



Large Scale Integrating Project
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D16.2

PLAN FOR USING AND DISSEMINATING KNOWLEDGE ACROSS SCIENTIFIC & ACADEMIC COMMUNITIES

WP 16: 16.2. Scientific-oriented Dissemination SHAMAN –WP16-D16.2

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TABLE OF CONTENTS

1	EXECUTIVE SUMMARY	4
2	OBJECTIVES AND EXPECTED RESULTS	5
2.1	EXPLOITABLE OUTPUTS BY SHAMAN.....	5
3	STRATEGIC APPROACH AND METHODOLOGY.....	7
3.1	THE CONCEPT OF EXPLOITATION DRIVEN DISSEMINATION	7
3.2	DISCRIMINATION FROM AND CONNECTION TO WP17.....	8
3.3	STRATEGY	8
3.4	TARGET GROUPS	9
4	DISSEMINATION POLICY.....	10
5	DISSEMINATION CHANNELS	11
5.1	SHAMAN WEBSITE.....	11
5.2	DATABASE.....	11
5.3	MEDIA CHANNELS	12
5.4	DISSEMINATION EVENTS	13
5.5	CLUSTERING ACTIVITIES.....	15
5.6	DISSEMINATION SUPPORT MATERIALS	16
	ANNEXES.....	18
	ANNEX I: SCIENTIFIC JOURNALS OF INTEREST FOR SHAMAN	18
	ANNEX II: DIGITAL PRESERVATION CONFERENCES AND EVENTS, 2009.....	19
	ANNEX III: WEBSITE FUNCTIONALITIES	21

1 EXECUTIVE SUMMARY

Information & Communication Technologies -ICT- are widely recognised as a key multiplier instrument for triggering positive changes to the economy and society as a whole. As remarked by recent high-level reports, Europe must dramatically improve its performance in producing socio - *economically relevant RTD results* by accelerating innovation and transfer of such results to market, in order to contribute to wealth creation, secure employment and foster sustainable social development. To this respect, one of the pillars of the i2010 initiative requires more focussed and coordinated actions to drive forward growth and competitiveness and closer alignment of research to industry and societal needs and expectations.

The overall aim of the SHAMAN integrated project is to develop the framework for the next generation of long term digital preservation systems and tools. It includes the definition of a SHAMAN theory of preservation integrating the analysis, ingestion, management, access to and reuse of information objects across distributed repositories. The data preservation capabilities offered will secure the authenticity and integrity of data objects through time.

Therefore, RTD efforts foreseen by SHAMAN IP will be reinforced by performing *closely interlinked Dissemination & Exploitation activities* along the Project lifecycle, in accordance to two specific and tightly interconnected plans, addressed to different targets groups and objectives and undertaken by two different WP:

- Plan for using and disseminating knowledge across scientific & academic communities (D 16. 2.)
- Plan for disseminating and exploiting knowledge beyond scientific & academic communities (D 17.2.)

SHAMAN's dissemination and exploitation plans aiming at actively foster outreach and take-up of results that will be tailored according to the specific needs of the scientific / academic world and of industry users. A key requirement of the SHAMAN efforts is to concentrate on *exploitation driven dissemination* efforts. The exploitation of the project results, developments and all other project driven methods, knowledge and standards will ensure that the SHAMAN integrated project will have the best possible legacy and a decisive impact on the DP landscape.

The present document identifies and organises the activities to be performed and the dissemination channels to be used in order to promote SHAMAN aims and targets, and to disseminate the project results. The dissemination strategy will identify the target groups and key stakeholders of the project, define the communication channels, describe the means of dissemination to be developed and detail the targeted events and conferences of the project.

2 OBJECTIVES AND EXPECTED RESULTS

Work package 16 (WP16) identifies and organizes the activities to be performed to foster future usage (exploitation) of SHAMAN outputs within the scientific and academic communities. Within this context the dissemination actions and channels to be used in order to promote SHAMAN aims and targets, and to disseminate the project results are defined. To foster and organize these activities a dissemination strategy will be pursued to address the target groups and key stakeholders of the project.

At the current stage of the Project, WP16 is divided into three components: publications, user dissemination, and supplier dissemination, with the following objectives:

- a) To raise awareness and disseminate data and knowledge about the Project, its activities and results, among the following stakeholders target groups:
 - The Digital Preservation related Scientific Communities
 - Standardisation bodies in fields related to the scope of the project
- b) Consolidation and Integration of ongoing RTD work, by means of promoting dialogue among researchers to identify opportunities and common areas of interest; building-up cooperation on agreed upon “hot” topics, cross-fertilisation of knowledge and, ultimately, creating synergies.

2.1 Exploitable outputs by shaman

While the exploitation of industrial digital preservation technologies is being addressed mainly by WP17, the dissemination activities of the present WP16 should focus on a scientific and academic oriented dissemination and exploitation.

