk of being lost? Because:
  - Today's computers will not function forever.
  - New computers and software may not be able to read today's digital documents.
  - Storage media, such as cd-rom's, will deteriorate over time.
  - Web pages continually change or disappear, and many are never archived.
  - Digital documents are not created with the necessary metadata specifying what they are and how they are to be found, used, and understood.
  - The diverse range of file formats is poorly documented.
  - Digital repositories lack well-defined standards to which they can adhere.
- TEXT: What is being done about it? An increasing number of activities at European and member state level are currently addressing these issues. One of them is Digital Preservation Europe (DPE) which will foster collaborations and synergies between existing initiatives in order to:
  - create a coherent platform for proactive cooperation, collaboration, exchange and dissemination of research results and experience in the preservation of digital objects.
  - increase the prevalence of preservation services and their viability and accountability.

- improve awareness, skills and available resources.
- TEXT: How can you get involved? DPE wishes to extend its network of collaborators to foster a dynamic and lively preservation and curation community. For more information on the project or how to participate in DPE activities contact us at: [director@digitalpreservationeurope.eu](mailto:director@digitalpreservationeurope.eu)
- TEXT: Coordination Action funded by the European Union, Information Society and Media Directorate General, Luxembourg.
- TEXT: Members: HATII, University of Glasgow (uk); Technische Universitat Wien (au); Statsbiblioteket (dk); Nationaal Archief van Nederland (nl); Národní knihovna České republiky (cz); Ministero per i Beni e le Attività Culturali (it); Fondazione Rinascimento Digitale (it); Vilniaus Universiteto Komunicacijos fakultetas (lt); Fern Universitat in Hagen (de).

# www.digitalpreservationeurope.eu

# digital preservation Europe

## addressing digital memory preservation challenges

Why are digital documents at risk of disappearance?  
Why are digital memories at risk of being lost?

Because:

- Today's computers will not function forever.
- New computers and software may not be able to read today's digital documents.
- Storage media, such as CD-ROM's, will deteriorate over time.
- Web pages continually change or disappear, and many are never archived.
- Digital documents are not created with the necessary metadata specifying what they are and how they are to be found, used, and understood.
- The diverse range of file formats is poorly documented.
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- create a coherent platform for proactive cooperation, collaboration, exchange and dissemination of research results and experience in the preservation of digital objects.
- increase the prevalence of preservation services and their viability and accountability.
- improve awareness, skills and available resources.

How can you get involved?

DPE wishes to extend its network of collaborators to foster a dynamic and lively preservation and curation community. For more information on the project or how to participate in DPE's activities contact us at: [director@digitalpreservationeurope.eu](mailto:director@digitalpreservationeurope.eu)



 Coordination Action funded by the European Union  
Information Society and Media Directorate General, Luxembourg

MEMBERS

BATH, University of Glasgow (UK) • Technische Universität Wien (AU) • Statsbiblieket (DK)  
Nationaal Archief van Nederland (NL) • Národní knihovna České republiky (CZ)  
Ministero per i Beni e le Attività Culturali (IT) • Fondazione Rinascimento Digitale (IT)  
Vilniaus Universiteto Komunikacijos fakultetas (LT) • Fern Universität in Hagen (DE)

### 3.4. POSTCARD

- *Description and purpose:* The Postcard is small in size, 10x15cm. It carries a simple straightforward message and is an effective communication tool.
- *Content:* Brief description of the project and its objectives.
- *Language:* English is the official language for the printed version, though DPE members can have it translated in their respective languages.
- *Style:* It has an elegant and attractive style.
- *Technical Specs:*
  - Colours 4-colour process both sides
  - Size 15x10 cm
  - Paper Fedrigoni Splendorgel E.W. 270 gr (alternatively, mat paper of the same thickness).
- TEXT in *recto*: DPE fosters collaboration and synergies between existing national initiatives across the European Research Area and addresses the need to improve coordination, cooperation and consistency in current activities to secure the longevity of digital materials. DPE main objectives are: to create a coherent platform for proactive cooperation, to increase prevalence of preservation services, to improve awareness, skills and available resources.
- TEXT in *verso*: How to get involved in DPE. DPE wishes to extend its network of collaborators to foster a dynamic and lively preservation and curation community. For more information or to participate in DPE activities contact us at: [director@digitalpreservationeurope.eu](mailto:director@digitalpreservationeurope.eu)
- DPE Consortium Members' names in their own languages around the edge of *verso* as border, stamp and address areas as in touristic postcards
- DPE logo up on the left corner



Coordination Action funded by the European Union  
Information Society and Media Directorate General

[www.digitalpreservationeurope.eu](http://www.digitalpreservationeurope.eu)

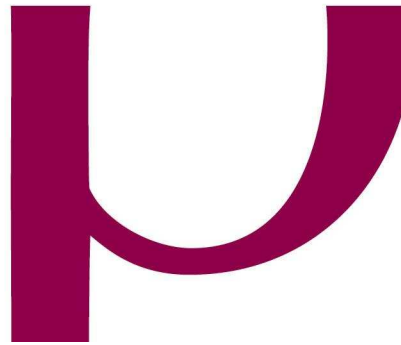
# digital preservation Europe

## addressing digital memory preservation challenges

DPE fosters collaboration and synergies between existing national initiatives across the European Research Area and addresses the need to improve coordination, cooperation, and consistency in current activities to secure the longevity of digital materials

DPE's main objectives are:

- to create a coherent platform for proactive cooperation
  - to increase prevalence of preservation services
  - to improve awareness, skills and available resources



Nationaal Archief van Nederland (NL) · Národní knihovna České republiky (CZ)



### How to get involved in DPE

DPE wishes to extend its network of collaborators to foster a dynamic and lively preservation and curation community.

For more information or to participate actively in DPE's activities contact us at:  
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Ministero per i Beni e le Attività Culturali (IT) · Fondazione Rinascimento Digitale (IT)




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HATIL, University of Glasgow (UK) · Technische Universität Wien (AUS) · Statsbiblioteket (DK)

Vilniaus Universiteto Komunikacijos fakultetas (LT) · FernUniversität in Hagen (DE)

