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Access to and preservation of cultural and scientific resources

Dissemination Plan

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EXECUTIVE SUMMARY

This report describes the dissemination plan and dissemination strategies adopted and to be adopted by DPE, DigitalPreservationEurope, a project funded under the Sixth Framework Programme, Priority IST-2005-2.5.10, action line: Access to and preservation of cultural and scientific resources.

The objective of this Dissemination Plan is to identify and organise the activities to be performed in order to promote DPE aims and ambitious targets, and to disseminate the project outcomes around the world.

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1. INTRODUCTION

This deliverable presents the first results of WP 7 *Dissemination*, Task 7.4 *Production of a Dissemination Plan*. The report, which is resubmitted after its first reviewed version, is intended to be periodically incrementally updated.

According to the technical annex of the project, the workpackage dedicated to *Dissemination* will correlate the activities related to the following actions:

- Dissemination and publicising of the activities of the current project within our target communities;
- Concertation with other projects supported under the Sixth Framework Programme and engaged in complementary activities;
- Ensuring collaboration with other projects within and outside Europe conducting similar activities;
- Participating in concertation and coordination workshops;
- Promoting wide visibility of the project

Furthermore, it will focus on:

- Preparation of dissemination and publicity material (creation of logo and design guidelines, press releases, leaflets, brochures, flyers, posters);
- Website launch and maintenance;
- Preparation of a Preservation Research Roadmap;
- Raising digital preservation awareness and organising activities among DPE target groups

The main purpose of the DPE is therefore to ensure the following actions are performed:

- To show the project results and project potential to the widest audience;
- To target specific audiences that can benefit from the results:
 - Non-governmental institutions and organisations
 - Related projects, coalitions, organisations and initiatives
 - ALM (archives, libraries, museums etc.)
 - Research institutions
 - Governmental institutions and local authorities
 - ICT companies
 - Media
- To use a variety of techniques and media as appropriate for the content to be delivered to the target audience.

This document is intended to be a live folder, which will be enriched continuously with the project's achievements and contributions from partners as well as from associate partners.

The results of the activities described herein will provide input to:

- Launch of Digital Preservation Europe Web Site (Milestone 7.1);

- Preservation Research Roadmap (Deliverable D 7.2);
- Advocacy and Outreach Plan: (Deliverable D 1. 2);
- Outline of Training Principles (Deliverable D 2.1);
- Market and Technology Trends Analysis (Deliverable D 6.1);
- Sustainability and Exploitation Action Plan (Deliverable D 6.2);

Section 3 presents the project, while sections 3 and 4 deal with the dissemination strategies and methodologies respectively. Dissemination material produced during the first months of activities is reported in section 5. Section 6 describes planned actions by partners, and conferences attended and to be attended.

Appendix I lists dissemination actions by each partner (completed and planned). Appendix I is updated regularly as the project progresses, while Appendix II contains the DPE website development plan and timetable.

2. PROJECT PRESENTATION

DigitalPreservationEurope (DPE) fosters collaboration and synergies between many existing national initiatives across the European Research Area. *DPE* addresses the need to improve coordination, cooperation and consistency in current activities to secure effective preservation of digital materials. *DPE's* project partners lead work to:

- raise the profile of digital preservation;
- promote the ability of Member States acting together to add value to digital preservation activities across Europe;
- use cross-sectoral cooperation to avoid redundancy and duplication of effort;
- ensure auditable and certificated standards for digital preservation processes are selected and introduced;
- facilitate skills development through training packages;
- enable relevant research coordination and exchange;
- develop and promote a research agenda roadmap;
- help both citizens and specialist professionals recognise the central role that digital preservation plays in their lives and work.

DPE's success will help to secure a shared knowledge base of the processes, synergy of activity, systems and techniques needed for the long-term management of digital material.

2.1 OBJECTIVES

DigitalPreservationEurope (DPE) has three main objectives, each of which has one or more subgoals.

1. To create a coherent platform for proactive cooperation, collaboration, exchange and dissemination of research results and experience in the preservation of digital objects.
 - a. To identify and raise awareness of sources on the issues surrounding the curation and preservation of digital objects across the broad spectrum of national and regional cultural and scientific heritage activity in Europe.
 - b. To contribute to the elimination of the duplication of effort of research activities by researchers at different institutions and to enable identification, collection and sharing of knowledge and expertise.
 - c. To create a conduit between the research community and practitioner community that will foster collaborative approaches to preservation needs.

- d. To stimulate and coordinate further research on digital preservation in key areas and encourage the development of standards where gaps and opportunities have been identified. This will include promoting and developing research agendas.
2. To increase the prevalence of preservation services and their viability and accountability.
 - a. To support the development of a Europe-wide approach to the audit and certification of digital repositories as an essential stage in creating content management and delivery services and to repository federation.
 - b. To stimulate ICT companies and software developers to incorporate some of the curation and preservation thinking into new generations of software.
 - c. To relate the digital preservation research agenda more directly to the development of exploitable product opportunities and to develop links with the industrial sectors.
 3. To improve awareness, skills and available resources.
 - a. To examine core issues that will deliver essential guidelines, methods and tools to enable preservation action with European public and private sectors.
 - b. To implement a suite of training seminars based on best practice and to identify where and what further practitioner training and staff development initiatives might be undertaken.

2.2 PROJECT KEYWORDS

- digital preservation
- preservation technology
- digital preservation research
- cultural heritage
- born digital materials
- digitisation

2.3 LIST OF PROJECT PARTICIPANTS/PARTNERS

Role	No.	Name	Short name	Country
Co	1	HATII, University of Glasgow	GU	UK
CR	2	Technische Universität Wien	TUW	AT
CR	3	Statsbiblioteket, Arhus	SB	DK
CR	4	Nationaal Archief van Nederland	NANETH	NL
CR	5	Národní knihovna České republiky	NKP	CZ
CR	6	Ministero per i beni e le attività culturali	MIBAC	IT
CR	7	Fondazione Rinascimento Digitale	FRD	IT
CR	8	Vilnius University, Faculty of Communication	VUFC	LT
CR	9	Fern Universität Hagen	HUF	DE

3. DISSEMINATION STRATEGY

3.1 MAIN DISSEMINATION ACTION LINES

DPE sets out to disseminate information widely with the following aims:

To raise awareness of digital memory preservation challenges

Through its activities, *DPE* will raise awareness and build a consensus about risks, obstacles and priorities for preserving our digital memory, safeguarding cultural heritage and modern art. It will promote awareness and consensus building within the communities of stakeholders and researchers on priorities and matters of urgency to address the key problem of preserving our digital content and cultural heritage.