The basic framework guiding Dissemination & Exploitation activities can be summarised as follows:

TYPE OF KNOWLEDGE CREATED	TYPE OF LIKELY USAGE/IMPACT	PRIORITY TARGET GROUPS
Fundamental Research outputs	Inputs for further Educational and RTD activities	Research Institutions/Groups Educational institutions PhD candidates Higher education students
Applied Research outputs	Inputs for Policy formulation. Patent/IPR protection	Policy makers bodies and advisors. Potential Exploitation partners
Validation/ Demonstration outputs	Inputs for Standardisation Commercially oriented exploitation activities (products/services)	Standardisation bodies Business players being potential future exploitation partners End-Users

To reach the target, SHAMAN can use a variety of channels and/or approaches to transfer its knowledge, developments and results. Prospective ways to put that into effect are the following areas:

- Technology and knowledge transfer e.g., education and training of young researchers and future digital preservation specialists
- Development and transfer of new methodologies and technology standards e.g., providing the basis for and/or initiating future R&D projects, mastering DP technologies
- Other SHAMAN enabled services e.g., transference of SHAMAN generic components & DP expertise

SHAMAN will provide project participants the worth of knowledge to produce outstanding contributions in multiple fields of practice. Therefore, the kind of contents we will be able to create and communicate to our target groups covers an ample spectrum. Among non commercial packages or suitable contents of interest to the academic and scientific community could be included:

- Project main characteristics, progress reports and research agendas..
- S&T research findings and new challenges arising from emerging technologies and solutions
- Training oriented material
- Best practices e.g. RTD related activities, researchers training and innovation management
- Proposals on new business concepts, models and processes
- New issues, channels and partners fostering greater academia/industry co-operation
- Early warnings on technologic risk
- Summarized versions of SHAMAN's deliverables.
- Trial versions.
- Toolkits/Toolsets, comprising: methods, techniques and procedures
- Services (general versus specific/tailored to industry or processes)
- Integration schemes (service bundling, integrated solutions/packages, etc.)
- Publications

3 STRATEGIC APPROACH AND METHODOLOGY

3.1 The concept of exploitation driven dissemination

Traditionally, communication focus on the creation and execution of printed marketing collateral; however, research developed the practice to use strategic elements in order to ensure consistency of message delivery, so called *touch points*.

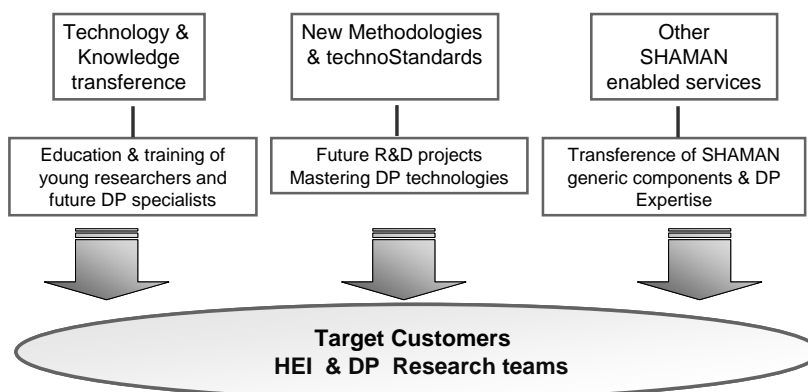
Communication is the product of the interactants sharing and creating meaning, especially when relates to concept or practice which may appear to be natural and obvious to those who accept it, but in reality is an invention of a particular culture or society. DP is a technological approach, not even sufficiently divulged to the scientific or industrial environment and totally unknown to data and metadata producers as well as to the civil society. Therefore DP communication is a challenge to be tackled in different stages under a specific approach.

SHAMAN dissemination is focused in conveying information to audiences (general and targeted groups) beyond the Consortium boundaries, related to the design, performance and, specially, outputs of the Project, and Exploitation is aimed at shaping the exploitable results of the Project and configuring the conditions for the future commercial and non-commercial usage of Knowledge created by this Project.

The ultimate goal of SHAMAN should not only be a most thorough dissemination of the project results by using the dissemination channels and demonstration efforts specified in the following sections but also *a dissemination that focuses on the important goal of triggering a genuine exploitation of the results*, achievements, developments, demonstrators, and the like of and from the SHAMAN project by the different target communities.

The importance of the exploitation driven dissemination approach hardly can be exaggerated. If there are exploitation mechanisms envisioned that are not contradictory to the types of results of SHAMAN and the project's probable end users, the *SHAMAN developments can culminate into transfer of knowledge and commercialization to end users of practical and state of the art solutions*. Exploitation components will be aimed on contributing to "pave the way" for the creation of new collaborative research endeavours and business models taking advantage of concepts, methodologies and tools derived from SHAMAN research breakthroughs.