### 3.5. BROCHURE

- *Description and purpose:* The brochure is 16x16 in size It consists of 6 pages. It is used mostly for information purposes on the core issues addressed by the DPE project.
- *Content:* It features a summary of the project, its objectives, its operational tools and expected results whilst emphasizing its risks.
- *Language:* The official language of the printed version is English, though DPE members can have it translated in their respective languages.
- *Style:* It is elegant and attractive in style. Reverse colours are used to underline different content. It must be a strong communication tool.
- *Technical Specs:*
  - Size when it is open 47.8 x16 cm
  - Size when it is folded: 16x16cm
  - Colour: 4-colour process on both sides
  - Presentation: cut, creased and folded booklet-like.
  - Warning: it must be creased and folded very carefully with strong pressure to ensure that folds run parallel to the paper fibers and prevent splitting as it is folded. It should be flattened (the 47.8 cm side should be assembled in parallel to 70 cm of the paper).
  - Paper: Fedrigoni Splendorgel E. W. 230 gr ((alternatively, mat paper of the same thickness).
- TEXT internal left page: *Rationale:* Digital resources and memory are fragile. They are at risk. Collaborative action is needed to ensure their longevity. Questions such those in this brochure's orange box have troubled organisations and individuals working with digital materials. They have led to many different initiatives and projects in digital preservation. DPE seeks to further raise awareness of these risks and challenges and to coordinate efforts amongst those working towards their solution. DPE, building on the earlier work of ERPANET, facilitates the pooling of complementary expertise across Europe's education, research, public administration, and commercial sectors. *Objectives:* To create a coherent platform for proactive cooperation, exchange and dissemination of research results and experiences; to eliminate duplication in research effort and investment; to stimulate further research and standards development; to contribute to the development of the European Research Area (ERA). To increase prevalence of preservation services and their viability and accountability; to promote an EU-wide approach to repository audit and certification; to stimulate the incorporation of preservation functionality in commercial software; to create a conduit between the research and practitioner communities. To improve awareness, skills and available resources; to raise awareness of curation and preservation of digital objects based on a life-cycle approach; to define guidelines, methods and tools for preservation actions and policy development; to create a preservation training framework and to promote its adoption.

- TEXT internal central page: *Operational tools*: Research activity integration: Sharing of experience and results; Exchange programmes for researchers; Expert workgroups on specific topics; Promotion of good practices and guidelines; Establishment of a technology observatory; Development of common research agendas. Educational and professional training: tutorials and training material; Briefing papers and fact sheets; Seminars and Workshops. Awareness and community building: Publications; Newsletters, annual reports; Tools and resources databases; Publicity materials and press releases; Annual conferences. DPE benefits from the earlier successful initiatives of ERPANET. DPE will reuse the tools and knowledge base produced and validated by the ERPANET Community.
- TEXT internal right page: *Expected outcomes and benefits*: Expected outcomes and benefits: increased awareness of digital preservation risks, challenges and options; promotion of the European Research Area (ERA), integrating research capacities and enhancing the competitiveness of the EU content industry; common European framework for education, continuing professional development and certification; reduction of fragmentation of investment plans through setting-up common research agendas and aggregating public and private funding efforts; support to interoperability across different applications; contribution to the adoption and evolution of international standards; collaboration with other projects and initiatives, in and outside Europe.
- TEXT external left page: *worrying questions*: will today's digital libraries and archives be accessible in 20 years? The average lifetime of a web page is reported to be around 19 days: how can we keep their content accessible for future use? Have you ever had a floppy or a CD-Rom become inaccessible? Can you be confident that digital documents and data are reliable and authentic? Your e-mail archive, will it be usable in 20 years? For how many years will you be able to view your digital photos? What impact will a new version of the software have on your digital memory? ...migration? ...emulation of what? ...digital archaeology? ...I simply want to use my original data and files!!!
- TEXT external central page: How to get involved in DPE. DPE wishes to extend its network of collaborators to foster a dynamic and lively preservation and curation community. For more information or to participate in DPE activities contact us at: [director@digitalpreservationeurope.eu](mailto:director@digitalpreservationeurope.eu) CONSORTIUM: *the consortium partners names in their own language, their web sites and their countries are recorded here*. Phase 1 of DPE has been funded by the European Union under IST Programme (IST-2005-2.5.10) through grant IST-2005-034762. DPE is solely responsible for the content of this brochure, It does not represent the opinion of the European Community or the Institutions of the DPE Contractors. The Community, the Institutions, and DPE are not responsible for any use that might be made of the data herein. Copyr. DPE, 2006/7.
- TEXT external right page: Memory is the human faculty of retaining and reproducing present and past thoughts, objects, habits, culture for future generations independently from circumstances that inspired them (DPE consortium). [www.digitalpreservationeurope.eu](http://www.digitalpreservationeurope.eu). digital preservation europe. addressing digital memory preservation challenges. Coordination Action funded by the European Union Information Society and Media Directorate General.



Will today's digital libraries and archives be accessible in 20 years?  
The average lifetime of a web page is reported to be around 19 days:  
How can we keep their content accessible for future use?  
Have you ever had a floppy or a CD-Rom become inaccessible?  
Can you be confident that digital documents and data are reliable and authentic?

**worrying questions**

Your e-mail archive, will it be usable in 20 years? ...  
For how many years will you be able to view your digital photos?  
What impact will a new version of the software have on your digital memory?  
.. migration? .. emulation of what? .. digital archaeology? ...  
I simply want to use my original data and files !!!

**How to get involved in DPE**

DPE wishes to extend its network of collaborators to foster a dynamic and lively preservation and curation community.

For more information or to participate actively in DPE's activities contact us at: [director@digitalpreservationeurope.eu](mailto:director@digitalpreservationeurope.eu)

**CONSORTIUM**

UNITED KINGDOM HATTI, University of Glasgow · [www.hatti.arts.gla.ac.uk](http://www.hatti.arts.gla.ac.uk)

AUSTRIA Technische Universität Wien · [www.tuwien.ac.at](http://www.tuwien.ac.at)

DENMARK Statsbiblioteket · [www.statsbiblioteket.dk](http://www.statsbiblioteket.dk)

NETHERLANDS Nationaal Archief van Nederland · [www.nationaalarchief.nl](http://www.nationaalarchief.nl)

CZECH REPUBLIC Národní knihovna České republiky · [www.nkp.cz](http://www.nkp.cz)

ITALY Ministero per i Beni e le Attività Culturali · [www.librari.beniculturali.it](http://www.librari.beniculturali.it)

ITALY Fondazione Rinascimento Digitale · [www.rinascimento-digitale.it](http://www.rinascimento-digitale.it)

LITHUANIA Vilniaus Universiteto Komunikacijos fakultetas · [www.kf.vu.lt/?lang=en](http://www.kf.vu.lt/?lang=en)

GERMANY FernUniversität in Hagen · [www.fernuni-hagen.de](http://www.fernuni-hagen.de)

[www.digitalpreservationeurope.eu](http://www.digitalpreservationeurope.eu)

Phase 1 of DPE has been funded by the European Union under IST Programme (IST-2005-51140) through grant IST-2005-024976.

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*Memory is the human faculty of retaining and reproducing present and past thoughts, objects, habits, culture for future generations independently from circumstances that inspired them*

DPE consortium

[www.digitalpreservationeurope.eu](http://www.digitalpreservationeurope.eu)

**digital preservation Europe**

addressing digital memory preservation challenges

Coordination Action funded by the European Union Information Society and Media Directorate General

**objectives**

**rationale**

Digital resources and memory are fragile. They are at risk. Collaborative action is needed to ensure their longevity. Questions such as those in this brochure's 'orange box' have troubled organisations and individuals working with digital materials. They have led to many different initiatives and projects in digital preservation. DPE seeks to further raise awareness of these risks and challenges and to coordinate efforts amongst those working towards their solution. DPE, building on the earlier work of ERPANET, facilitates the pooling of complementary expertise across Europe's education, research, public administration, and commercial sectors.