To stimulate the participation of memory institutions

Creating awareness is only the first step in defining a trustable policy, so the involvement of memory and cultural institutions is crucial, in particular small and under-funded organisations that can facilitate the transfer of know-how from the main institutions. Moreover, we must evolve towards organisational changes and recommendations for long-term management and mechanisms for economic sustainability by the stakeholders.

To safeguard cultural diversity, new media content and e-inclusion

It is necessary to safeguard the cultural diversity and the richness of cultural expression within the EU, for example digital electronic arts and audio-visual archives. The cultural sector has been recognised as one of the main challenges in reducing the gap between more and less favoured regions of Europe.

To build the European Research Area (ERA) for new technology and standards

In Europe the research community is currently fragmented. This is wasting financial and intellectual efforts and resources, while additionally limiting the potential influence of our expert research teams and their universities. Fragmentation of funding within Member States is probably the main weakness of research programmes at EU level. An efficient strategy for establishing synergies between national and sectoral initiatives and for 'clustering' ongoing projects, like DELOS and PRESTOSPACE, and the future IPs and STREPs, will be enabled by this Coordination Action. In the European Commission vision, the ERA should be able to stimulate both development of new technologies and technical know-how on these specific issues, increasing the role of our institutions and the competitiveness of the EU multimedia content industry.

To federate training initiatives at EU level

It is necessary to develop professional training and ongoing learning programmes, with the establishment of a common European framework for some adopted certification mechanisms. Training opportunities arise both as continuous learning programmes for civil servants and as curriculum models for academic institutions. The impact of the Coordination Action should lead to the establishing of a common framework federating and qualifying competence and training centres. It will promote the creation of a certification standard widely diffused in Europe, reinforcing credibility and job potential for academic professional carrier programmes.

To optimise investments and stimulate public–private and cross-sectoral partnership

One of the most significant impacts of this Coordination Action will be its contribution to fostering a de-fragmentation of investment plans and initiatives, proposing common priorities for a research agenda and supporting the catalysing and aggregating of public and private funding efforts.

4. DISSEMINATION METHODOLOGY

The dissemination methodology aims at communicating with the external world, which, for DPE needs, comprises the DPE target groups for which the dissemination activities are prepared and tailored.

Thus, the key concept in DPE dissemination is the definition of DPE **target audiences**; once those have been defined, the **dissemination channels** for reaching them are established. The channels show through which dissemination vehicles the information will reach the target audiences. The dissemination itself is then packaged in **dissemination actions and activities** that are tailored in such a way as to act as efficiently as possible with concrete target audiences through appropriately selected dissemination channels. In order to be able to carry out the dissemination of information, the necessary **dissemination tools** are defined. These tools show how the dissemination will be performed. They incorporate such products as the DPE website, DPE published materials, DPE campaigns and events, DPE participation in external activities, DPE cooperation with similar activities and institutions, digital preservation quality assessment actions (DPE prize and award), DPE training programme (cooperation with other projects with a similar aim – NESTOR, PLANETS) and development of DPE associate partnerships.

4.1 TARGET AUDIENCES

DPE targets all the stakeholders producing (creators), storing (curators) and using (users) digital data from the cultural, educational, industrial and public sectors, ranging from memory institutions, schools and universities, private foundations, private companies, government agencies and local authorities, mass media and publishers to individual citizens whose production of digital data has recently been increasing dramatically with the rapid development of the technologies supporting leisure activities, such as digital photography and digital video in particular.

DPE should recognise the breadth and incredible variety of its potential targets. At the same time it should differentiate between communities that are extremely aware of the importance of digital preservation issues and do not need so many awareness-raising activities, and communities that are less aware of the strategic importance of digital preservation and to whom DPE awareness-raising activities should be addressed primarily.

Already aware to some extent:

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

Low awareness:

- ALM
- Research Institutions (public and private, commercial and non-profit: e.g. Universities, Open Archives community)
- Governmental institutions and local authorities (e.g. EU institutions, e-government community, e-health community)
- ICT companies
- Media

DPE will address producers and curators of digital data and all those who can contribute to promoting digital preservation and to the safeguarding and long-term archiving of digital data. An important part of DPE dissemination will be focused on those who can – through their decisions and/or funding – influence digital preservation in a decisive way. These are governments, ministries, local authorities, etc. (key decision makers and funding bodies). Of course, both corporate and individual users will also be addressed.

In the next 12 months, DPE will prioritise and focus awareness-raising activities on ALM, Research institutions and Governmental institutions and local authorities. The reason for prioritising is based on the assumption that the 'preservation mandate' is stronger for these communities than for the others.

Almost all these stakeholders are active in many areas and have a combined role of creators/curators/users. However, DPE will address them with its differentiated outputs focusing (in both content and form) on their main mission and needs. DPE aims to address all stakeholders in the most appropriate and effective way, and therefore very different events and materials need be prepared for, for example, memory institutions (much deeper and more problem-oriented) and government and ministries responsible for their funding (more general, attractive, warning and persuading).

DPE also targets all the players who can be responsible for increasing awareness of digital preservation, especially mass media, and responsible for management of programmes from which the digital preservation solution and applications can be funded. We are aware that to address ICT companies and media is a difficult task, as all DPE partners come more or less from the memory institutions sector.

Dissemination model: Each cell represents one of the DPE targets with actions and cooperation possibilities. In the first row are the targets we prioritise for awareness-raising activities; the second row shows the targets with some need for awareness-raising activities, and in the last row on the bottom are the targets that are already aware (to some extent). In the middle of the model is the 'All target groups' cell, in which you can find activities common to all DPE targets and which are not listed in the other cells.