Innovation transfer process is looking after adaptation and/or further development of innovative results of a project and their transfer and/or integration into public and/or private systems, companies, organisations at different levels. The process has the objective of answering the needs of new target groups and users. The process for transferring innovative results has a number of steps which go beyond simple dissemination. A number of those are already addressed by the different SHAMAN Workpackages, such as identifying and analyzing user requirements, demonstration(s) with selected content of different target groups to meet these identified requirements and developing of several prototypes, as well as the analysis of its transferability into overall communities and to additional users.



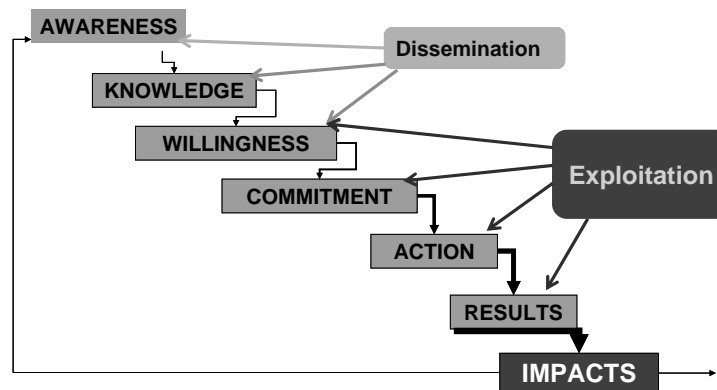
Whereas the commercialization of the SHAMAN results and developments concluding can be assessed not likely previous to the final stages of the project, the transfer of the SHAMAN developments can and should be addressed right from the beginning.

3.2 Discrimination from and connection to WP17

The activities of WP16 constitute the foundation of WP17 activities focussed on the actual outreach are building up. These actions require that technical based solutions meet needs and expectations of prospect customers and fulfil conditions required for further DP progress.

SHAMAN’s Consortium intends that communications to scientific target groups are not enough to ensure take up of DP by the market and that both -dissemination and exploitation- are parts of a single value chain and a single, final, objective: to produce tangible results and return on investment.

The below visualization shows the sequence of activities and their respective connection to dissemination and/or outreach:



Dissemination activities are intended to build-up visibility by raising awareness amongst Target Groups with respect to SHAMAN activities, outputs and benefits arising from the Project; promote willingness to take advantage of SHAMAN associated opportunities while acting as a screener for identifying parties which may offer leads for further contact, in order to build-up cooperation scenarios towards future exploitation.

As it can be seen, there are activities that can’t be reduced to one aspect only but rather cover both areas, dissemination and the start of an actual outreach by means of exploitation. Therefore, those WP16 and WP17 will have to work closely together to adjust their activities respectively.

3.3 Strategy

SHAMAN is the leading DP and reference project; an integration project that represents the Next generation DP framework, universal and applicable to multiformat digital contents.

Positioning axes for SHAMAN that define the mix of actions to be put in place are:

STRATEGIES	TARGET GROUPS
<ul style="list-style-type: none"> — Market driven Strategy — Exploitation driven Dissemination — Being the reference test-bed 	<ul style="list-style-type: none"> — WP 16 Scientific & Academic Communities — WP 17 Beyond Scientific & Academic Community
PROJECT OUTCOMES	SHAMAN EXPECTED RESULTS
<ul style="list-style-type: none"> — Next generation DP framework — Innovative technical based solutions 	<ul style="list-style-type: none"> — Foster take up of DP — Contribute to standards creation or consolidation — Generate wealth — Increase EU competitiveness

SHAMAN communication competence strives to achieve closeness in a multiplicity of cross-cultural environments and organizational levels throughout a combination of multi-dimensional actions for assessing capacities, guarantee effectivity and making evaluative comparisons of dissemination performance.

SHAMAN strategy has previously analyzed support materials, messages and media used by FP6 projects. Timescale and activities are also planned to meet objectives and differentiated between targets, expected results and channels.

The market driven strategy also requires a close follow-up of trends, customers needs and expectations as well as performance of Project`s competitors.

3.4 Target Groups

The main geographical/territorial target is, by definition, the European Union. The coverage of this vast spatial scope will be addressed by performing both top-down (international events, Internet,...) and bottom-up approaches (contacts and events at local, regional and national levels).

Although the potential audience is deemed as quite wide, dissemination and exploitation efforts will be focused, as a priority, towards the following main target groups:

- The Digital Preservation related Scientific Communities: approximately 4.000 Universities and other SRI (source: OpenDOAR directory of academic open access repositories).
- Standardization Working Groups at international level in fields related to the scope of the project.

The project will seek after three levels of dissemination: awareness, understanding and action and/or participation. The target groups of each level have been identified and are presented in the table below. Awareness will mainly involve information on the main issues of the project in relation to its aim and objectives, while understanding will require providing of more detailed information on the project purposes, methods and deliverables. Involvement in both of these two stages will provide the basis for outreach that will include the active involvement of the addressees, where the project results will be delivered for further (re)use. Dissemination of information is also necessary to stakeholders who will offer financial, administrative and technical support within the project duration.