To create a coherent platform for proactive cooperation, exchange and dissemination of research results and experiences

- to eliminate duplication in research effort and investment
- to stimulate further research and standards development
- to contribute to the development of the European Research Area (ERA)

To increase prevalence of preservation services and their viability and accountability

- to promote an EU-wide approach to repository audit and certification
- to stimulate the incorporation of preservation functionality in commercial software
- to create a conduit between the research and practitioner communities

To improve awareness, skills and available resources

- to raise awareness of curation and preservation of digital objects based on a life-cycle approach
- to define guidelines, methods and tools for preservation actions and policy development
- to create a preservation training framework and to promote its adoption

**operational tools**

**Research activity integration:**

- Sharing of experience and results
- Exchange programmes for researchers
- Expert workgroups on specific topics
- Promotion of good practices and guidelines
- Establishment of a technology observatory
- Development of common research agendas

**Educational and professional training:**

- Tutorials and training material
- Briefing papers and fact sheets
- Seminars and Workshops

**Awareness and community building:**

- Publications
- Newsletters, annual reports
- Tools and resources databases
- Publicity materials and press releases
- Annual conferences

DPE benefits from the earlier successful initiatives of ERPANET. DPE will reuse the tools and knowledge base produced and validated by the ERPANET Community.

**expected outcomes and benefits**

**Expected outcomes and benefits:**

- increased awareness of digital preservation risks, challenges and options
- promotion of the European Research Area (ERA), integrating research capacities and enhancing the competitiveness of the EU content industry
- common European framework for education, continuing professional development and certification
- reduction of fragmentation of investment plans through setting-up common research agendas and aggregating public and private funding efforts
- support to interoperability across different applications
- contribution to the adoption and evolution of international standards
- collaboration with other projects and initiatives, in and outside Europe.





### 3.6. THE DPE WEBSITE

- *Description and purpose:* It is a key tool for the dissemination of DPE results and the promotion of the activities of the project within our target communities. The design and "look and feel" of the DPE website will be adapted from the existing ERPANET web site ([www.erpanet.org](http://www.erpanet.org)). It will comply with the XHTML 1.0 and CSS 2.1 specifications as laid out by the W3C, ensuring that it will be readable on all current and future browsers including handheld devices, text-based browsers and screen readers for the blind. A printable CSS version of the website will also be developed. A detailed website description is contained in the Deliverable D 7.1 (Annex) *Website Development Plan and Timetable*.
- *Content:* It must feature the core issues of the DPE project, a description of the project itself, its findings, information on related issues, contacts for other projects, the DPE associate partner forum. It will be initially populated by the materials from ERPANET project and systematically updated. At the launch the DPE website will include the following sections: Home and News, News Archive, Contact us, Search, Site Map, RSS Newsfeeds, About DPE and Staff Directory, DPE events and Training and external events, Publications, Associate Partner Forum, Log-in and Registration (where users of the DPE website can register and log-in to post on the Forum and to access extra features and content), ErpaEprints, Resources, Adding information, Copyright statements and important notices, and a Private section with an interface where DPE staff will be able to directly manage the content of the website and will have the use of a common working area in wiki format. Following the initial launch of the DPE website new sections will be added: Pages and management system for Briefing Papers and Fact Sheets, Preservation Research Roadmap, Registry of Digital Preservation Experts, Digital Preservation Jobs listing, Exchange programme management and Exchange reports, Research Database, Trainer and Training Materials Repository, Certification Result Repository, "Hot Topics" section, Self-audit Tool (to rate the standards of repository good practice).
- *Language:* English.
- *Style:* Plain and straightforward. In particular the colours chosen are meant to refer back to the ERPANET website identity and to underline the continuity of research activities. The DPE project will use the content management system that was developed for the ERPANET project. The DPE website is: [www.digitalpreservationeurope.eu](http://www.digitalpreservationeurope.eu)
- *Colour:*
  - Black
  - Pantone 130 (4-colour M50 Y100)
  - Pantone 220 (4-colour: C30 M50 Y40 K10)
  - Font.: Verdana, if Cycles cannot be used on the web

### 3.7. THE DPE POWERPOINT PRESENTATION

- *Description and purpose:* Standard PowerPoint Format. Slides are used for public presentations.
- *Content:* It will depend on specific requirements .
- *Language:* The language will be chosen by the speaker.
- *Style:* The PowerPoint presentation must be straightforward and simple and should require no specific knowledge in graphic design. It consists of a small DPE logo in the upper right corner of every slide to identify the presentation and of a vertical bar in the left side of the slide.

### 3.8. NEWSLETTER:

- *Description and purpose:* Yearly publication on main project's activities, partners' presentations, documents, deliverables and cases of study. The newsletter will be published in printed form and online, with two different ISSN (print: 1752-9220; online: 1752-9239). The editor and the editorial staff, together with the DPE webmaster, will contemplate whether to transform the online newsletter in an open journal, to which targeted audiences can freely contribute, with some kind of peer review, or not. This could also pave the way for an open Digital Preservation Wiki, provided that a managing team is set up.
- *Content:* Important issues on digital preservation with most relevant document's abstract as: Research roadmap, Certification, Call for Exchange and Preservation Challenge, cases of study.
- *Language:* English
- *Style:* Straightforward and easily understandable with some attractive and symbolic images.
- *Printing Technical specs:*
  - GETTING READY
    - Double Metal Stitch
  - INSIDE
    - Format: cm21x29,7
    - Pages: about 18
    - Paper: Fedrigoni Splendorgel E.W. 230 gr (alternatively, mat paper of the same thickness)
    - Colour: 4-colour process on both sides
  - COVER
    - Size when it is open: cm 42x29,7
    - Size when it is closed: cm 21x29,7

- Pages: 4
- Paper: Fedrigoni Splendorgel E.W. 190 gr (alternatively, mat paper of the same thickness)
- Colour: 4-colour process and for 3 colour process (black + two pantoni).

### 3.9. RELATIONSHIP WITH PADI

DPE Quarterly Bulletin, to be "published with" PADI Quarterly Digest: as an important part of DPE activities a strong relationship between DPE and PADI should be carried on, building on the earlier work with ERPANET, and building it up again. Contacts with PADI are underway w.r.t. the publishing of DPE Quarterly Bulletin in connection with PADI Quarterly Digest. The following two options are currently considered:

- a permanent DPE presence in PADI Quarterly Digest, with materials to be published in the first section (News from ...)
- an autonomous DPE section (e.g "DPE Bulletin", after Events), with something recalling DPE logo or colours. The DPE Bulletin would take a "published with" PADI Quarterly Digest form.

The second one could be the better one, but probably DPE is needed to sign a Memorandum of Understanding with PADI, as already done for ERPANET.