DPE Dissemination Model:



4.2 CHANNELS FOR REACHING AUDIENCES

In order to reach out to the above audiences, DPE uses a number of channels and cooperates with other relevant national and international organisations, programmes and projects, research and support actions sharing similar objectives. These are:

Internal channels (special audience):

- UNESCO Memory of the World programme
- The European Library (TEL) initiatives and related projects
- Major world digital preservation programmes, projects and initiatives (e.g. the U.S. Digital Preservation Coalition, Australian PANDORA, Canadian InterPares, etc.)
- Existing European networks and related projects (e.g. DELOS, Minerva, CASPAR, PLANETS, EUCLID, NESTOR etc.)
- Professional non-governmental institutions (e.g. IFLA, ICA, ICOM, IASA, etc.)
- Governmental initiatives
- Associations and professional networks in each partner country
- External conferences and workshops (to meet all target communities)

External channels (wide-range audience):

- Mass media
- Professional conferences, workshops and journals
- Mailing lists
- DPE website
- Related projects, coalitions and initiatives outside the digital preservation community

4.3 ACTIONS AND ACTIVITIES

The fundamental issue is to build up DPE as a pivotal digital preservation activity in Europe. In doing this, we should be aware that it is 'fashionable' to talk about digital preservation and the real need is for affordable and practical solutions. We should also be aware of the fact that many solutions already exist, that in certain

communities there is a high degree of digital preservation awareness (e.g. IASA), where, on the one hand, the general principles and methods are known, but, on the other hand, they are not (fully) applied due to lack of technical knowledge and funding or due to the fact that the digital preservation market is not yet sufficiently developed.

If digital preservation is to be successful, then it should be able to produce practical answers to basic questions of the type *what should I do so as not to lose such and such data?* The answers will differ from one targeted group to another: for example, an interested individual can be advised to use/not to use certain data formats or media to safeguard his/her digital photographs or video, while a large memory institution should be redirected to a certain technology or digital preservation programme, etc.

To reach our goal is not possible without:

- definition of the specific DPE features that are different from any other (digital) preservation activities, be they international programmes or projects or national and local initiatives;
- simple and attractive communication of those DPE features that are new in comparison with existing activities;
- definition of missing issues on the digital preservation scene that DPE could fill in;
- establishment of the added value that DPE can bring to target groups alongside or over and above the existing activities.

4.4 DPE TOOLS

- **DPE website** - DPE will use the content management system that was developed for an earlier project and refined through use in other projects. It will be populated initially with the materials from ERPANET and systematically updated.
- **Promotion of DPE on existing websites of similar projects or programmes**
- **Publicity materials**
 - creation of a logo and design guidelines
 - creation of a DPE standard presentation background (e.g. PowerPoint template)
 - newsletters
 - press releases
 - production of project leaflets, press releases, folders, posters and brochures

- ***Issue of a set of publications to present DPE including the Annual Report***
- ***Preparation of DPE Guidelines concerning preservation methods and tools***
- ***Press awareness campaign and publication of articles and information materials in journals, newsletters and the popular press***
- ***Organisation of plenary meetings, workshops, conferences or concertation events***
- ***Research and Industrial Preservation Exchanges***
- ***Participation in existing conferences and meetings, such as:***
 - DLM
 - NGO annual conferences (IFLA, ICA, IASA, etc.)
- ***Cooperation with related projects, coalitions and initiatives***
- ***Participation in external conferences and workshops to meet all target communities***
- ***Establishment of close relationships with similar projects and initiatives, bearing in mind the defined target groups***
 - ***Development of a Cooperation agreement with PLANETS and CASPAR***
 - ***Organisation of joint conferences DPE – PLANETS – CASPAR***
 - October 2007 in Lisbon
 - October 2008 in Valencia
 - ***Organisation of joint training workshops with related projects***
 - ***Development of Cooperation agreements with other similar initiatives or task/work groups***
 - ***Building of associate partnerships with interested players on the digital preservation scene***
 - ***Liaising with the UNESCO Memory of the World Sub-Committee on Technology***
- ***Establish a digital preservation prize and present it for excellent or outstanding work in the digital preservation field on an annual basis***
- ***Try to develop a strong and structured national associate partnership or national focal points to disseminate digital preservation knowledge***
- ***Cooperation with Associated partners to promote DPE in Associated partners countries***

5. DISSEMINATION MATERIALS

A variety of dissemination publicity materials have already been produced and more will be developed in the future. Among them, the most important are:

- DPE logo and design guidelines;
- DPE project leaflets, press releases, folders, posters and brochures;
- Standardised project presentation background (e.g. PowerPoint template) and exhibition stands.

The project publicity literature release is an internal project output, PO7.3. Below, the state of the art in the design of the planned dissemination materials is shown.

Logo

The logo identifies the project and makes it visible. Through its logo the project assumes its own identity.



It is necessary that every event, presentation, newsletter, deliverable (both public and restricted), leaflet, poster, website and other products make use of this image and be coherent with its style.

The design of the project logo involved all the project partners and it therefore represents their identification with the project.

Flyer

The DPE flyer will introduce the main DPE mission, which is the fostering of collaboration and synergies between existing national initiatives across the European Research Area and addressing the need to improve coordination, cooperation and consistency in current activities to secure the longevity of digital materials.

www.digitalpreservationeurope.eu

digital preservation Europe

raising awareness on 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

The DPE Vision

- Create a coherent platform for proactive cooperation, exchange and dissemination of research results and experience in the preservation of digital objects.
- Identify and raise awareness of sources on the issues surrounding the preservation and curation of digital objects.
- Contribute to the elimination of the duplication of research activity efforts.
- Create a communication conduit between the research community and the practitioner community.
- Stimulate research in digital preservation's key areas and the development of research agenda.
- Encourage the development and strengthening of digital preservation and curation standards.
- To increase prevalence of preservation services and their viability and accountability.
- Promote the development and use of digital repositories' audit and certification tools.
- Stimulate ICT companies and software developers to incorporate some of the digital preservation and curation tools and standards into newer generations of software.
- Relate the digital preservation research agenda more directly to the development of market exploitable products.
- Improve awareness, skills, and available resources.
- Develop essential guidelines, methods and tools to enable preservation actions and policies suitable for different user communities in public and private sectors.
- Implement training seminars based on a shared education and training principle framework and on best digital preservation and curation practices.