3.4.1 Activity with main target groups

The following tables show the allocation in which domains of focus what levels of dissemination and/or outreach should be achieved. Depending on the community, the activities indicate a level that can be reached at best. Nevertheless, the goal of SHAMAN should be the maximal possible realization of it:

TARGET GROUP	AWARENESS	UNDERSTANDING	ACTION	PARTICIPATION
R&D staff	☒	☒	☒	
e-Science community	☒	☒		☒
Legislative bodies	☒	☒	☒	
Standardization bodies	☒	☒	☒	
FP7 relevant projects	☒	☒		☒
Media	☒	☒		

4 DISSEMINATION POLICY

The dissemination policy of SHAMAN is intended in two levels: a level where partners shall present their activity and contribution to the project individually and at a local level and another, centralized, which supports the consistent presentation of the whole project and its results.

Consortium members are not intended to attempt communication activities regarding the project as a whole and its results outside of the premises, procedures, channels and contents included in the present document. As communication is a live activity, during project's lifetime, members are welcome to enrich it, up to the point that this document it is to be considered an initial version only.

It should be emphasised the need for all partners to take an active role in spreading the news about the project in their own spheres and countries as this is an effective way of producing a multiplier effect. Partners can use their existing lines of communications and their own reputation to raise awareness. This should also stimulate new and perhaps unexpected contacts with potential end users.

When the SHAMAN partners use their existing dissemination channels, as a minimum requirement each partner will:

- Include a link from its Official Website to www.shaman-ip.eu website
- Include a link from its Official Website to all Press Releases after the release to the public
- Include at least one article in an organization-related publication (website, newsletter or other) over the course of the project
- Include one mention of the SHAMAN Project in its own promotional materials over the course of the project
- Use and respect corporate templates and logo in public presentations

The formulation of the successive versions of the Dissemination and Exploitation Plan requires the performance of activities focused on the one hand "towards inside the Consortium" and, on the other hand, oriented toward the competitive environment. Analyses to be performed "within the Consortium" basically will be supported by bilateral and multilateral discussion groups.

All communicational activities are design to spread information during the entire project's duration in order to increase awareness; to offer users help acquiring of information and learn about options; to interact and exchange information B2B and B2C; and to provide SHAMAN partners with support materials and forums.

5 DISSEMINATION CHANNELS

In order to effectively reach the targets for dissemination and to maximize the visibility of the project, the partners will use a broad spectrum of dissemination channels. Beside of the public website, there will be press releases, leaflets, posters, scientific articles and presentation templates. One of the most important channels for disseminating information will be through a carefully chosen list of events and conferences that bring together the relevant stakeholders.

A primary milestone to assessment of SHAMAN's usefulness will be provided by the application, validation and spreading of case studies.

Generic and theoretical results will be disseminated freely via web, publications in peer review journals (scientific papers) and participation in major academic and industrial conferences. One specifically oriented workshop will be organized in conjunction by our university based partners. Constant update of findings and achievements in SHAMAN's web and support materials will be issued.

5.1 SHAMAN Website

SHAMAN has developed a website on www.shaman-ip.eu with the project presentation and special sections for the targeted communities. The website has been designed in two separate areas (public and private).

The Wiki constitutes the private area, with a codified access, accessible only to Consortium members: work papers, update of conclusions and templates of common use by partners. Specifically designed to increase coordination between partners, it will also support central dissemination. Therefore, all information about project's progress and availability of results must be published in this section to be managed and spread in an efficient manner.

In the open discussion forum, all interested visitors can share their opinion and research results. In order to generate a distinctive website, SHAMAN offers dynamic contents to make-it a reference page to those interested in Digital Preservation.

The public area is designed in order to constant update of activities and works and listing of interesting events related to Digital Preservation, as well as provide project information (generic description, objectives, work packages, expected results, execution calendar and partners (links)).

It is a comprehensive web portal, supported by a database-driven content-management and dynamic web publishing backend will be launched and will be developed and enhanced along SHAMAN lifecycle. This activity is common to WP 16 and WP 17.

Original functional of SHAMAN web site will has enhanced and updated. Improvements are based upon contributions received from partners as well as the Benchmarking of Project web sites such as Caspar, DPE, Planets, and LIWA. A description of website functionalities is in Annex III.

5.2 Database

Web contacts, prospected groups of interest as result of market activities undertaken under WP17.2., S&R contacts made during industry and scientific gatherings are expected to feed a single database under responsibility of Inmark, that will be used for dissemination purposes and direct marketing. This Action is common to WP16 and WP 17.

5.3 Media channels

The dynamics of the market shows that DP is an emerging market. For securing its development towards becoming a mainstream practice and its economic sustainability it is needed to reach a critical mass of demand. Power of media is understood crucial due to its multiplicative effect and ability to reach both, broad and specific, segments of potential target audiences in order to raise sensibilization and awareness.