## 4. COMMUNITY BUILDING STRATEGIES AND ARCHITECTURE OF THE DPE NETWORK

DPE is a coordination action with the key objectives of addressing the needs and challenges in the digital preservation arena and to transforming these challenges into resources and opportunities for the digital preservation community, particularly in the field of scientific and cultural sectors. With this aim, the coordination action is an instrument to support the networking and coordination of research and innovation activities and promote results and knowledge for the user community.

DPE aims to accomplish two major objectives:

- to foster collaboration and synergies among on-going projects and existing initiatives across the European Research Area and worldwide;
- to raise awareness of digital preservation challenges and to assist policy-makers, institutions, professionals and citizens in recognising the central role of digital preservation issues and the need for action in this field.

The objectives are therefore directed to create a network for spreading consciousness of digital preservation issues, by encouraging clustering, sharing and disseminating information relating to digital preservation. To accomplish these objectives, the focus of the coordination action is identified in clustering different types of partners, in order to develop a framework of members that will cooperate and communicate each other, creating a coordinating synergy.

Many institutions, initiatives and projects are working on digital preservation related-issues but activity is very fragmented both at sector-, national-, and international-level with two serious consequences:

- experience, competence, resources and investments are dispersed and the impact of their is drastically reduced by the lack of coordination;
- the user community, both content holders and final users, is confused and disoriented, in particular those with less expertise, by multiple warning messages, recommendations and forecasts.

The DPE network aims to strengthen the connections among partners, federating efforts, sharing the expertise of on-going projects and working together to refining tools and services to address and stimulate the user community.

A critical aspect that reduces the impact of digital preservation activities is related to the different levels of awareness on the subject.

- Some actors are considerably aware of the importance and criticality of digital preservation issues: the DPE network must develop strategic alliances with these 'competitors' in the digital preservation arena, like other projects, international or professional organisations and cultural institutions. With these actors DPE intends to create synergies and economies of scale, sharing common channels and resources, to produce jointly publications and recommendations, tutorials and guidelines, to develop together technology research. The tools produced through these synergies can be instrumental to stimulate knowledge and attention in the not-aware community of the following point.



- Some actors are still not aware of the strategic significance of digital preservation: DPE aims to offer this section of the user community a common, clear and trustworthy message and to provide access to information about digital preservation related-issues through the exploitation of the tools at disposal. The objective of this action is to stimulate growth of awareness of digital preservation and promote the development and take up of new tools, capable of involving in turn new partners in the network.

The ultimate goal of DPE network is to initiate a “virtuous circle”, necessary for the exploitation and capitalisation of different expertise and backgrounds, deriving both from ‘aware’ and ‘unaware’ actors. The strategy of the coordination action in this direction will be realized through building a broad consensus. One method of achieving the virtuous circle is through DPE’s network of “Associate Partners” that will mobilise the user community and raise awareness about digital preservation in the cultural sector.

DPE has identified distinct types of collaboration with its partners, which are outlined in the following sections.

## 4.1. TYPOLOGIES OF AGREEMENTS BETWEEN DPE AND OTHER PARTNERS

### 4.1.1. DPE and the cooperation with other projects and international initiatives

DPE aims to promote and support the networking and coordination of research and innovation in digital preservation and overcoming the fragmentation of European activity and develop a common point of view. As a Coordination Action DPE would like to avoid duplication of effort by individual organisations and different sectors within the Community, in order to ensure that scarce resources, both financial and human, will be used more effectively and efficiently.

Cooperation with other projects and initiatives is essential to achieve these goals, DPE has identified two categories of potential partners

- International organisations and institutional partners

This category would include organisations such as UNESCO, NRG, PADI, RLG, DPC, DCC, IFLA, which are identified according to their shared objectives of forming strategic alliances to raise the profile of digital preservation activities and research.

The selected partners have specific tasks and advantages deriving from the collaboration with DPE: some possible terms of cooperation are patronage for events or joint organisation, shared communication channels like newsletters, publications, web-tools and cross-reference.

- Research Projects

This category would include projects, such as NESTOR, PLANETS and CASPAR, involved in European research activities. Their involvement is decisive for sharing European Research Area findings and for disseminating research capacities across Europe and worldwide. It will help to overcome the fragmentation of European activity and develop a common point of view on digital preservation.

Project Partners should contribute through the dissemination of good practices, the promotion of recommendations and guidelines, and establishing expert workgroups. They could assist in the transfer of information and training materials to small organisations interested in digital memory such as libraries, museums, archives and the commercial sector.

Project Partners will benefit from sharing experiences and best practices, establishing joint recommendations, developing common research agendas, federating training activities, producing joint publications or events, establishing website cross references and common calendars and developing shared educational materials.

The collaboration with these partners is established through a mutual agreement with DPE. Full terms and conditions of cooperation can be found in Annex II '**Cooperation Agreement**'.

A dedicated page on the DPE website listing all organisations, institutions and projects DPE has developed collaborations with, including any held or foreseen activities and achievements, is under development and will be available soon.

#### 4.1.2. DPE and its Associate Partners

The problem of preserving and providing of continued access to digital information is faced in varying degrees by government and public administrations, cultural heritage, broadcasting, e-health, e-science, commercial organisations, and even private individuals. However digital preservation is too complex an issue for individual organisations or even sectors to address independently. Efforts to meet these challenges must be coordinated if they are to be successful.

To achieve this coordination DPE has developed the opportunity for Institutions to become DPE “Associate Partners” (AP). Institutions with experience in activities related to the DPE objectives, and with visibility at national level can act as national representative for the DPE network.

AP benefit from the possibility of sharing experiences with other partners, international visibility, having first access to DPE tools and results, the opportunity to work with DPE to disseminate their expertise to the wider DP community, to join expert working groups to help shape international research and policy agenda and to nominate a representative to attend meetings of the DPE governing board.

AP should assist to raise awareness Digital preservation issues and DPE within their own country and disseminate DPE publications and recommendations, where necessary translating them in their mother language.

The collaboration between DPE and Associate Partners is formalized through a mutual agreement, which can be found in Annex III the ‘**Associate Partner – Terms of Reference**’.

DPE Associate Partners will have a high level visibility on the DPE website including their logo and URL, a description of the institution and any related activities undertaken individually or in cooperation with DPE.

#### 4.1.3. DPE and its User Community

The main objective of the DPE project is to raise awareness digital preservation issues to the widest community of users and increase the sharing of experience and experience. To achieve these objectives DPE has created the network user community.

The user community is composed of various types of individual users that need information and tools to cope with the issue of preserving the digital content.

The coordination action aims to utilise this large user community in awareness raising of the strategic relevance of digital preservation. We consider the input from the individual citizens, the intended end users, without specific professional interest in digital preservation but who need information and tools related to the digital preservation issues. To address this issue, DPE intends to stimulate the growth of users’ awareness and at the same time to facilitate the development of a technical tools market for the digital preservation.