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MEMBERS

HATII, University of Glasgow (UK) · Technische Universität 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 Komunikacijos fakultetas (LT) · Fern Universität Hagen (DE)

The current version of the DPE flyer is shown above. It may be subject to minor changes and modifications, as the various partners express their opinions.

Postcard

The DPE postcard is intended to be issued in both paper and electronic form. It informs people, as in the case of the flyer, how to get involved in DPE, as DPE wishes to extend its network of collaborators to foster a dynamic and lively preservation and curation community. It is foreseen that the DPE Consortium Members' names will be printed in their own language around the edge of the verso side as a border, while the stamp and address areas will be arranged in the same way as on tourist postcards. The DPE logo will be in the top left corner on the verso side of the postcard.



The design shown represents the current status of the work in the postcard preparation.

Poster

The DPE poster is designed to stimulate the awareness of all those who should be involved in digital preservation, without perhaps being aware of it; they are encouraged to pay the necessary attention to fragility, long-term safeguarding and preservation of digital data.

www.digitalpreservationeurope.eu

digital preservation Europe

raising awareness on digital memory preservation challenges

Are digital documents and digital data our society is producing in a growing number, with increasing costs, at risk of disappearance?

Are digital memories, which UNESCO recognizes as digital heritage that should be accessible, protected and preserved for current and future generations, at risk of being lost?

Yes, they are !!

- Technological obsolescence could make impossible reading, viewing or hearing digital documents produced with a former software generation
- Hardware and devices could be no more available
- Web resources could be discontinued or their reference could change over time
- Copyright law or inadequate digital document deposit law or digital divide could limit the actual possibility of accessing resources
- A lot of information is stored in areas (deep web) the search engines aren't authorized to enter upon
- Technical (lack of standards, no interoperability) or organisational (who has to do what?) hurdles could affect or reduce digital preservation activities effectiveness

There are an increasing number of activities at European and member state level that are attempting to address these issues.

Digital preservation Europe is a coordination action which intends to foster collaboration 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 prevalence of preservation services and their viability and accountability
- Improve awareness, skills and available resources

The above poster design shows the current status of the poster preparation.

The following publicity materials are also being designed:

- Brochure
- Briefing papers
- CD/DVD cover
- Folder
- Newsletter

This list may change, as the DPE consortium can decide to add new items to the list if they are considered to make a valuable contribution to the project. Vice versa, some of the items may be erased from the list if the consortium members decide they would not create enough positive publicity for the project. In this context, the CD/DVD labels were discussed at the last coordination meeting in view of the inadequacy of such media for long-term digital preservation. The idea of creating labels for USB keys was also raised. As new products are designed, they will be added to this report.

6. DISSEMINATION ACTION

6.1 PARTNER PARTICIPATION

The main purpose of the dissemination activities is to ensure the following actions are performed:

- To show the project results to the widest possible audience and enlarge the DPE Community;
- To target specific audiences that benefit from the results (see definition of DPE target audiences);
- To use a variety of techniques and media, i.e. dissemination channels and tools as appropriate for the content to be delivered to the target audience.

A simple Dissemination Planning sheet, e.g. the table below, describes the dissemination activities that each partner will carry out during the coming months. Dissemination activities have been split into **internal and external communications**.

Internal communications include those activities carried out via **internal dissemination channels**; see the chapter *Channels for reaching audiences*. They involve a dialogue with selected players/target audiences. They are used to inform these audiences about the progress of the project, and to evaluate opportunities for exploiting its outcomes.

External communications are addressed to an external public and wide-ranging audience; they are operated via **external dissemination channels**; see the chapter *Channels for reaching audiences*.

An important factor in dissemination actions is measuring the success of awareness-raising activities, and possibly creating a formal mechanism to collect feedback from the communities the awareness-raising activities are targeting and processing this information during interaction with them.

The dissemination actions are planned and recorded in the table below. Each partner is responsible for updating his own table of actions and providing input to the Dissemination Plan from the updated version of his own actions on a quarterly basis.

To make it easier for all partners to update the table of actions, it will be possible to do it online on the private part of the DPE website (October 2007).

The table consists of seven columns as follows:

1. **Level of dissemination:** This column specifies the addressees of the dissemination activities (e.g. Internal communications can address museums, NGOs, city administrations, etc.).
2. **Target audience:** This column specifies the audience for the dissemination action.
3. **What material will be disseminated:** This column specifies concrete publicity materials that are to be disseminated, such as posters, brochures, flyers, postcards, communications etc.
4. **When and where:** This column specifies the date and place of the action.
5. **How:** This column specifies the method of presentation such as speech, report, paper, etc.
6. **Who will undertake the dissemination:** This column specifies the partner and the person that will present the project.
7. **Evaluation of the results:** This column gives some consideration to the results of the action.

Level of dissemination	Target audience	What material will be disseminated	When and where	How	Who will undertake the dissemination	Evaluation of the results

6.2 DISSEMINATION ACTIONS PER PARTNER

These are the dissemination actions foreseen and performed per partner, using the template previously described. Each dissemination action is in accordance with the DPE dissemination strategy. The lists of these actions are included as Appendix I and are updated continuously.