Press releases and publication of scientific articles form an important part in the dissemination strategy. On-line and off-line magazines, scientific journals and Internet based resources will be the main media channels. Because of the characteristics of the main target groups, on-line channels will be of priority. This relates to:

- Production of articles, press releases and other news formats aimed at media up-take by scientific journals: high level briefings of matters covered by SHAMAN, speaker notes, etc., suitable for academic (and non academic)- diffusion. This includes testbed results and Public Deliverables.
- Provide contents for the SHAMAN e-newsletter to top officers in industry and academic institutions (included in database).
- Supply updates for the European Commission Dissemination Services and events: Cordis, e-Inclusion Europe.
- Generate synergies with Consortium Partners Newsletters and networks.

5.3.1 Scientific Publication(s)

Since the SHAMAN integrated project is a scientific research project, a major effort should and will be done to cover SHAMAN by several means of scientific publication. That includes the publishing of monographs or anthologies on the subject; of articles, reports and the like in all kinds of scientific journals; of features in publications aimed for the general public. The physical type of those publications should cover both printed and online (WEB) media and/or related versions of them. The following table gives an overview on planned publications to create and/or contribute to:

PARTNER	PUBLICATION	PLANNED DATE	TYPE	AUDIENCE
FUH, DNB, GLOBIT	Modelling Context for Digital Preservation	Autumn 2009	Book chapter, Springer LNCS	Scientific community
UStrath, CDLR, Univ. of Technology, Sydney, Australia	World Digital Library	End of 2009	paper	Digital library community
SSLIS, HATII, UStrath	Planning the evaluation of a large-scale European project	Winter 2010	Scholarly journal	Scholarly community
SSLIS, National University of Singapore	Semantic compression by a B-spline wavelet kernel for information retrieval and text categorization	Summer 2009	Conference paper, to be submitted to ACM Conference on Information and Knowledge Management	Scientific community
SSLIS, UStrath, National University of Singapore	Using signal analysis for information retrieval and text categorization in digital libraries	Autumn 2009	Article, to be submitted to International Journal on Digital Libraries (Springer)	Scientific community, DL community
SSLIS, National University of	Wavelet analysis for information retrieval and text	Autumn 2009	Article, to be submitted to Information	Scientific community

Singapore	categorization in digital libraries		Processing and Management	
SSLIS, National University of Singapore	Wavelet kernels and semantic compression	Winter 2009	Article, to be submitted to ACM Transactions on Information Systems	Scientific community
SSLIS	Modelling conceptual dynamics based on spatial and temporal contexts	Winter 2009	Article, to be submitted to Journal of Information Science	Scientific community
UNIMD	Evaluation of Fusion for Similarity Searching in Online Handwritten Documents	July 2009	Conference paper (ICDM'2009)	Scientific community
UNIMD	A New Forensic Model and its Application to the Collection Extraction and Long-Term Storage of Screen Content off a Memory Dump	July 2009	Conference paper (DSP2009)	Scientific community
UNIMD	Migration zur Langzeitarchivierung von elektronischen Textdokumenten	May 2009	Conference paper (DACH Security 2009)	Scientific community

As of the finalization of the present deliverable, three of the above specified publications represent joint publications between representatives of more than one consortium member(s).

A list of journals or other scientific publications of interest for SHAMAN, can be found in Annex I

5.4 Dissemination Events

There are several types of events organized by SHAMAN or whereas SHAMAN attendance and / or leading role are highly recommended, either Innovation Workshops, Seminars and Conferences, Themed Conference Tracks, top industry related public events and PR activities, organized by EU or third parties.

Working sessions will be focused in discussing selected topics, i.e. providing sound justification for RTD cooperation across research disciplines boundaries (i.e., providing incentives for cooperation), exposing key areas where collaboration cutting across domains' frontiers has more potential, as well as creating conditions for such cooperation to occur. Conclusions and further orientations derived from business oriented scientific research discussions will be collected and published, mainly electronically, but also as working session's proceedings. Five events of this type are foreseen within SHAMAN project lifecycle.

5.4.1 Events organised by SHAMAN

- National dissemination workshops.
- University of Borås - Research seminar: Input of SSLIS into SHAMAN project.
- Dagstuhl Seminar 10291 "Automation in Digital Preservation"
http://www.dagstuhl.de/no_cache/en/program/calendar/semhp/?semnr=10291, July 2010, co-organised by representatives of Ustrath, HATII, XEROX and TU-Wien.
- Special session "Securing Media for the Next Centuries: from Digital Watermarking, Fingerprinting and Hashing to Secure Archival Architectures" at 16th International Conference

on Digital Signal Processing, DSP 2009, 5th July 2009, Santorini (Greece) by Jana Dittmann and Claus Vielhauer from UNIMD.

5.4.2 Event participations

An important role for participation of SHAMAN at events organised by other institutions and projects are major European or International conferences. SHAMAN representatives will participate regularly on relevant conferences during the course of the project, such as iPRES, ECDL, CeBIT, IFLA etc.