## How individual users can participate in DPE

Users are encouraged to register by completing the online “**Registration Agreement**” (Annex I) via the DPE website. They can benefit from:

- Free access to all DPE publications.
- Discount of 30% for attendance at all DPE training events, workshops and conferences.
- Access to the DPE Exchange Programme(DPEX).
- Access to the DPE Challenge.
- Access to the forthcoming online DRAMBORA toolkit.
- Access to the DPE user forum where DPE partners can share examples of best practice and exchange ideas and opinions with leading experts and practitioners at an international level
- Access to a periodic newsletter including events listings, announcements and publications.

## How individual users can contribute to DPE

DPE believes that, to avoid duplication of effort, it is crucial to fully understand the experiences and activities of individuals. DPE also seeks, where possible, to establish cooperation agreements to allow the pooling of limited resources and to reinforce the global impact of findings, tools and services.

For this reason DPE also encourages individual users with experience in the field of digital preservation to share their experiences or focus the community’s attention on a particular issue by writing:

- a Case Study, highlighting their individual or organisational experience of facing digital preservation issues, providing examples of best practice and successful methods of overcoming problems common to all those tackling digital preservation challenges;
- a Briefing Paper, providing a concise overview of a key digital preservation and curation issue that focus’ the reader’s attention on a problem or a set of possible solutions;

or,

- a Position Paper, a thought provoking and controversial papers designed to promote rigorous debate within the digital preservation community and encourage people to think about digital preservation in new and innovative ways by exploring and challenging the received wisdom



## 4.2. ANNEX I: REGISTRATION AGREEMENT

DPE is a coordination action, addressing the needs and challenges in the digital preservation arena, looking forward to transforming them in resources and opportunities for the user community, in particular in the field of scientific and cultural sectors. With this aim, the coordination action is an instrument to promote and support the networking and coordination of research and innovation activities and widely promote results and knowledge for the user community.

The project must accomplish two macro objectives:

- to foster collaboration and synergies among on-going projects and existing initiatives across the European Research Area and worldwide;
- to raise awareness on, and the criticality of, digital preservation challenges and to help policymakers, professionals and citizens in recognising the central role of digital preservation issues and the need for action in this field.

The objectives are therefore directed to create a network for spreading the consciousness of digital preservation issues, through the encouragement of clustering, sharing and disseminating information. In order to accomplish these objectives, the focus of the coordination action is identified in clustering different types of partners to develop a framework of members, creating a coordinating synergy.

Partners, both individual or Institutions, that would like to join the DPE community and benefit from the available opportunities can subscribe this Registration agreement.

Some of the benefits include:

- Ability to input into defining the strategic direction of DPE
- Public visibility on DPE website
- Discounted fees for DPE Workshops, Seminars, and Training Events
- Ability to apply to take advantage of the DPE Researcher and Practitioner Exchange Programme
- Chance to join the DPE Federated Repository Programme
- Access to the DPE, DCC risk based toolkit

In exchange for these benefits, DPE asks the partners to provide data, not only at the moment of subscription but also afterwards, in order to build a complete understanding of the current activities and practices underway by all the target groups.

Form to be published on the Web:

Forename:

Surname:

Email:

Organisation:

Position:

Web Address:

Address Line:

Postcode:

Country:

Telephone:

Fax:

Areas of competence:

Current activities:

Where did you first hear of DPE?

Comments:

Username: (Max 15 characters)

Password: (Max 15 characters)

Retype password: (Max 15 characters)

Please, indicate the top three issues driving your organisation's/individual interest

Tick if you want to receive newsletters from DPE

Tick if you want to answer questionnaires

Please indicate where you heard about DPE:

- Internet Search Engine
- Conference Presentation by DPE representative
- Recommendation by a friend or colleague
- Subscription to a mailing list
- Which mailing list?
- Other please indicate

## TERMS OF PARTICIPATION

- Joining the DPE Preservation User Community is free of charge.
- The registration is subject to confirmation by the website administrator.
- The information collected from this form will appear on a public profile of the organisation on this website, except for the information entered in the fields "Where did you first hear of DPE?" and "Comments".
- After the registration has been confirmed, the user will receive the login data and may autonomously edit the information through the website's content management system.
- The confirmation of the registration entitles to take advantage from the benefits specified on the Registration Agreement.
- The website administrator retains the right to remove users from the system and to edit or remove contents published on the website by the users.
- The submitted contact details will be used by DPE to send information on the project.

### 4.3. ANNEX II: COOPERATION AGREEMENT

This COOPERATION AGREEMENT is made on <date>

between

(1) *DPE Consortium*

and

(2) <name of the organisation>

relating to the project entitled “DPE, Digital Preservation Europe”, co-financed by the Commission in the Sixth Research and Technological Development Framework Programme, with contract No 034762.

In the light of the activities foreseen within the DPE project, the parties have agreed to co-operate as it follows:

#### **Article 1 – Subject matter of the partnership**

The purpose of this agreement is to enable the new member to participate in the DPE project and to contribute to its implementation.

#### **Article 2 – Contributions**

The new partner shall perform his share of the work following the rules laid down in this agreement, in compliance with the requirements of the project. The new member shall co-operate with the DPE project and will be invited on specific activities as appropriate. See the “Terms of cooperation” section for details.

The new partner will provide a contact by registering to the DPE community at <http://www.digitalpreservationeurope.eu/mou>.

#### **Article 3 – Duration of the partnership**

The agreement shall enter into force from the date of its signature and terminate on the date of completion or termination of the basic DPE contract or a fixed date.

After the completion of the project, new forms of co-operation will be established among all the interested parties, in order to make the network stable and to guarantee its continuity. Renewal of the present agreement is therefore foreseen and expected.

Each party may terminate this agreement subject to two months’ written notice.

**Article 4 – Levels of partnership**

Partners who intend to actively cooperate with DPE can establish specific terms of cooperation detailed in Article 5.

Article 5 has three alternative versions, depending on the partner’s intention:

- a) General purpose Cooperation Agreement,
- b) Associate Partner -Terms of Reference,
- c) Repository initiatives agreement.

**Article 5 – Associate Partner - Terms of Reference**

**For the parties**

**Signature and title**

**Date**

***DPE consortium***

.....

.....

*Full name of the new member*  
*(In Block Capitals)*

.....

.....

*Contact person*

(please provide name, telephone, e-mail)

#### 4.4. ASSOCIATE PARTNERS - TERMS OF REFERENCE

##### ➤ Vision and objectives

- DPE is a coordination action funded by the European Commission, for three years from the 1<sup>st</sup> April 2006, in order to facilitate coordination across the European Union for the research, innovation and dissemination activities in the digital preservation arena. DPE addresses the challenges in digital preservation, working to transform them into opportunities for the user community. The project is open to and co-supported by the Member States.
- The first key objective of the DPE is to foster exchange of experience, collaboration and synergies, to stimulate common agendas and approaches among on-going research projects and initiatives on digital preservation across the European Research Area.
- The second key objective of the DPE is to raise awareness on the criticality of digital preservation challenges and to help decision-makers, sector authorities, funding agencies, professionals and citizens recognise the central role of digital preservation issues in the future information society and the need for action in this field.

##### ➤ Associate partners profiles and roles

- The Associate Partner should have a high-level profile with strong credibility, visibility and trust within the cultural user community at sector or national level. However it can originate from other sectors, for example e-gov, e-health, e-science, with the same characteristics.
- The Associate Partner should have relevant experience, resources, programmes and activities relevant to DPE. It should demonstrate the power to attract key actors in the field and to mobilise decision-makers and the user community on 'digital preservation' issues.
- The Associate Partner should have some mandate relating to digital preservation at a national or European level, and should work to build positive relationships and consensus between the national/sector authorities and DPE.
- Associate Partners will participate in the 'Associate Partners Group' which has been established to act as an advisory body for the activities of the DPE project. In addition to this two representatives from this group will participate in the DPE Managing Board.

➤ **Specific tasks and benefits might be as the following:**

**Tasks:**

- a. To encourage initiatives to support and promote the visibility of the DPE, to widely diffuse DPE publications and recommendations and to maximise the impact on the user community.
- b. To build positive relationships and consensus between the national/sector authorities and DPE. Where there are multiple Associate Partners in one country they are responsible for fostering national coordination.
- c. To establish coordination mechanisms and a common platform at national level to share experience and improve activity and profile within their own country.
- d. To identify and nominate experts for the DPE workgroups as necessary, and ensure dissemination and follow-up of their results and recommendations.
- e. To produce a national DP progress report including recommendations for future actions.
- f. To translate and make available on the web in 'own mother language' the key documents selected by the DPE Managing Board.

**Benefits:**

- a. DPE will work with you as Associate Partner to disseminate your expertise in DP on a pan-European stage, thereby raising the profile and status of your Institution by visible collaboration in a major international DP project.
- b. To share national experiences with other networks and initiatives at the international level.
- c. Free access to all DPE publications (paper and electronic) and discounted fees (30%) per event, like seminars, workshops, courses.
- d. Official endorsement as 'DPE national representative' with inclusion in the official documents/registers and web visibility with link to the own site.
- e. Participation in the 'Associate Partners Group' with one representative.
- f. Possibility of influencing the topics addressed within DPE and consequently the actions of dissemination and organization of related events.
- g. Active participation in expert workgroups set up by the DPE on specific topics.
- h. Active participation in workshops and annual conferences.
- i. To propose examples of 'good practice' and identify 'competence centres'.





## 5. BRIEFING PAPERS, CASE STUDIES AND POSITION PAPERS

### 5.1. BRIEFING PAPERS

In order to build awareness among the user community, for example the researchers and technical staff, the cultural institutions with experience in the sector, or the experts involved in international projects, DPE has developed briefing papers as the most effective form of communication.

Characteristics: the Briefing Papers must be short and concise and provide key information giving the reader a high level overview of the subject.

Purposes: to attract the attention of members of community that are not aware about digital preservation issues, to stimulate debate and to deepen understanding in the issues.

Briefing papers can be focused on a specific topic or tailored for a target user category. Some possible 'titles' are proposed below as a starting point towards the definition of the panel accepted by the DPE consortium.

Topic-oriented:

- Trusted digital repositories
- Permanent identifiers
- CD/DVD durability
- Managing e-mail longevity
- Legal issues
- Audio/visual archives
- Web archiving

User-oriented

- Cultural institutions operators
- Bringing persistency to open archives
- Scientific data for research community
- Funding agencies
- Broadcasters
- Public administrations
- E-health care infrastructures
- Students

#### 5.1.1. Topic-oriented papers

A topic-oriented briefing paper focuses on specific concepts that can be both technical and organisational, trying to set the scene in different scenarios and to give a preliminary introduction on all the related subjects. This kind of briefing paper is not directed at a specific target community, therefore it adopts a general language and less technical terminology.

The goal of such papers is not to give an exhaustive presentation of the problem, but to raise the user's attention and to stimulate a desire for deeper information.

Since these briefing papers are not addressed to a target community, the communication and dissemination channels will be general, such as International Conferences, publications, distribution lists, web sites, newsletters, etc.

### 5.1.2. User-oriented papers

A user-oriented briefing paper is tailored to the typical language, culture, terminology, background, expectation, interests and responsibilities of a single user category. This type of paper is much more direct than the topic oriented paper as the final goal is to provoke reaction in a well understood type of user. The paper introduces the basic digital preservation challenges and risks, describing the full spectrum of surrounding issues, both technical and organisational. The paper may also be supported by a questionnaire aimed at investigating the level of awareness on specific digital preservation issues.

Since these briefing papers are addressed to a targeted community, the communication and dissemination channels will be specialised journals, specialised newsletters, thematic publications, etc.

DPE has produced the following Briefing Papers:

*"LOCKSS: Re-establishing Librarians as custodians of journal content"* by Adam Rusbridge.

This paper gives an overview of the LOCKSS (Lots of Copies Keep Stuff Safe) approach, a system that helps libraries regain custody of journal assets while maintaining the access and license restrictions stipulated by the publisher.

*"Automating semantic metadata extraction"* by Yunhyong Kim.

This paper faces the problems associated to the manual collection of metadata and addresses the challenge associated to the process of automating the extraction of semantic metadata from digital objects.

*"A data model for preservation metadata "* by Angela Di Iorio.

This paper illustrates the activities carried out by the PREMIS international working group that have defined an implementable "set of 'core' preservation metadata elements" for the digital preservation community.

*"Digital Preservation and Open Access Archives Persistent access to open access digital assets"* by Valdo Pasqui.

This paper, after having evaluated potentialities and access of Open Access archives, analyses the strategies for long term preservation of these repositories.

## 5.2. CASE STUDIES

Case Studies illustrate the relevant experiences carried out by organisations, companies or single experts in the domain of digital preservation. These documents provide examples of "best practice" and are designed to illustrate examples of common problems faced by the user community, tried and tested means of overcoming them.

DPE has produced the following Case Studies:

“Ways to go about clinical data management” by Health Unit ULSS no. 8 in Asolo (Italy) Working Group. This document illustrates the process necessary to create a Digital Clinical Repository capable of managing, accessing and preserving more than 6.000.000 case files.

“Digital preservation strategies in Public Administrations” by Ilaria Pescini from Regione Toscana, Italy. This document describes the preservation system developed by Regione Toscana aiming at archiving and preserving the digital documents, and rationalizing the activities by improving the system of organisational workflow in Public Administrations.

### 5.3. POSITION PAPERS

DigitalPreservationEurope is producing a series of thought provoking and controversial position papers on a range of issues surrounding digital preservation. It is our intention that these papers will promote vigorous debate within the digital preservation community and encourage people to think about digital preservation in new and innovative ways by exploring and challenging the received wisdom.