GU						
Level of dissemination	Target audience	What material will be disseminated	When and where	How	Who will undertake the dissemination	Evaluation of the results
Internal Communication						
External Communication						

TUW						
Level of dissemination	Target audience	What material will be disseminated	When and where	How	Who will undertake the dissemination	Evaluation of the results
Internal Communication						
External Communication						

SB						
Level of dissemination	Target audience	What material will be disseminated	When and where	How	Who will undertake the dissemination	Evaluation of the results
Internal Communication						
External Communication						

NANETH						
Level of dissemination	Target audience	What material will be disseminated	When and where	How	Who will undertake the dissemination	Evaluation of the results
Internal Communication						
External Communication						

NKP						
Level of dissemination	Target audience	What material will be disseminated	When and where	How	Who will undertake the dissemination	Evaluation of the results
Internal Communication						
Professional meeting	UNESCO Memory of the World Sub-Committee on Technology (SCoT)	Information about the DPE project	Ciudad de México, 6-7 Sept 2006	Official spoken report to the Sub-Committee	NKP - Knoll	SCoT has expressed willingness to be informed about the outcomes of DPE and possibly join forces with the SCoT target audience for digital preservation, i.e. small data producers and curators with low DP awareness.
Archives, libraries and museums in digital world - conference	Management and experts of Czech & Slovak memory institutions	Information about the DPE project when presenting a paper on trusted repositories; distribution of DPE brochure	Prague, 5-6 December 2006	Part of presentation	NKP – Stoklasová	
Czech National Digital Library website (http://www.ndk.cz/ - under construction)	Czech (after introduction of English version, also foreign) institutions	DPE website		DPE website will be linked to the portal	NKP – Hutař	

	and individual experts dealing with DL					
External Communication						

MIBAC						
Level of dissemination	Target audience	What material will be disseminated	When and where	How	Who will undertake the dissemination	Evaluation of the results
Internal Communication						
External Communication						

FRD						
Level of dissemination	Target audience	What material will be disseminated	When and where	How	Who will undertake the dissemination	Evaluation of the results
Internal Communication						
External Communication						

VUFC						
Level of dissemination	Target audience	What material will be disseminated	When and where	How	Who will undertake the dissemination	Evaluation of the results
Internal Communication						
External Communication						

HUF						
Level of dissemination	Target audience	What material will be disseminated	When and where	How	Who will undertake the dissemination	Evaluation of the results
Internal Communication						
External Communication						

DPE
Digital Preservation Europe

IST-2005-034762

Co-ordination Action

Deliverable D 7.1 (Appendix II)

Website Development Plan and Timetable

HATII, University of Glasgow

Draft version 1.1

13 August 2006

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)		
Dissemination Level		
PU	Public	PU
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Brian Aitken

Digital Preservation Europe Website Workplan

1. Introduction

The development of the DPE website and content management system is being undertaken at the Humanities Advanced Technology and Information Institute (HATII) at the University of Glasgow. The website design and many areas of the content management system will be adapted from other successful projects in which HATII has been involved, such as ERPANET, DigiCULT and the Digital Curation Centre, and some of the initial content will be repurposed and repackaged from the ERPANET website. It is envisaged that the initial version of the DPE website will be unveiled towards the end of April 2006. Following on from the launch and over the subsequent months a wide array of additional features will be developed and added to the website in a modular fashion.

This document lists the areas of the DPE website that will be developed, together with timescales for their development. The document references some of the tasks and project outcomes listed in Section 7 of the DPE Annex I – 'Description of Work'. It is split into two primary sections; the first documents the developments that will take place prior to the initial launch and the second discusses subsequent developments.

This document was prepared by HATII University of Glasgow. The Primary Author is Brian Aitken.

2. Developments leading up to initial launch of DPE

The initial phase of development of the website will take place in April 2006 prior to the launch at the end of April 2006. The following features will be developed, tested and operational by the launch:

2.1 Standards compliant web page design

The design and 'look and feel' of the DPE website will be adapted from the existing ERPANET website (<http://www.erpanet.org>). The DPE website will comply with the XHTML 1.0 and CSS2.1 specifications as laid out by the W3C, ensuring that the website 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.

The website will not rely on Javascript or browser plug-ins such as Flash in order for users to retrieve any content. If certain features of the website require the use of such technologies then alternative content will be provided for users who cannot make use of these technologies.

The page layout will be stored in one single layout file which will then be referenced by all other pages of the website. By separating page layout from content it will be much easier to

update the page design when needed, ensuring that it will be straightforward to add additional website features as and when they are completed.

Each page will feature the date it was published and also the date it was last modified, allowing users to tell at a glance if a page has been updated since their last visit. Users will also be able to change the text size used in order to set their own viewing preferences.

2.2 Overview of website sections that will be completed prior to launch

Below is a list of website sections that will be available to users at the launch. Links to each of these sections will appear on every page of the DPE website and in the majority of cases a section of the DPE content management system will be developed to support editing of the section by DPE staff. Further details for each section may be found below.

- Home & News
- News Archive
- Contact us
- Search
- Site Map
- RSS newsfeeds
- About DPE and Staff Directory
- DPE events and Training and external events
- Publications
- Join the User Community
- DPE User Forum, Log-in and Registration
- ErpaEprints
- Resources
- Adding Information
- Copyright statements and important notices
- Staff intranet (the content management system)

Note that additional sections will be added to the website, augmenting those listed above, as and when new features are developed. See section 3 below for a list of additional features that will be added.

2.2.1 Home & News

The DPE homepage will feature a paragraph about the project and a list of current news items. News items will be short paragraphs about new developments with regard to the DPE. If anything new has happened in which people might be interested, then a DPE staff member should create a news item about it. News items will consist of a one-paragraph summary with a link to more information. There will also be an option to email the news item to a specified email address. News items may also have an expiry date. If an expiry date is supplied, the news item will automatically move to the news archive once the date is reached.

News items may be submitted about DPE activities or about more general digital preservation news. It will be possible for DPE staff to submit news items via the intranet and it will also be possible for any user of the DPE website to submit news items. Note that all news submissions will be checked and approved prior to their addition to the news pages.

2.2.2 News Archive

The news archive will list all the news items that are no longer current. The archive will be split into months, allowing users to see which news items were released in a particular month.

2.2.3 Contact us

This page will list the contact details for the DPE, including contact details for all the DPE partner institutions.

2.2.4 Search

A site-wide search will be offered. This will be a Google site search, as is used by Erpanet (<http://www.erpanet.org/search.php>), and will index all DPE pages and associated documents.

2.2.5 Site Map

A site map will be created for the DPE website. This page will provide links to all of the materials found on the DPE website through one single page. This will help users to pinpoint the information they are interested in and it will also help search engine crawlers to find and index the DPE website content. Crawlers often overlook information that is held many links down from a site's homepage, and providing direct links to all information from the top of a website's hierarchy is a good way of ensuring all the information is indexed.

2.2.6 RSS Newsfeeds

RSS newsfeeds will be published for certain sections of the DPE website, initially starting with the DPE news section. Subscribing to a newsfeed allows users to easily keep track of information they are interested in. It is a good way of finding out when new information has been added to a website and will help users to keep posted on new developments with the DPE.

2.2.7 About DPE and Staff Directory

The 'About' section of the DPE website will provide more detailed information about the project, its aims and its objectives. It will also provide more detailed information about each of the DPE partner institutions. In addition to this, the 'About' section will feature a directory of DPE staff. The directory will be a list of all the people who work on the DPE project. Information recorded about the staff will include their name and job title, a photograph, the institution where they are based, contact details and a professional biography of the person. It will be possible to sort the directory in several ways, including alphabetically by surname, grouped by institution and grouped by job type.

It will be possible for each member of DPE staff to manage their own entry in the directory through the intranet. Each staff member will be able to edit their details directly, such as uploading a new photograph of themselves or augmenting their description with new information. See below for further information.

2.2.8 DPE events and training and external events (Incorporating Task 2.3 m9-31)

The website will feature a section listing all the forthcoming events that the DPE is organising. These will be split into event types (e.g. Workshops, Conferences, Lectures) and will be listed in date order with the earliest event listed first. The main events page will feature short paragraphs about each forthcoming event plus its title and dates and a link to further information. Each event will also have its own page where more detailed information will be listed. This will include associated documents such as programmes, directions to the venue, accommodation information, an 'email to friend' option, a 'feedback' page once the event has passed and a registration page.

If registration for an event is to be handled by the DPE, then staff will be able to manage the registration process through the intranet. This will include the sending out of invoices in PDF format and the approval of registration submissions. See below for further details on the intranet pages.

Once an event has passed it will automatically move to an archive of past events that will list all the previous DPE events.

In addition to listings of DPE events, the website will provide a database of other events that are of relevance to digital preservation. This database of events will initially be populated from information repurposed from the listings currently found on the DigiCULT website (see <http://www.digicult.info/pages/events.php>). As there are likely to be considerably more external events than DPE events, the external events will be split by month. Information recorded about external events will be more limited than that on DPE events, consisting of an event title, dates, location, short description and a link to further information. An 'email to friend' option will also be available, as will an archive of past events. As with DPE events, external events will be automatically moved to the archive once their date has passed.

Users of the website will be able to add external events to the listings through the 'Adding information' section of the website, as mentioned below.

2.2.9 Publications

The DPE will publish a number of reports and papers over the course of the project and these will all be available through the publications section of the website. This will be split into different categories and users will be able to peruse the publications within each category or browse the entire collection in other ways. Information recorded about each publication will include its title, dates of creation, upload and modification, version number, author, a description of the contents, its file format and its size.

Users will be able to list the publications by category, author, title, file type, size and date of creation, upload or modification. Users will also be able to email a selected publication to a specified email address.

Upload of publications will be handled by DPE staff via the intranet. See below for further information about the management of publications.

Note that the website will also include a link to the ErpaEprints service as discussed below. Generally there will be no overlap between the DPE Publications section and the ErpaEprints service, as the latter will only contain more academic, research oriented papers rather than the documents such as reports and briefing papers that will be contained in the publications pages.

2.2.10 DPE user forum (Task 1.1, m0-m5)

A forum will be rolled out on which registered users may discuss digital preservation issues. The forum will make use of an existing and highly popular piece of Open Source forum software called PHPBB. Registered users may create new threads and post new comments in particular rooms that will be set up by DPE staff. Any user of the website may access the forum to read the comments that have been posted. The forum will be unmoderated but will be managed by DPE staff to ensure unsuitable content is removed and offending users are reprimanded.

2.2.11 Join the User Community

Users of the DPE website will be able to sign up as DPE User Community members. Anyone will be able to sign up as a member and becoming a member will enable a user to post on the DPE user forum and access other restricted areas of the website.

Note that upon registration a user must be approved by a DPE member of staff and this approval will be handled through the intranet, as discussed below.

2.2.12 ErpaEprints

The DPE website will provide a direct link to the ErpaEprints section of the ERPANET website (<http://eprints.erpanet.org/>). Note that the ErpaEprints service will open within the site structure of the DPE, but will maintain the ERPANET branding and links to the ERPANET website. It is possible that other sections of the ERPANET website will also be repurposed in this way.

2.2.13 Resources

The DPE website will include a section featuring a database of online resources that are of relevance to digital preservation. This database will initially be repurposed from the ErpaDirectory section of the ERPANET website (see <http://www.erpanet.org/directory/index.php>) and will provide an alphabetical list of relevant resources. Information recorded about resources will include the title and URL of the resource, along with a description of the resource and contact details. Users will also be able to email the resource information to a specified email address.

Resources will be uploaded into the system either from the website itself via the 'Adding information' section, or from the intranet. Note that all user-submitted resources will be checked and approved before being added to the website.

2.2.14 Adding Information

This section of the website will bring together all the areas of the website where users have the option of adding information themselves. This will include links to the upload forms for news, events, resources and a link to the forum.

2.2.15 Copyright Statements and Important Notices

There will be a link at the bottom of every page to a general copyright statement for the content presented on the DPE website. Other important notices linked to fair use of DPE information and privacy statements will also be listed on this page. The copyright statement will be based around the statement currently found on the ERPANET website (see <http://www.erpanet.org/rights.php>).

2.2.16 Staff intranet

The staff intranet will provide an interface where members of DPE staff will be able to manage the content of the DPE website directly. Staff users will have to log-in with a valid username and password before they can access the intranet.

There will be two levels of access available: administrator and general. Administrator access will allow the logged-in user to manage the user accounts of other DPE staff members. This will include changing a user's details (e.g. if a staff user has forgotten their password) as well as creating new user accounts (e.g. if a new staff member joins the team) and deleting old accounts that are no longer required.

General staff access will allow staff users to manage all other aspects of the website that are handled through the intranet. By the launch of the website at the end of April, staff users will be able to perform the following tasks through the intranet:

(i) Submit News

This process will be identical to the website version of submitting news and will record the news item's title, paragraph, link and expiry date if necessary.

(ii) Manage News

This section of the intranet will allow users to list all 'active' and 'inactive' news items, edit any of the items' information, delete a news item, archive a news item and change the status of a news item (i.e. add or remove it from display on the homepage).

(iii) Edit user details

This section will allow a user to edit the information that is recorded about them. This information feeds into the staff directory page of the website, and also includes the user's password for accessing the intranet.

(iv) Submit DPE event

This section will allow a user to submit a new DPE event. The user will be able to specify the information that should be displayed about the event, such as its date, title, description, location and whether the event's registration is to be handled by the DPE.

(v) Submit other event

This section will allow a user to submit information about a digital preservation event that is not being managed by the DPE. It will be identical to the event submission form as found on the website.

(vi) Manage DPE events

These pages will allow the user to manage DPE events, including editing event information, uploading new documents related to an event, managing the registration process for the event, setting up feedback forms and adding, removing or deleting events from the DPE website.

(vii) Manage other events

These pages will allow the user to edit, approve, remove and delete events from the listings of other events on the DPE website.

(viii) Add Publication

This section will allow the user to add a new publication to the DPE publications page. The form will only accept the following approved file formats: PDF, PPT, ODT, SXW, XLS, DOC, RTF and TXT. Users will be able to select a category in which to list the publication and provide information about the publication such as its title, authors and a description.

(ix) Manage Publications

This section will allow the user to manage how the publications are displayed on the website. The user will be able to edit all the uploaded textual information about the publication, add or remove a publication from the listings or delete a publication entirely. It will also be possible for a user to upload a new version of an existing publication. If this happens, the existing version of the file will be moved to an archive of old versions.

(x) Add new Publication Category

This section will allow the user to create a new category for the publication pages.

(xi) Manage Publication Categories

This section will allow the user to edit existing publication categories if required.

(xii) Manage Associate Partner users

This section will list all the users that have registered as Associate Partners. This includes users that have registered but have not yet been approved. It will be possible for the staff user to approve a newly registered user and also to take access away from a previously approved user if this is required. It will also be possible for the staff user to edit a user's details (e.g. if the user has forgotten their password).

(xiii) Add Resources

This section will allow the user to add new resources to the resources section of the website.

(xiv) Manage Resources

This section will allow the user to approve submissions to the resources system and also to remove or delete resources if required. Users will also be able to edit resources if information needs to be augmented.

3. Subsequent developments following the initial launch of the DPE website

The features listed below will be incrementally rolled out in the months following on from the initial launch of the DPE website in April 2006. An estimated date of delivery appears beside each development. As each feature is completed it will be added to the website structure, as listed in Section 2 above. Each section below will be given its own high-level menu item in the website.

Note that in many cases further requirements for the features listed below will need to be gathered before development work commences and the information below may need to be updated and expanded upon as a result of this process.

3.1 Pages and management system for Briefing Papers and Fact Sheets (Task 1.2 m2-31, delivery: May 2006)

A section will be created listing briefing papers and fact sheets. It may be possible that these documents will simply be listed in a section of the Publications pages, as mentioned in Section 2.2.9 above. If not, the briefing papers and fact sheet section will present the available documents in list form including information such as title, author, date of publication, brief description of the content and a link to the full document. The documents may be available in different formats such as PDF and HTML versions. It will also be possible to email the document to a specified email address.

Management pages for briefing papers and fact sheets will be added to the intranet, which will allow staff to upload new documents and edit existing ones. The automatic creation of HTML versions of documents from a supplied PDF version is a feature that may be added.

3.2 Preservation Research Roadmap (Task 7.3, m0-6, Delivery: September 2006)

A detailed questionnaire will be created in order to plot the kinds of digital preservation research activities that are needed over the next five years. The structure for the roadmap questionnaire will be based on the DigiCULT Roadmap (see http://www.digicult.info/pages/drr_index.php).

Delivered as the Online Delphi Survey menu section.

3.3 Registry of Digital Preservation Experts (Delivery: October 2006)

A structure will be developed to allow specialists in the digital preservation arena to post their CV to a section of the DPE website. This section of the website will be adapted from the DigiCULT CV service (see <http://www.digicult.info/pages/digicv.php>). Users will be able to submit their CV in PDF format together with some personal information about themselves, such as their name, contact details and areas of expertise.

Management pages will be added to the intranet to allow DPE staff to approve CV submissions. The submitter of a CV will also be able to remove their CV if they no longer want it to be listed.

Delivered as the Registry of Trainers menu section.

3.4 Digital Preservation Jobs listing (Delivery: October 2006)

A section of the website devoted to available digital preservation related jobs will be created. This will allow users to post job details including job title, salary, description, link to further information and contact details. Users will be able to download the information in PDF format or email it to a specified email address. The jobs system will be adapted from the DigiCULT Jobs service (see <http://www.digicult.info/pages/digijob.php>).

Management pages will be added to the intranet to allow DPE staff to approve job submissions. The submitter of a job will also be able to remove their job from the listings if they no longer require it to be listed.

3.5 Exchange programme management and Exchange reports (Task 5.1, m0-33, Delivery: September 2006)

Facilities will be added to the website that will enable digital preservation specialists to join an exchange programme. This option will be available to Associate Partner members only. A member who wishes to take part in the exchange programme will be asked to submit a two-part application comprising a web-based application form and a PDF proposal outlining where they wish to be placed and what they hope to achieve through the placement.

Once an application has been submitted it will be sent to five members of an external review committee. Each of these members will be able to log into a restricted area of the DPE staff

intranet where they will be able to vote on whether the person should be granted the exchange and to post comments about the application. Once all five members have voted, a designated member of DPE staff will be notified. If one or more of the five members rejected the application, the member of staff will be given the option of sending a rejection email to the applicant. If all five members approved the application, the member of staff will be given the option of processing the exchange.

In order to process the exchange the system will issue a sub-contract that will be signed by the appropriate manager and sent through the relevant finance department. Once this process has been completed the applicant will be able to take part in the exchange programme.

Once the duration of the applicant's exchange has expired the applicant will be sent an email requesting the submission of a report about their exchange. The applicant will be able to submit their report to a specific section of the website for others to read.

Further information about the exchange programme workflow and the features that will be developed to support this will be discussed at the DELOS summer school in June.

Delivered as the Exchange Programme menu section.

3.6 Creation of a Research Database (Task 5.2, m11-17, Delivery: September 2006)

A database of research and research activities in the field of digital preservation and curation will be developed. This database will link in with other areas of the DPE website such as the training materials repository, the publications listings, the briefing papers and the ErpaEprints service. It will bring all the above information together into one unified resource that will be split into sub-categories and will be browsable by category, author, type of information and date of publication.

It may also be useful to allow users to rate the listed research, allowing users to view the top rated information in a category or overall.

Pages will be added to the intranet to enable staff to gather research information together and manage how the information will be listed. As with other features, it will also be possible for information to be edited and / or removed after it has been added to the website.

3.7 Creation of a Trainer and Training Materials Repository (Task 2.1 m5-15, Delivery: October 2006)

A database of qualified digital preservation trainers will be developed. This will allow DPE staff to submit new trainers to a database and also to edit and remove existing trainers if necessary. Information that will be recorded about a trainer may include their name, qualifications, affiliated institutions, a description / mini-CV about the person, links to further information and publications and perhaps a photograph. A series of categories will be created into which a trainer may be added.

The website will feature pages that will allow the database of trainers to be browsed by category, by name, by institution or by qualification. It may also be suitable for users of the website to submit trainers themselves.

A training materials repository will also be created that will hold collections of training materials on particular topics. This will include presentations, course materials, handbooks and exercises. Further consideration of acceptable file formats and how to process content will be required prior to development. Facilities will be developed to group all these materials into packages and to make these available through a section of the website.

3.8 Creation of a Certification Result Repository (Task 4.5, m7-15, Delivery: November 2006)

A database of organisations that have good audit practices in place will be developed. This will consist of a list of organisations that meet certain good practice criteria. Information about the organisation and their level of certification (Gold / Silver) will be available, as will links to the organisation itself.

Management scripts will be developed that will allow staff to add new organisations to the database and to edit or remove organisation information if required.

3.9 Development of a 'Hot Topic' feature (Delivery: October 2006)

A section of the website that focuses on a particular digital preservation topic will be developed. This will be based on ERPANET's 'topic of the month' section (see <http://www.erpanet.org/topic/index.php>). The hot topic will consist of a short article about the topic and a collation of links and resources that relate to the topic.

Management pages for creating new topics will be created and an archive of previous hot topics will be made available.

3.10 Creation of a self-audit tool (Task 4.3, m9-15, Delivery: December 2006)

A self-audit tool will be added to the website. This tool will consist of a series of forms. By completing the forms an organisation will be able to rate their own standards of repository good practice. A report will be produced at the end of the process that will be available to download in PDF format. Access to the tool may be limited to Associate Partners only.

3.11 Further Developments

Further developments not listed above may also be developed but need to be decided upon by other members of the DPE team.

As further developments, the menu section of the DPE website was augmented with the following items:

3.11.1 Announcements

An Announcements section was added to provide a place to publish general news, not necessarily linked to the DPE project. This section is used to publish short news items such as news releases from other projects, calls for papers, calls for assistance with surveys conducted by other projects, etc. A further aim is to have a complete information service of what is going on in the digital preservation field.

3.11.2 DPE Challenge

The DPE Challenge section acts as an information point for possible participants. It contains all the information on rules, deadlines etc. and six scenarios to solve as a challenge.

3.11.3 Registry of Repositories

This section is a simple public list of repositories submitted on behalf of Task 3.1 *Registry of repositories*.

3.11.4 Competence Centre Review

The Competence Centre Review section contains a form for submitting an organisation as a potential competence centre. DPE carried out a state-of-the-art review on international competence centres for digital curation and preservation activity and expertise early in 2007. If anyone thinks that their project or institution should be included in the list, he/she is invited to complete the online form provided. All appropriate contributions will be added to the DPE list of Competence Centres.

3.12 Statistics on the use of the DPE website

Statistical data on how the DPE website is used will be available on the private part of the DPE website. The web stats service would like all sites on the DPE server to provide more feedback to us and to our users as well.

Due to the way the server was set up originally it has not been possible to derive retrospective information about DPE website usage. The server collected the information for all the websites it was running (in addition to the DPE website) into one log file. This has resulted in a mass of information from which it is impossible to extract the DPE statistics.

However, this has since been rectified (October 2007) and from now on we will be able to gather this information.

3.13 WePreserve joint website

WePreserve provides a window on the synergistic activities of DigitalPreservationEurope (DPE), Cultural, Artistic and Scientific knowledge for Preservation, Access and Retrieval (CASPAR), and Preservation and Long-term Access through NETworked Services (PLANETS).

These three partners are working together to:

- develop and deliver a collaborative web platform shared by the projects to serve as a common entry point to digital preservation and curation projects and provide common services, a calendar of events, an information board and resources;
- collaborate on the development of training and educational activities, events and programmes in Europe;
- support the dissemination of publications and the mechanisms to ensure their visibility (e.g. by automatic means such as OAI-PMH); and,
- consider on a quarterly basis the possible ways they might extend their collaborative agreement.

Project information

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Project Officer: Ariane Labat

Address:	INFISO-E3 Information Society and Media Directorate General Content - Learning and Cultural Heritage Postal mail: Bâtiment Jean Monnet (EUFO 1167) Rue Alcide De Gasperi / L-2920 Luxembourg Office address: EUROFORUM Building - EUFO 1167 10, rue Robert Stumper / L-2557 Gasperich / Luxembourg
Phone:	+352 4301 33632
Fax:	+352 4301 33190
Mobile:	
E-mail:	ariane.labat@cec.eu.int

Project Co-ordinator: Prof Seamus Ross

Address:	HATII, University of Glasgow
Phone:	+44 141 330 3635
Fax:	+ 44 141 330 2793
Mobile:	+44 797 435 7006
E-mail:	s.ross@hatii.arts.gla.ac.uk