Planned events to attend/organise:

PARTNER	NAME	DATE/ LOCATION	SHAMAN ACTIVITIES	AUDIENCE
UNIMD	D • A • CH Security 2009	May 19-20, 2009, Bochum Germany	Talk	Security community
UGOE	98th German Librarian's Day	June 2nd – June 5th, Erfurt (Germany).	Talk that will also mention SHAMAN	German library community
DNB, UNIMD	Nestor closing event	10 June 2009, Berlin, Germany	Poster presentation, information desk	Libraries, other memory institutions
UStrath	EIPub 2009	10-12 June 2009, Milan, Italy	Paper	Information professionals
Ustrath UNIMD	The 16th International Conference on Digital Signal Processing (DSP 2009)	5-7 July 2009, Santorini, Greece	Paper in the special session "Securing Media for the Next Centuries: from Digital Watermarking, Fingerprinting and Hashing to Secure Archival Architectures" Talk	Information professionals, digital signal processing professionals Security community
UNIMD	9th Industrial Conference on Data Mining ICDM'2009	July 20 - 22, 2009, Leipzig, Germany	Talk	Data Mining community
UStrath, University of Technology, Sydney, Australia	IFLA	23-27 August 2009, Milan, Italy	Paper in the session Statistics for the cultural heritage (Preservation and Conservation Section)	Libraries, other memory institutions
SSLIS and HATII	ECDL 2009	September 27 to October 2, 2009 Corfu, Greece	Short paper	Digital library community
DNB, UGOE, and other SHAMAN partners	iPRES 2009	5-6 October 2009, San Francisco, USA.	Papers	Digital preservation community
SSLIS	ICDL2010 - International Conference on Digital Libraries	22-25 February, 2010	Two full papers	Digital library community

The participation is intended as Consortium, not as single individuals and/or organizations; either local, regional or international level; and should consider an active, participating role with production of papers or presentations.

Only one person or a single group of people will be appointed to speak to the audience in the name of SHAMAN. A report of the activity during the journey as well as contributions that could be substantial to the project itself should be addressed to the Project Coordinator and made public to all Consortium members. Other events of SHAMAN interest are listed in Annex II.

5.4.3 SHAMAN demonstration activities

One of the major constraints within the SHAMAN project is the focus on demonstration activities. Although these are specifically addressed in the SHAMAN Demonstration Plan¹, the related project efforts should nevertheless be mentioned as a special type of dissemination activity. As the Demonstration Plan points out, the “demonstration process should ensure that the outcomes of all WPs can be used for integration into the long-term preservation system including the main elements defined in SHAMAN preservation theory”². Therefore, those activities are central for the overall and area specific perception of the SHAMAN project and its results. As a public deliverable, especially the deliverable D11.2, the “Demonstration of distributed ingestion” should be paid special attention to in order to exploit the dissemination potential of that deliverable towards the respective audiences within the suitable communities. The handling of the other, non-public demonstration deliverables with regard to any dissemination should be subject to SHAMAN consortium policy.

5.5 Clustering activities

Related projects

The SHAMAN partners are well placed to disseminate and collaborate with other RTD partners, EU Consortiums and some prospect customers, as the technology developed under SHAMAN is applicable to other research and development projects and cooperation is expected to foster synergies and advances in all areas. To achieve the highest potential impact, SHAMAN will co-operate with other initiatives on national, European and international level. Some of the relevant initiatives that have been identified are:

- 3D-COFORM LIWA
- PROTAGE
- V-CITY
- PAPHYRUS
- DL.ORG
- IMPACT
- PRESTOPRIME

Methods of cooperation

SHAMAN partners are involved in most of the named projects. Thus the information flow between these projects and SHAMAN is ensured. Furthermore, organisations involved in the mentioned projects will be informed about SHAMAN via news postings, link exchanges to websites, personal discussions on the conferences and common organisation of events.

¹ Developed by SSLIS within WP14.

² Cited from DIS1 Preliminary demonstration plan, p.6 (introduction).

5.6 Dissemination support materials

Support materials will be produced to facilitate dissemination of project philosophy, outcomes and exploitable results.

Inmark will provide similar number of copies for all members and will also keep a small stock to attend unexpected events. No other stuff is to be used by Consortium members under any circumstance.

Materials will be updated on yearly basis and/or according to specific findings and Consortium member's needs.

Dissemination materials developed in SHAMAN will consist of:

- a) Creation of SHAMAN standard presentation background (e.g. Power Point Template).
- b) Flyer Brochure, printed in 4 colours and A5 format, to allow mailing. Draft version of design and content will be distributed to partners for comments by March 2009.

This flyer includes a brief explanation of the project, its benefits, outputs and stakeholders, with the aim of distributing them among the non-skilled target audiences. Writing will be colloquial, bullet point and commercial.

When approved and review, final version will be printed in quality paper and in a run of approximately 1800 copies. The brochure content will be revised annually, in order to include elements of the project's progress.