We would like to invite volunteers to submit position papers for us on topics such as:

- How to get rid of OAIS/OAIS is not the answer.
- Put your faith in Digital Archaeology.
- Digitisation is for access not for preservation.
- We should only keep what is most used.
- The future is paper.
- Future users don't matter.
- Digital Preservation is not a problem.

## 6. WORKSHOPS

**Number and frequency of Workshops:** 2 to 3 workshops per year, to be held in a different countries, the hosting country will be responsible for their organization;

**General features:** Workshops are not congresses, so their aim is not to define the state of the art on specific topics. They should rather detect emerging topics, raise new problems, start “conversations” among different user communities, communicate and share research activities from their very beginning or discuss case studies of common interest;

**Format:** a workshop usually lasts one day, but half day workshops are also feasible, especially when they are connected with other events that allow scale economies. The format could range from a traditional seminar, with speakers and final discussion, to a workshop that requires a wider involvement of participants, like the model called Unconference (<http://en.wikipedia.org/wiki/Unconference>). If possible, workshops will be preceded by a call for papers or, in the case of Unconferences, by a call for applications. The first Unconference was held in Florence, in December 2006 with the title : “Scholarly Research Citation of Web Resources and Long-Term Preservation”. The focus was to investigate and discuss how the instability of web resources and the unreliability of web resources citations can affect scientific work evaluation, and what digital preservation procedures can actually do in this field.

**Who should attend:** Workshops are not addressed to any audience, but they are rather addressed to an aware public, with a deep knowledge of the basic topics, able to actively contribute to the discussion and to bring and share its own experience;

**Topics:** Workshop topics are suggested from DPE members and discussed and approved by the DPE working group. Workshop topics should be supported by thematic briefing papers each time they address a specific user communities (i.e. education and e-learning, e-government, e-health community, ICT companies, broadcasters etc) or specific digital domains (archives, libraries, museum etc), in order to bring in the right context and to realise digital preservation principles and procedures. Examples of such topics are: trusted digital repositories, interoperability (from technical, semantic, organisational points of view), costs modelling, legal constraints (copyright matters, legal deposit), web archiving, technicalities (persistent identifiers, digital preservation formats etc);

**Expected outcomes:** the participants should become able to share their knowledge with the related user community, in order to disseminate their experiences. They should act as a point of reference for the growth of digital preservation awareness in the community and as a fly wheel to raise digital preservation culture. They should also be provided of all the instruments so as to keep in touch with the digital preservation community.



## 7. DISSEMINATION PLAN

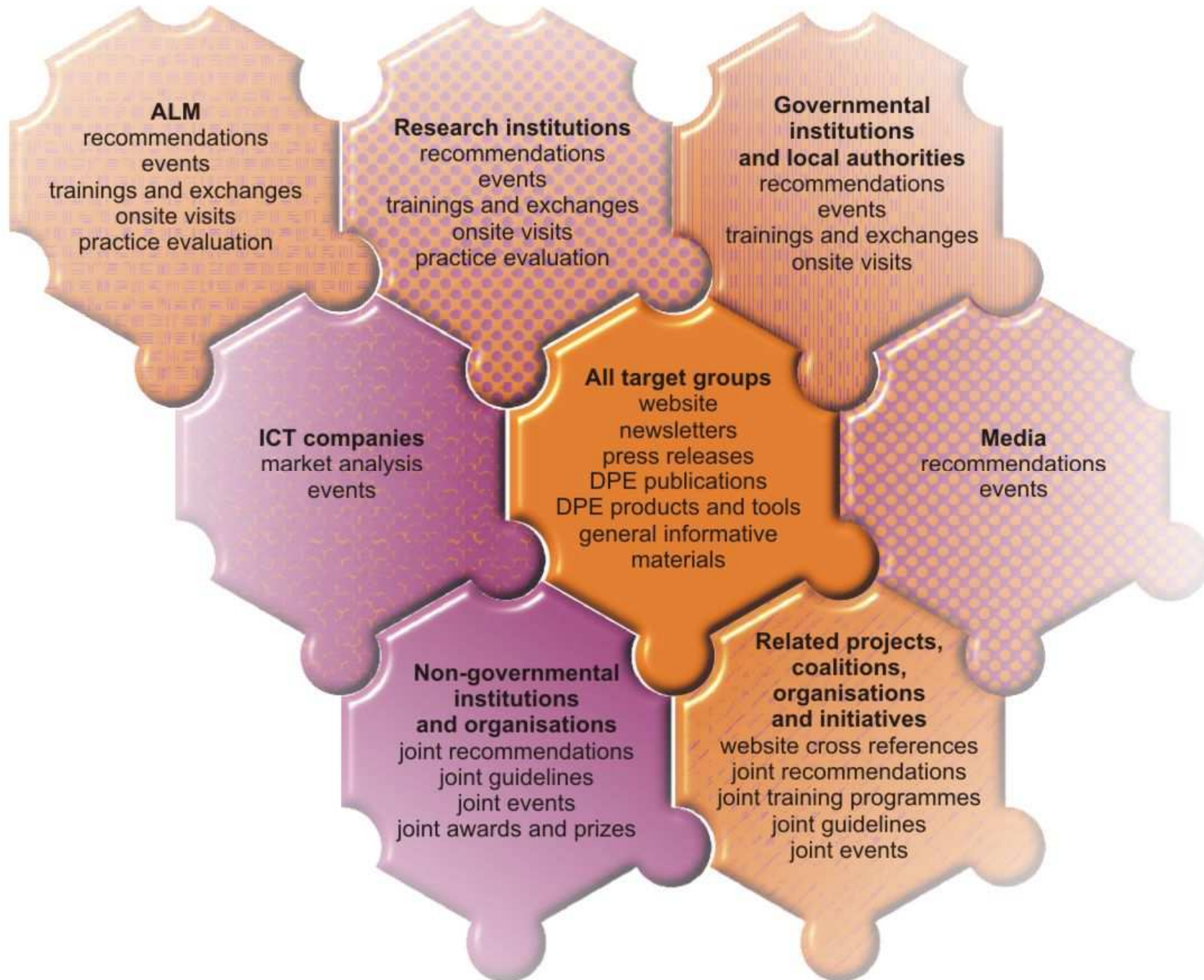
A detailed description of dissemination activities is reported in the Deliverable D 7.1 *Dissemination Plan*, edited by the National Library of the Czech Republic. The report describes the dissemination plan and strategies adopted and to be adopted by DPE in order to promote its aims, to disseminate the project outcomes, to support concertation and collaboration with other projects conducting complementary and/or similar activities within and outside Europe, and to promote the widest visibility of the project. In order to achieve the following goals:

- To raise awareness on digital memory preservation challenges
- To stimulate the participation of memory institutions (ALM)
- To safeguard cultural diversity, new media content and e-inclusion
- To build the European Research Area (ERA) for new technologies and standards
- To federate training initiatives at EU level
- To optimise investments and stimulate public-private and cross-sector partnership,

The dissemination methodology foresees a clear definition of DPE target audiences, the dissemination channels and dissemination vehicles for reaching them. The dissemination itself is packaged in dissemination actions and activities that are tailored in such a way to act most efficiently on specific target audiences, through appropriate dissemination tools. They include examples such as the DPE website, publicity materials, participation in external events, e.g. workshops within congresses or meetings of targeted communities, cooperation with related projects, coalitions, organisations and initiatives, digital preservation quality assessment actions (e.g. DPE prize and award), expert exchange programmes, and development of DPE associate partnership.

An important aspect of these dissemination actions is measuring the success of awareness raising activities, and possibly creating a formal mechanism to capture feedback from the targeted community. Indicators of the effectiveness of awareness raising indicators range from the question "Where did you first hear of DPE?" at the point of registering to become a member of the DPE user community and providing check boxes to choose from, to counting the number of Associated Partners DPE secures. This should allow DPE to identify both successful and unsuccessful methods of marketing and a more thorough understanding of the DPE user community.

## DPE Dissemination Model:





## 8. RESEARCH AREAS AND ACTIVITIES

Digital preservation is an emerging research area, nonetheless many activities have been undertaken and are currently underway worldwide. Lack of coordination in research agendas and duplication of efforts are the main identified risks. Advocacy activities should assist in avoiding these risks by mapping research activities, pinpointing research mainstreams and circulating results among different communities. The DPE website, Annual newsletter and Quarterly reports will address this task, but in addition to this interactive environments, like the Digital Preservation Wiki, could serve the purpose. Workshops could also act as a proving ground for collaboration and spreading results among different research communities. To date discussion of the kinds of research that are needed in the area of digital preservation have not resulted in a concise and well-developed strategy that represents the views of a broad community. Future research depends upon the availability to achieve such a consensus. The DPE research roadmap aims to provide a decision aid for:

- identifying the most important research issues for digital preservation;
- specifying desired capabilities and technological requirements;
- defining a time frame for addressing those issues.

Furthermore, DPE will prepare a checklist for repository planners, aimed particularly at improving planning for long-term preservation. The defining a Research Roadmap is the aim of the Deliverable 7.2, which has a specific role in advocating research results as a basis for further activities and indicating which areas need to be supported with research and development funds at the European level:

- Service models
  - Target identification
  - Organizational requirements
  - Future Use Scenarios
- Technical issues
  - Preservation Processes Management
  - Preservation strategies (techniques, methods, models)
  - Interoperability of Preservation Technologies
  - Access, Search and Retrieval
  - Information Extraction and Object Characterization
  - Semantic metadata and ontologies
  - Metadata Extraction and Assignment
  - Information visualisation



- Verification of Objects
- Authenticity (Identity and Integrity)
- Context-Awareness
- Grid-computing
- Knowledge engineering (data storing, accessing and exchanging)
- Technical infrastructure
  - Repositories (technical architectures, access and dissemination management, different data types or specific data attributes)
  - Preservation tools (automation of preservation tasks and processes)
- Standardization activities
  - Descriptive and preservation metadata for both digitised and born-digital material
  - Data Formats
  - Long term accessibility, including persistent identifier management
  - Multimedia objects issues
  - Preservation Processes and policies
  - Repositories infrastructure
  - Conceptual Reference Models
  - Interfaces to archiving and preservation software
  - Risk-assessment of storage technologies
  - Certification
- Management
  - Economic modelling of current preservation strategies
  - Sustainable funding models
  - Development of business cases for digital preservation
  - Metrics for evaluation
  - Audit and certification
- Preservation roles and responsibility
  - Government (international, national, local levels)
  - Archiving Institutions, Memory Institutions
  - Research Institutions and Open Archives community

- Creators and digital documents producers
- Rights Owners
- ICT companies
- Collaboration and Cooperation
  - Understanding stakeholder interests, including commonality and conflicts
  - Legal issues involved in trans-national collaboration
  - Cultural constraints on collaboration and cooperation
  - Multilingual issues, linguistic differences
- Training and skill development
  - Graduate and postgraduate training
  - Vocational training
  - Thematic maps for education of digital curators
- Legal issues
  - Copyright policies and digital rights management
  - Trust / trustedness / trustworthiness
  - Development of new models for intellectual property (e.g. GPL, creative commons etc.)
  - Authenticity and evidence

In order to clarify and prioritise these topics a questionnaire will be prepared by the DPE Consortium, a certain number of digital preservation experts will be detected, and interviews will be carried out. What needs to be stressed is that an interview should seek concrete cases, examples and scenarios, rather than general confirmation that something or another is a problem and should be researched.

## 9. EDUCATION AND TRAINING

Professional and vocational training and education are a central part of advocacy activities; they are crucial for assuring effectiveness in digital preservation practices. The Deliverable D 2.1 *Outline of training principles and objectives*, edited by the Faculty of Communication, Vilnius University, aims "to determine the main priorities in framing and guiding education and training initiatives in digital preservation and to provide recommendations to the course and curricula designers in both university and continuing professional development settings. The report addresses the needs of workers responsible for information management in various organizational settings. This includes but is not limited to such professionals as archivists, museum curators, librarians, information specialists, information managers, and record keepers".

- The first part of the report, *Landscape for digital preservation research and practice* discusses the concept of digital preservation from several points of view, with the aim of "highlight the scope of knowledge, skills and overall understanding of digital curator". In order to act as consultants and educators in different domains and communities where digital preservation activities are needed, curators need knowledge about the context of creation, sharing, and use of digital materials, in their entire life-cycle.
- The second part, *Education and training in digital preservation: the European context*, discusses implications on digital preservation education of European policies regarding higher education (Bologna process) and vocational training (Copenhagen process). The chapter "aims to clarify the main issues in training and educating digital curators from pedagogical perspective", with attention to "teaching objectives, methods and contents", and to the "major pedagogical principles in planning and designing digital preservation courses".
- The third part, *Thematic framework for education and training in digital preservation* is based on a qualitative content analysis of main digital preservation themes and issues discussed in training courses and workshops delivered in different countries in 2005 and 2006. The chapter highlights as the urgency of setting up "know-how" skills for practical digital preservation solutions can go to the detriment of their sustainability, and of "topics that consider social and ethical responsibility of digital repositories, including themes related to authenticity, trust and role of archives, museums and libraries in establishing authenticity, revealing forgeries etc". On the basis of content analysis of the training events the following digital preservation education and training thematic map is generated:
  - DP general concepts
  - Strategic planning for DP
  - Selection and appraisal for DP
  - Legal aspects
  - Metadata
  - Preservation strategies and methods
  - Storage and maintenance
  - Business planning and Economics for DP

- Quality assurance and control
- The *Conclusions and Recommendations* part provides the outline of general and thematic objectives, principles and methods of education and training in digital preservation (how to teach?) to apply to various education and training situations emerging in diverse contexts, and defines the learning objectives (what to teach?) for each element of the education and training thematic map.



## Project information

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