- c) A Render Brochure, printed in 4 colours and in a more stylish format is expected to be reprinted several times during project's lifetime, providing updated and in-deep information of the findings, developments and studio cases analyzed by SHAMAN. Every edition will consider around 1000 copies.
- d) Production of Posters (one general and if needed, others to special occasions). An official poster will be designed and printed in standard format (80x 120 cm) contributing in support both institutional dissemination and to be displayed during events.
- e) Electronic version of a Newsletter: online archive and supported by e-mail alerts, consisting in the main of material posted on the Website, supplemented by additional editorial material and commentary as planned/requested.
- f) It will be produced (edited in Front Page) and mailed on a quarterly basis to all records in database. Written in a friendly and commercial style will include pictorials and will refer constantly to the website in order to extend content.

Also available at website, eNewsletter allows subscription via web.

It will consist of independent sections:

- Overview of latest activities and findings.
 - Calendar and introduction of forthcoming activities.
 - Case study.
 - News related to FP initiatives and/ or DP matters.
 - Interview to a market agent and/or Consortium member.
 - Brief comments from Consortium Coordinator.
- g) All activities to be harvest in a (Final) Report and published annually and at the end of project, following the guidelines provided by the European Commission. In this report there is a summary

of the activities done, the main activities areas are highlighted and described and it also includes a description of the future work in the project.

- h) Production of any other materials if needed

ANNEXES

Annex I: Scientific Journals of Interest for SHAMAN

- ACM Transactions on... (different issues)
- Ariadne (<http://www.ariadne.ac.uk/>)
- Computational Linguistics
- D-Lib Magazine (<http://www.dlib.org/>)
- ECONTENT
- Electronic Library
- First Monday (<http://firstmonday.org/>)
- Government Information Quarterly
- IJDC, International Journal of Digital Curation (<http://www.ijdc.net>)
- IJDL, International Journal on Digital Libraries (<http://www.springerlink.com/content/100475/>, <http://www.dljournal.org/>)
- Information Processing and Management
- Information research: an international electronic journal (<http://informationr.net/ir/>)
- Information Retrieval
- Information Systems Research
- JASIST: Journal of the American Society for Information Science and Technology
- Journal of Digital Asset Management
- Journal of Documentation
- Journal of Information Science
- Journal of Information Technology
- Journal of Machine Learning
- Journal of Scholarly Publishing
- Journal of Software
- The Journal of Academic Librarianship

Annex II: Digital Preservation conferences and events, 2009

- Long Term Preservation of digital Data in Museums and archives– Concepts and Strategies Workshop, 02 March 2009, Leipzig, Germany.
- DRAMBORA Auditor's Training Course Based on practical research and developed jointly by the Digital Curation Centre (DCC) and DigitalPreservationEurope (DPE), the Digital Repository Audit Method Based on Risk Assessment (DRAMBORA) provides a methodology for self-assessment of digital preservation repositories. Rome, 23-25th March 2009.
- Innovation forum CINEARCHIV digital 25th of March 2009 Babelsberg - Moving Pictures - find and use, 25 March, Potsdam, Germany.
- DPE/Planets/CASPAR/nestor Joint Training Event: The Preservation challenge: basic concepts and practical applications, Barcelona, 23-27 March 2009.
- DPE/Planets/CASPAR/nestor Joint Training Event: The Preservation challenge: basic concepts and practical applications. 23-27th March 2009, Barcelona, Spain.
- DigCCurr 2009: Digital Curation Practice, Promise and Prospects, April 1st 2009 - April 3rd 2009, University of North Carolina, North Carolina, USA.
- DigCCurr 2009: Digital Curation Practice, 31st European Conference on Information Retrieval, April 6th 2009 - April 9th 2009, Toulouse, France.
- IMPACT (Improving access to text) Conference 2009: OCR in Mass Digitisation Challenges between Full Text, Imaging and Language. April 6th 2009 - April 7th 2009, Hague (Netherlands).
- Museums and the Web 2009, April 15th 2009 - April 18th 2009, Indianapolis (Indiana, USA).
- Curating research 2009: e-Merging New Roles and Responsibilities in the European Landscape - A workshop on long-term digital preservation, 17th April 2009. The Hague, Netherlands.
- ELAG Conference 2009: New Tools of the Trade, April 22nd 2009 - April 24th 2009, Bratislava (Slovakia).
- IS&T ARCHIVING Conference 2009, from 4 to 7 May 2009, Hilton Crystal City, Arlington, Virginia, USA.
- ACA 2009 Annual Conference, “Rights, Responsibilities, Trust”. May 15th 2009 - May 17th 2009, Calgary, Alberta.
- Open Repositories 2009 Annual Conference. May 18th 2009 - May 21st 2009, Atlanta (GA, USA).
- Libraries in the Digital Age (LIDA) 2009. May 25th 2009 - May 30th 2009, Dubrovnik and Zadar (Croatia).
- IASSIST/IFDO 2009: Mobile Data and the Life Cycle, May 26th 2009 - May 29th 2009, Tampere (Finland).
- The 35th Annual International Association for Social Science Information Service and Technology (IASSIST). Digital Directions: Fundamentals of Creating and Managing Digital Collections, May 27th 2009 - May 29th 2009, San Diego (California, USA).
- ELPUB 2009, June 10th 2009 - June 12th 2009, Milan (Italy).
- Joint Conference on Digital Libraries (JCDL 2009), June 15th 2009 - June 17th 2009, Austin, TX, USA.

- TrebleCLEF Summer School on Multilingual Information Access, Santa Croce in Fossabanda, Pisa, Italy 15-19 June 2009.
- The 32nd Annual ACM SIGIR Conference, June 19th 2009 - June 23rd 2009, Boston, USA.
- ISKO (International Society for Knowledge Organization). Content Architecture: Exploiting and Managing Diverse Resources, June 22nd 2009 - June 23rd 2009, London, UK.
- The Information Structure and Presentation track at ACM Hypertext Conference 2009, June 29th 2009 - July 1st 2009, Torino (Italy).
- IFLA 2009 Satellite Pre-Conference: "Emerging trends in technology: libraries between Web 2.0, semantic web and search technology", August 19th 2009 - August 20th 2009, Florence (Italy).
- "Libraries create futures: Building on cultural heritage", World Library and Information Congress, 75th IFLA General Conference and Assembly, 23-27 August 2009, Milan, Italy.
- European Summer School in Information Retrieval (ESSIR), August 31st 2009 - September 4th 2009, University of Padua (Italy).
- The 2009 IEEE/WIC/ACM International Joint Conferences On Web Intelligence (WI'09) and Intelligent Agent Technology (IAT'09), September 15th 2009 - September 18th 2009, Milano (Italy).
- "Digital Societies", ECDL Conference 2009, September 27-October 2, 2009, Corfú, Greece.
- iPRES 2009: 6th International Conference on Preservation of Digital Objects, 5-6 October 2009, San Francisco, USA.

Annex III: Website functionalities

Main features offered through the Portal will be:

- Background information on the scope of the Project.
- Community and Constituency Building, Registration and Management Services.
- Copy of a periodical eNewsletter.
- A calendar of main stakeholders gathering events related to the scope of SHAMAN, including registration facilities for those organised by the Project, supported by e-mail alerts
- An archive of results from Use Case Scenarios and Market Watch.
- Contact area.
- Counter.

In order to generate a distinctive website, SHAMAN website requires providing intelligent content - accessible to non-highly specialised audiences- as well as dynamic contents to make-it a reference page to those interested in Digital Preservation. New functionalities include:

1. **Possibility of cross search information.** Segmented information by predefined areas and categories will allow tagging, ordering and relating the website content, improving access and speed of search. The three project domains initially considered by the SHAMAN project (Memory Institutions, Industrial Design and Engineering and e-Science) are proposed to be used to ease the search and access of the website content. These domains are proposed to be translated/called “areas” in the website to ease the understanding by the visitors. Categories will ease filter, select and access the different type of content (video, images, papers, etc) as well as the concerned partners that are directly involved with development and/or participation.
2. **Improved look and feel** with constant, dynamic content and updates. Easy navigation bar, trendy design and the possibility to include different type of contents should allow SHAMAN website to be more attractive to wider audiences.
3. **Facilitate understanding to wider audiences.** Technical concepts used through all the content and picture boxes, will be didactically explained hiperlinking it with its definition when clicking over it. A solution in this line has been adopted by CASPAR, by creating a glossary, that requires constantly seek a specific page of website, where definitions are still too technical.
4. **Adopt a new SHAMAN website outline.** The outline for the SHAMAN web site is foreseen to be the following, according to our criteria and information analysed:
 - Home
 - SHAMAN Project Description
 - News (information tags: categories)
 - Demos
 - Downloadables e.g. eNewsletters and information tagged by categories
 - Publications (tags by area): Papers and Consortium Publications, Study Cases, Public Deliverables
 - Shaman Images (tags by areas)
 - Calendar and Events
 - SHAMAN Digital Preservation Community
 - Log-in/Registration to the SHAMAN Digital Preservation Community
 - Partners and Participants

- Links (other related links and tagged by areas)
- Search (tags: areas, categories)
- Contact us

5. **Programmed updates.** All information website content should be updated on monthly bases with partner’s cooperation. This implies submission of papers, documents, images and demos in editable versions and according to a predefined schedule and specific procedures. Inmark will distribute a template to all Partners, requesting papers, documents, images and demos produced during previous 30 days, as well as activities (presentations, events, news) of public/ scientific interest done or planned for the forthcoming two months, to be included in the section of Calendar and Events. This will be done the last week of each month, providing a week to be answered. E-mail with link to the wiki in order to facilitate re-collection. Once approved by the Editorial and Dissemination Team will be uploaded to the web.

Website Map is as follows:

