



## DELIVERABLE

Project Acronym: E-ARK  
 Grant Agreement Number: 620998  
 Project Title: European Archival Records and Knowledge Preservation

### DELIVERABLE DETAILS

|                                  |  |
|----------------------------------|--|
| <b>DELIVERABLE REFERENCE NO.</b> | D8.1.2                                 |
| <b>DELIVERABLE TITLE</b>         | Annual Dissemination Strategy (Year 2) |
| <b>REVISION</b>                  | 0.4                                    |

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| <b>Project co-funded by the European Commission within the ICT Policy Support Programme</b> |  |   |
|---|--|---|
| <b>Dissemination Level</b>  |  |   |
| P   | Public   | P |
| C   | Confidential, only for members of the Consortium and the Commission Services |   |

## REVISION HISTORY AND STATEMENT OF ORIGINALITY

### Submitted Revisions History

| Revision No. | Date      | Authors(s)   | Organisation          | Description  |
|--------------|-----------|--|-----------------------|--|
| 0.1          | 4/2/2015  | Clive Billenness                                   | UPHEC                 | Initial draft based on D8.1.1  |
| 0.2          | 24/2/2015 | Clive Billenness<br>Sharon McMeekin<br>Janet Delve | UPHEC<br>DPC<br>UPHEC | Multiple revisions to take account of planning at annual staff meeting |
| 0.3          | 25/2/2015 | Andrew Wilson                                      | UPHEC                 | Updated for Advisory Boards  |
| 0.4          | 26/2/2015 | Clive Billenness                                   | UPHEC                 | Final consolidation  |
|              |           |  |                       |  |
|              |           |  |                       |  |

### Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

## Acknowledgements

This report has been developed within the project “European Archival Records and Knowledge Preservation” (eark-project.eu). The project is funded by the European Commission under the ICT Policy Support Programme within Call 7 of the Competitiveness and Innovation Framework Programme.

We are grateful to our DPC colleagues who provided us with a copy of the 4C Communications Strategy by Sarah Norris et al, which is the ongoing basis for this dissemination strategy.

The E-ARK participants are:

| Participant no.   | Participant organisation name                         | Participant short name | Country  |
|-------------------|---|------------------------|----------|
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| 02 (Participant)  | AIT Austrian Institute of Technology GmbH             | AIT                    | Austria  |
| 03 (Participant)  | Ministrstvo za kulturo                                | MC                     | Slovenia |
| 04 (Participant)  | DLM Forum Foundation                                  | DLM                    | UK       |
| 05 (Participant)  | Statens Arkiver: The Danish National Archives         | DNA                    | Denmark  |
| 06 (Participant)  | Digital Preservation Coalition Ltd.                   | DPC                    | UK       |
| 07 (Participant)  | Universität zu Köln                                   | UCO                    | Germany  |
| 08 (Participant)  | Instituto Superior Técnico                            | IST                    | Portugal |
| 09 (Participant)  | National Archives of Hungary                          | NAH                    | Hungary  |
| 10 (Participant)  | Rahvusarhiiv: The National Archives of Estonia        | NAE                    | Estonia  |
| 11 (Participant)  | Arkivverket: National Archival Services of Norway     | NAN                    | Norway   |
| 12 (Participant)  | ES Solutions  | ESS                    | Sweden   |
| 13 (Participant)  | KEEP SOLUTIONS LDA                                    | KEEPS                  | Portugal |
| 14 (Participant)  | Magenta ApS   | MAG                    | Denmark  |
| 15 (Participant)  | Agência para a Modernização Administrativa IP         | AMA                    | Portugal |
| 16 (Participant)  | Ministerio de Hacienda y Administraciones Públicas    | MHAP                   | Spain    |

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## 1. Introduction

Archives provide an indispensable component of the digital ecosystem by safeguarding information and enabling access to it. Harmonisation of currently fragmented archival approaches is required to provide the economies of scale necessary for general adoption of end-to-end solutions. There is a critical need for an overarching methodology addressing business and operational issues, and technical solutions for ingest, preservation and re-use. In co-operation with commercial systems providers, E-ARK will create and pilot a pan-European methodology for electronic document archiving, synthesising existing national and international best practices, that will keep records and databases authentic and usable over time. The methodology will be implemented in an open pilot in various national contexts, using existing, near-to-market tools, and services developed by the partners. This will allow memory institutions and their clients (public- and private-sector) to assess, in an operational context, the suitability of those state-of-the-art technologies.

As a Pilot Type B project, E-ARK must stimulate the uptake of innovative ICT based services and products. It will take existing Research and Development work and enhance it by extending and combining partial solutions. The required output of the project is that it should provide an operational pilot service demonstrating significant impact potential, by engaging with a complete value-chain of stakeholders in its work.

E-ARK will achieve this result by implementing a series of pilots in multiple EU States in a variety of digital preservation contexts and with different types and scales of content.

Successful pilot implementations must however, be supported by a Dissemination Strategy which will promote these successes and so encourage wider uptake within the digital preservation community. If a strong interest in E-ARK tools arises from this community, it will encourage manufacturers and suppliers of preservation systems to integrate them into their own systems and so promote their support and further development.

The composition of the E-ARK consortium contains a balance of all stakeholder groups with an involvement in digital preservation. The project is therefore well-placed to engage with the entire community via through its partners' connections. In addition, the participation in the project of the DLM Forum and the Digital Preservation Coalition enables E-ARK to reach a global community.

This Dissemination Strategy reviews the achievements of the project during its first year and then restates its overall strategy and the detailed activities which we will undertake during Year 2 to achieve, and measure the success of our strategy.

This is a "living" document which will be regularly reviewed during the coming year and re-issued again at the beginning of Year 3, to form the basis for the year 3 Dissemination Strategy.

## 2. Objectives

This Project Dissemination Strategy sets out the strategy for achieving the communications objectives for Project E-ARK. The overriding principle behind this Plan is to raise awareness of and promote access to the archiving tools and knowledge base produced by the project to encourage adoption by both end-users and archiving systems manufacturers

### Statements of objective

The overall objective of our Strategy is to support and promote the Project's Goals (see Appendix 1)

The principal objectives of this project are to engage with those who participate in every stage of the life-cycle of a digital record using the Open Archival Information System (OAIS) reference model defined by CCSDS 650.0-B-1 of the Consultative Committee for Space Data Systems (the text of which is identical to ISO 14721:2012 / CCSDS 650.0-M-2

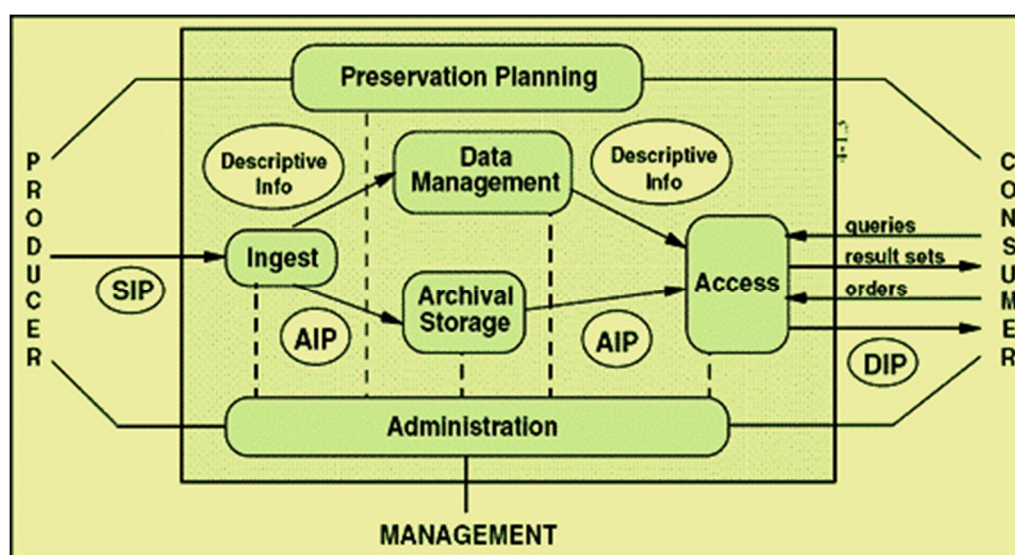


Figure 1 - OAIS Functional Entities

However, the scope of the project starts beyond the remit of OAIS with the pre-ingest phase, where it is a key project objective to bring standardisation to the broad spectrum of data that is submitted to archival institutions. Within the OAIS framework, E-ARK seeks to bring standardisation to the Submission Information Package (SIP) and the Archival Information Package (AIP) and will then integrate open source tools to facilitate the creation of and access to standardised but extensible format Dissemination Information Packages (DIPs) to extract the data for the end-user community.

In addition, E-ARK will engage directly with the end-user community by creating a Knowledge Base of Best Practice and a Project Maturity Model to support progressive organisational improvement.



Project success will be measured not only by achieving a series of successful pilot implementations of archiving systems but also by measuring the extent to which:

- E-ARK outputs are more widely adopted by the end-user archiving community
- Improvement is achieved within that community
- The archiving systems supplier community implement E-ARK systems and standards within their commercial offerings.
- Records creators supporting E-ARK export requirements.

These successes are intended to demonstrate the effectiveness of the project outputs and so encourage their wider uptake amongst the European (and beyond) preservation, records creation, and e-government communities. This will, in turn, expand a potential market for suppliers adopting E-ARK tools and services and, by providing such a demand, increase the number of suppliers and so develop competition within the market.

Such a widespread adoption will not be achieved, however, unless both the community and the supplier base are not only kept informed about developments but are also consulted about and have an opportunity to influence the project's approach and planned outputs.

The project's strategy is, therefore, to identify and then engage with the many different stakeholder groups in ways that are most appropriate to them based on their type of relationship with the project and the stage which the different aspects of the project have reached.

We will use a variety of means and media (described below), involving both 'push' and 'pull' techniques, to both disseminate information about the project to stakeholders who are already aware of the project, and to engage with those who are not yet aware of our work.

It is equally important that the project communicates with and encourages communication between its own team members dispersed across 11 countries. Effective communications channels will ensure that they are kept aware of project developments and that they present consistent, up-to-date information to their own organisations and circles of contacts. Tools, systems, structures and opportunities will therefore be provided to support a variety of formal and informal communications channels.

### **Goals, Measures and Indicators**

E-ARK has established a number of overall goals for the outcomes of its activities. These are contained in Appendix 1 to this document.

We have agreed with the European Commission a number of Indicators to not only measure performance but also to demonstrate continuous improvement throughout the life of the project. These are shown in full in Appendix 2 to this document.

Our commitment to continuous improvement will be reflected by learning lessons and responding to feedback from the people with whom we interact, not only outside the project, but also from within our own project team.

The following indicators are measured in part or in full by our Dissemination Activities. We have included our achievements in Year 1:

| Indicator No. | Relating to which goal? | Indicator  | Method of measurement  | Minimum Expected Progress  |        |                                   |
|---------------|-------------------------|--|--|--|--------|-----------------------------------|
|               |                         |  |  | Year 1   | Year 2 | Year 3                            |
| 8             | Goal 1 and 2            | Feedback Score<br><br>(Range: 1 to 5)  | <b>Subjective / Numeric:</b><br>Delegates at each event to provide detailed feedback<br><br>Measured by:<br><br>Use of web-based SurveyMonkey survey forms   | 70% of responses<br><br>Score >=4<br><br><b>N/A - No events to be measured in Year 1</b> |        |                                   |
| 9             | Goal 2                  | Newsletter<br><br><i>Now distributed monthly via <a href="http://paper.li">http://paper.li</a></i> | <b>Numeric:</b> Total number of downloads of the newsletter per issue<br><br>Measured by:<br><br>Online web analytics plus feed to Project Google Analytics page   | 150<br><br><b>322 views as at 31/1 2015</b><br><br>✓                                     | 500    | 1000                              |
| 18            | Goal 1                  | Overall Project Impact Survey<br><br>(Range: 1 to 5)   | Self-Assessment / Numeric:<br><br>Using Project mailing list, responses to survey of all persons with whom the project comes into contact during its entire life to determine the extent to which E-ARK has positively impacted them and their organisations<br><br>Measured by:<br><br>Use of web-based SurveyMonkey survey forms | N/A  | N/A    | 70% of responses<br><br>Score >=4 |

We will also continuously measure levels of Stakeholder Engagement by monitoring of website hits and activity levels on a variety of social media channels on which we will maintain a presence. We have established the following quantitative measures for this activity:

- Number of hits on our website
- Number of unique website visitors
- Locations of website visitors (where identifiable)
- Number of accounts following E-ARK Twitter Account
- Number of third-party Tweets referring to E-ARK
- Number of accounts joining a LinkedIn E-ARK account.

As a result of our successes in the first year we have decided to 'stretch' our targets for the second year as follows: by the end of month 24 we will achieve

| <b>MEASURE</b>   | <b>TARGET (ORIGINAL)</b> |
|--|--------------------------|
| Number of hits on E-ARK website per month (average)                        | 1,500 (750)              |
| Number of unique website visitors per month (average)                      | 500 (400)                |
| Number of EC countries from which visitors originate over project year     | 22 (12)                  |
| Number of Twitter Users following E-ARK Twitter account                    | 150 (100)                |
| Number of third-party Tweets referring to E-ARK over year                  | 500                      |
| Number of accounts joined to LinkedIn E-ARK Account by the end of Month 24 | 100                      |

### **3. Key Messages**

#### **Nature of the message**

E-ARK will use messages which are interest-led and tailored to each of the stakeholder groups outlined in Section 4 – Stakeholders and Audiences.

By conveying messages that are of significant value, stakeholders will be encouraged to offer attitudinal and behavioural responses.

From the stakeholder's perspective, two elements are significant:

- the amount and quality of the information that is communicated; and
- the overall judgment that each individual makes about the way a message is communicated.

E-ARK messages need to strike a balance between the need to provide information, and incentivising consumption of the message.

Our target audiences are diverse in nature. They range from the archiving and curatorial communities within the public sector, through a variety of businesses and the open-source community, to the general public.

Messages will need to be 'tailored' to some extent to audiences in different sectors, but in nearly all cases, stakeholders are likely to see collaboration with E-ARK as a high-involvement decision, given the nature of the information they may be required to share. Therefore messages should emphasize information content, key attributes and benefits, and also be fact-based.

#### **Message content**

The project will tailor messages for each audience group, but all communications issued by any member of the project team should reflect one of the following four key messages:

- E-ARK will demonstrate the potential benefits for public administrations, public agencies, public services, citizens and business by providing easy and efficient access to the archived records.,
- Pan-European interoperability of e-enabled public services will lead towards an e-infrastructure driven by the public sector for the benefit of citizens, commerce and science.
- Adoption of the E-ARK pilot in multiple sites will bring economies of scale from a federated approach to procurement;
- The project will cover the workflows for the three main activities of an archiving process – acquiring, preserving and enabling re-use of information, and by providing the metadata specifications associated with each stage. Thus an open set of standards / practices will be created based on existing good practice such as Moreq2010 and OAIS.

The channels through which these messages will be conveyed, to optimise uptake are outlined in Section 5, Section 6, and Section 7



## **Managing message consistency**

All project partners are responsible for maintaining consistency with the messages outlined above when conveyed verbally or in print. Achieving consistency involves focus on both content and style.

To ensure consistency of content, the project will develop and store on its Sharepoint site a set of standardised Powerpoint presentations suitable for translation into multiple languages. To avoid duplication of effort, all team members will be asked to use slides from this 'library' in presentations wherever possible.

Where new presentations are being created, the author(s) will be asked to confirm the content with their organisation's Project Board representative. Project Board representatives are well-placed to obtain external verification from fellow Board members.

The Project Co-Ordinator, Project Manager and Technical Co-Ordinator are also available to provide support and assistance in the preparation of materials.

All printed material prepared by the project will be subject to internal quality control in the same way as external deliverables.

Throughout the project, we will develop a Glossary of Standard Terminology. An initial Glossary, based on work undertaken in the EC 4C Project, has been loaded onto the Project Sharepoint Site in our Technical Reference Library

The E-ARK project assumes that reports and other major deliverables will have persistent identifiers.

Institutional and project logos have been uploaded by all partners for use on published material.

RGB colour codes have been defined for the logo and website pages.

The appearance of all written or published messages must also conform to the E-ARK Style Guide, which is based on templates stored on the Project Sharepoint Site. Guidance on writing style is provided in the Modern Humanities Research Association's "Style Guide"<sup>1</sup> which is also available for download from the Project Sharepoint Site.

Although the project is conducted in English, it is recognised that material, particularly for pilot sites, must be in other languages. All material for publication will always therefore be verified by a Project Team member for whom the output language is their first language.

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<sup>1</sup> "MHRA Style Guide – A Handbook for Authors and Editors" (Third Edition) 2013 London

## 4. Stakeholders and Audiences

### Segmentation

E-ARK has identified 4 categories of Project Stakeholder:

Those who are **R**esponsible for all aspects of the delivery of the Project

Those who are **A**ccountable for all aspects of the delivery of the Project

Those who should be **C**onsulted about aspects of the Project

Those who need to be kept **I**nformed about the Project

and 15 different groups of stakeholders within these categories.

For each group and category of engagement, we have further identified

What

Why

When and

How

we will communicate with them.

For each group, we have also identified what results we wish to achieve and how we will measure our success in achieving these.

The table in 4.2 overleaf contains a detailed Stakeholder Analysis, concerning the following Stakeholders:

- Project Team members
- Consortium Member Organisations
- Pilot Organisations
- DLM Forum Members
- DPC Members
- All Archives with digital holdings
- Other organizations with digital archival holdings
- Other Archives without current digital holdings
- Other organizations with growing record bases which will require digital archiving
- Other organizations with growing record bases which will require submission to Archives
- The general public
- The European Commission
- Other current EC Research Projects
- Manufacturer, Suppliers and Maintainers of Digital Archiving Systems
- Manufacturer, Suppliers and Maintainers of ERMS and other CMS
- E-Govt Regulatory bodies with oversight of digital records creation and preservation
- DP Regulatory Bodies with oversight of digital records creation and preservation

The full list of institutions, individuals and projects with which the E-ARK Project will engage will be finalised and recorded in a Stakeholder Registry.



## Stakeholder Analysis

| With whom do we wish to communicate? | (R)esponsible<br>(A)ccountable<br>(C)onsulted<br>(I)nformed | What do we wish to communicate?  | Why do we wish to communicate with them?   | How do we wish to communicate with them?   | When do we wish to communicate with them?  | With what result?  |  |
|--------------------------------------|---|--|--|--|--|--|--|
| Project Team members                 | R   | Project Objectives & Plan<br>General Progress  | To improve and assure quality and timeliness of delivery of Project  | Project CMS<br>Teleconfs<br><br>Workpackage meetings<br>Annual All-Staff Meetings<br>Newsletter<br>Articles placed in third-party publications | At project outset<br>Continuously throughout project<br>At completion of project | Clear, shared understanding of the project's objectives, strategy and approach<br>Effective and timely integration of outputs from different work-packages | Timely delivery of project outputs which are accepted by EC<br>Annual team attitude survey                 |
| Consortium Member Organisations      | A   | Project Objectives & Plan<br>General Progress<br>Periodic progress as it affects stakeholder | To ensure commitment of Consortium Members<br>To maximize investment by organization in project<br>To prepare for use of project outcomes within the | Via Project Team Members<br>Copies of reports to EC<br>Project Website   | At project outset<br>Regularly throughout project<br>At completion of project    | Clear, shared understanding of the project's objectives, strategy and approach<br>Strong support for own project members and for project overall           | Feedback at Executive Steering Committee<br>Level<br>Level of uptake of project outputs beyond pilot sites |

| With whom do we wish to communicate? | (R)esponsible<br>(A)ccountable<br>(C)onsulted<br>(I)nformed | What do we wish to communicate?  | Why do we wish to communicate with them?  | How do we wish to communicate with them?   | When do we wish to communicate with them?  | With what result?  |  |
|--------------------------------------|---|--|---|--|--|--|--|
|                                      |   |  | organisation  |  |  |  |  |
| Pilot Organisations                  | <b>C</b>  | Project Objectives & Plan<br>Periodic progress as it affects stakeholder<br>General Progress | To ensure commitment of Pilot Organisation<br>To maximize investment by organization in project<br>To prepare for use of project outcomes within the organisation | Verbal reports via Pilot Manager<br>Pilot progress bulletins<br>Feedback from consultative processes<br>Newsletter<br>Website<br>Through Consultative Groups | At very outset of project<br>Regularly during Year 1<br>Frequently during year 2<br>Continuously during Year 3<br>At completion of project | Timely and successful implementation of pilots<br>Continuing support for and use of project outputs at the organization post-project | Feedback from Pilot Organisations<br>Commitment to continued use of project outputs beyond the end of the project. |
| DLM Forum Members                    | <b>I / C</b>  | Project Objectives & Plan<br>DLM Forum Involvement<br>Periodic progress as it affects        | To maximize information amongst DLM Forum Community<br>To prepare for use of project outcomes   | Website<br>Newsletter<br>Via Project Team Members<br>Presentations at DLM / DPC events<br>Briefings to   | Throughout project from the beginning<br>At DLM Forum events<br>At DLM Executive Board   | Continued support for Project throughout its life<br>Support / further implementations beyond the                                    | Feedback obtained via a survey of members conducted by DLM Forum<br>Evidence of adoption of                        |

| With whom do we wish to communicate?     | (R)esponsible<br>(A)ccountable<br>(C)onsulted<br>(I)nformed | What do we wish to communicate?  | Why do we wish to communicate with them?   | How do we wish to communicate with them?  | When do we wish to communicate with them?  | With what result?  |  |
|--|---|--|--|---|--|--|--|
|  |   | stakeholder<br>General<br>Progress   | within by DLM<br>Forum<br>members  | Executive<br>Committee<br>Through<br>Consultative<br>Groups   | meetings   | project<br>conclusion  | project<br>outputs by<br>DLM Forum<br>Members  |
| DPC Members                              | I / C   | Project<br>Objectives &<br>Plan<br>DPC<br>Involvement<br>Periodic<br>progress as it<br>affects<br>stakeholder<br>General<br>Progress | To maximize<br>information<br>amongst DPC<br>Community<br>To prepare for<br>use of project<br>outcomes<br>within by DPC<br>members | Website<br>Newsletter<br>Via Project<br>Team Members<br>Presentations at<br>DLM / DPC<br>events<br>Briefings to<br>Board<br>Through<br>Consultative<br>Groups | Throughout<br>project from<br>the beginning<br>At DPC<br>events<br>At DPC<br>Board<br>meetings | Continued<br>support for<br>Project<br>throughout its<br>life<br>Support for<br>implementations<br>beyond the life<br>of the project<br>conclusion | Feedback<br>obtained via a<br>survey of<br>members<br>conducted by<br>DPC<br>Evidence of<br>adoption of<br>project<br>outputs by<br>DPC<br>Members |
| All Archives<br>with digital<br>holdings | I / C   | General<br>Background<br>to project<br>Project<br>Objectives &<br>Plan<br>Project  | To inform and<br>educate<br>stakeholders<br>about issues<br>relating to the<br>long-term<br>preservation                           | Website<br>Newsletters<br>Presentations at<br>DLM / DPC<br>events<br>Presentations at<br>third-party  | Once overall<br>project<br>approach and<br>plans have<br>been<br>formalized –<br>(probably     | Extended<br>uptake of<br>project outputs<br>by organizations<br>beyond the<br>pilots<br>Adoption of  | Attendance at<br>events<br>Number of<br>institutions<br>undertaking<br>Maturity<br>Model Self-   |



| With whom do we wish to communicate?               | (R)esponsible<br>(A)ccountable<br>(C)onsulted<br>(I)nformed | What do we wish to communicate?  | Why do we wish to communicate with them?  | How do we wish to communicate with them?   | When do we wish to communicate with them?   | With what result?  |
|--|---|--|---|--|---|--|
|  |   |  | Model   |  |   |  |
| Other organizations with digital archival holdings | I / C   | General Background to project<br>Project Objectives & Plan<br>Project Benefits<br>General Progress<br>Results of Pilots<br>Research outcomes<br>Opportunities for exploitation of outcomes<br>Major milestones | To inform and educate stakeholders about issues relating to the long-term preservation and access to Digital Archival material including current holdings<br>To inform and educate stakeholders about business issues relating to the long-term | Website<br>Newsletters<br>Presentations at DLM / DPC events<br>Presentations at third-party events<br>Articles placed in third-party publications<br>Creation of mailing list for distribution of information bulletins<br>Through Consultative Groups | Once overall project approach and plans have been formalized – (probably Month 3)<br>Regularly during years 1 – 2<br>Frequently once Pilots deployed<br>At end of project | Increased interest in project and its outputs<br>Adoption of Maturity Model<br><br>Attendance at events<br>Number of institutions undertaking<br>Maturity Model Self-Assessment and scores achieved over the life of the project<br>Delegate feedback from events attended<br>Long-term impact survey at conclusion of project |

| With whom do we wish to communicate? | <b>(R)</b> esponsible<br><b>(A)</b> ccountable<br><b>(C)</b> onsulted<br><b>(I)</b> nformed | What do we wish to communicate? | Why do we wish to communicate with them?   | How do we wish to communicate with them? | When do we wish to communicate with them? | With what result? |
|--------------------------------------|---|---------------------------------|--|--|---|-------------------|
|                                      |   |                                 | <p>preservation and access to Digital Archival material including current holdings</p> <p>To advise and encourage adoption of Good Practice in the management of Digital Archives</p> <p>To encourage interest and uptake of project outcomes amongst the wider archival community</p> |  |   |                   |

| With whom do we wish to communicate?            | <b>(R)</b> esponsible<br><b>(A)</b> ccountable<br><b>(C)</b> onsulted<br><b>(I)</b> nformed | What do we wish to communicate?   | Why do we wish to communicate with them?   | How do we wish to communicate with them?   | When do we wish to communicate with them?   | With what result?   |
|---|---|---|--|--|---|---|
| Other Archives without current digital holdings | I   | Issues of future interest<br>General Background to project<br>General Progress<br>Results of Pilots | To inform and educate stakeholders about issues relating to the long-term preservation and access to Digital Archival material<br>To inform and educate stakeholders about future issues confronting their organization if they begin to hold digital material.<br>To encourage future awareness of these issues | Website<br>Newsletters<br>Presentations at DLM / DPC events<br>Presentations at third-party events<br>Articles placed in third-party publications<br>Creation of mailing list for distribution of information bulletins<br>Through Consultative Groups | Once overall project approach and plans have been formalized – (probably Month 3)<br>Regularly during years 1 – 2<br>Frequently once Pilots deployed<br>At end of project | Increased interest in project and its outputs<br>Interest in Maturity Model |

| With whom do we wish to communicate?   | (R)esponsible<br>(A)ccountable<br>(C)onsulted<br>(I)nformed | What do we wish to communicate?   | Why do we wish to communicate with them?   | How do we wish to communicate with them?  | When do we wish to communicate with them?   | With what result?   |
|--|---|---|--|---|---|---|
|  |   |   | in future strategic and operational planning   |   |   |   |
| Other organizations with growing record bases which will require digital archiving | I   | General Background to project<br>Issues of future interest<br>Considerations for holders of digital records | To inform and educate stakeholders about issues relating to the long-term preservation and access to Digital Archival material<br>To inform and educate stakeholders about future issues confronting their organization if they begin to | Website<br>Newsletters<br>Presentations at DLM / DPC events<br>Presentations at third-party events<br>Articles placed in third-party publications<br>Creation of mailing list for distribution of information bulletins | Once overall project approach and plans have been formalized – (probably Month 3)<br>Regularly during years 1 – 2 | Increased interest in project and its outputs<br>Interest in Maturity Model<br><br>Website statistics<br>Subscriptions to newsletters and e-bulletins<br>Number of institutions undertaking Maturity Model Self-Assessment and scores achieved over the life of the project |



| With whom do we wish to communicate?  | <b>(R)</b> esponsible<br><b>(A)</b> ccountable<br><b>(C)</b> onsulted<br><b>(I)</b> nformed | What do we wish to communicate?  | Why do we wish to communicate with them?  | How do we wish to communicate with them?   | When do we wish to communicate with them?   | With what result?   |   |
|---|---|--|---|--|---|---|---|
|   |   |  | hold digital material.<br>To encourage future awareness of these issues in future strategic and operational planning  |  |   |   |   |
| Other organizations with growing record bases which will require submission to Archives | <b>I / C</b>  | General Background to project<br>Project Objectives & Plan<br>Project Benefits<br>General Progress<br>Research outcomes<br>Opportunities for | To provide information about the general issues relating to the long-term preservation of archival records.<br>To provide information about the outputs and outcomes of | Website<br>Newsletters<br>Presentations at DLM / DPC events<br>Presentations at third-party events<br>Articles placed in third-party publications<br>Through Consultative Groups | Once overall project approach and plans have been formalized – (probably Month 3)<br>Regularly during years 1 – 2 | Increased interest in project and its outputs<br>Interest in Maturity Model | Level of uptake of project outputs<br>Feedback from Consultative Groups |

| With whom do we wish to communicate? | <b>(R)</b> esponsible<br><b>(A)</b> ccountable<br><b>(C)</b> onsulted<br><b>(I)</b> nformed | What do we wish to communicate?              | Why do we wish to communicate with them?  | How do we wish to communicate with them?  | When do we wish to communicate with them? | With what result? |
|--------------------------------------|---|--|---|---|---|-------------------|
|                                      |   | exploitation of outcomes<br>Major milestones | <p>the project.</p> <p>To promote the tools and services provided by the project</p> <p>To encourage the uptake and integration of the tools and services into commercial offerings (esp SIPs)</p> <p>To inform stakeholders about lessons learned in undertaking the pilots</p> <p>To provide assistance in promoting products which use the</p> | <p>One-to-one briefings with e.g. e-Government organisations</p> <p>Through common e-Government projects such as eSENS.</p> <p>Briefings at national level with elected reps and Government organisations</p> |   |                   |

| With whom do we wish to communicate? | (R)esponsible<br>(A)ccountable<br>(C)onsulted<br>(I)nformed | What do we wish to communicate?  | Why do we wish to communicate with them?  | How do we wish to communicate with them?  | When do we wish to communicate with them?   | With what result?   |  |
|--------------------------------------|---|--|---|---|---|---|--|
|                                      |   |  | <p>project's outputs</p> <p>To increase overall the economic activity within the EC</p>   |   |   |   |  |
| The general public                   | I   | <p>General Background to project</p> <p>Costs and benefits</p> <p>Relevance to people in general</p> <p>General Progress</p> | <p>To inform and educate stakeholders about issues relating to the long-term preservation and access to Digital Archival material</p> <p>To re-assure stakeholders that proper stewardship is being exercised over archival</p> | <p>Website</p> <p>Newsletters</p> <p>Presentations at DLM / DPC events</p> <p>Presentations at third-party events</p> <p>Articles placed in third-party publications</p> <p>Engagement via Social Media (e.g. LinkedIn and Twitter)</p> <p>General Information video on</p> | <p>Regularly from shortly after project outset</p> <p>Once pilots are deployed</p> <p>At conclusion of project.</p> | <p>Increased awareness of the issues relating to the long-term preservation of digital archival material</p> <p>Increased awareness of EC Research Programmes</p> | <p>Website statistics</p> <p>Subscriptions to newsletters and e-bulletins</p> <p>Social media activity</p> |

| With whom do we wish to communicate? | <b>(R)</b> esponsible<br><b>(A)</b> ccountable<br><b>(C)</b> onsulted<br><b>(I)</b> nformed | What do we wish to communicate?                      | Why do we wish to communicate with them?  | How do we wish to communicate with them?                                      | When do we wish to communicate with them?             | With what result?  |   |
|--------------------------------------|---|--|---|---|---|--|---|
|                                      |   |  | <p>data by those entrusted with it</p> <p>To increase popular support for national activities in this area and so support political initiatives in this area</p> <p>To raise the profile of European Initiatives in this area of research</p> | <p>YouTube</p> <p>Publishable summaries of Annual and Final Reports to EC</p> |   |  |   |
| The European Commission              | I   | Detailed background to project<br>Detailed progress, | To prove visible success against project  | Via Periodic Reports and Annual Reviews<br>Via regular communication          | Continuously via Sharepoint<br>On request from the EC | Acceptance of all External Deliverables<br>Review scores of Very Good or | Feedback from Project Officers<br>Outcomes of Reviews |

| With whom do we wish to communicate? | <b>(R)</b> esponsible<br><b>(A)</b> ccountable<br><b>(C)</b> onsulted<br><b>(I)</b> nformed | What do we wish to communicate? | Why do we wish to communicate with them?  | How do we wish to communicate with them?   | When do we wish to communicate with them? | With what result? |  |
|--------------------------------------|---|---------------------------------|---|--|---|-------------------|--|
|                                      |   | costs and achievements          | objectives<br>To demonstrate value for money achieved<br>To demonstrate performance improvement across the European Community<br>To provide tools and services which can be adopted by other European initiatives and so avoid duplication of effort and cost | with Project Officer<br>Read-only access to Project's Sharepoint Site<br>Invitations as delegates and guest speaker slots at Project events<br>Contributions to EC PSP exhibitions / reports | Annually at year end and project-end      | Excellent         |  |

| With whom do we wish to communicate?                                 | (R)esponsible<br>(A)ccountable<br>(C)onsulted<br>(I)nformed | What do we wish to communicate?  | Why do we wish to communicate with them?   | How do we wish to communicate with them?   | When do we wish to communicate with them?   | With what result?   |   |
|--|---|--|--|--|---|---|---|
| Other current EC Research Projects                                   | I / C   | Details of Project objectives and deliverables<br>Project Progress   | To identify possibilities for sharing of development outputs and research outcomes   | At a personal level between Project Co-ordinators and personal connections between Project Boards  | Throughout the life of the project  | Enhanced delivery within E-ARK and other projects   | The extent to which Project Registers of software do not contain duplications<br>The extent to which other projects' software appears on the project Register |
| Manufacturer, Suppliers and Maintainers of Digital Archiving Systems | I / C   | General Background to project<br>Project Objectives & Plan<br>Project Benefits<br>General Progress<br>Detailed information | To provide information about the outputs and outcomes of the project.<br>To promote the tools and services provided by the project<br>To encourage | Website<br>Newsletters<br>Presentations at DLM / DPC events<br>Presentations at third-party events<br>Articles placed in third-party publications<br>Through | Once overall project approach and plans have been formalized – (probably Month 3)<br>Regularly during years 1 – 2<br>Frequently | Increased interest in project outputs<br>Adoption of project outputs for integration into existing and new commercial tools | Level of uptake of project outputs<br>Feedback from Consultative Groups   |

| With whom do we wish to communicate? | <b>(R)</b> esponsible<br><b>(A)</b> ccountable<br><b>(C)</b> onsulted<br><b>(I)</b> nformed | What do we wish to communicate?  | Why do we wish to communicate with them?   | How do we wish to communicate with them?                               | When do we wish to communicate with them?         | With what result? |
|--------------------------------------|---|--|--|--|---|-------------------|
|                                      |   | <p>about Pilots<br/>Research outcomes<br/>Opportunities for exploitation of outcomes<br/>Major milestones<br/>Information about how to contribute to the Project</p> | <p>the uptake and integration of the tools and services into commercial offerings<br/>To inform stakeholders about lessons learned in undertaking the pilots<br/>To provide assistance in promoting products which use the project's outputs<br/>To increase overall the economic activity within the EC</p> | <p>Consultative Groups<br/>One-to-one briefings with organisations</p> | <p>once Pilots deployed<br/>At end of project</p> |                   |

| With whom do we wish to communicate?                           | <b>(R)</b> esponsible<br><b>(A)</b> ccountable<br><b>(C)</b> onsulted<br><b>(I)</b> nformed | What do we wish to communicate?  | Why do we wish to communicate with them?   | How do we wish to communicate with them?   | When do we wish to communicate with them?  | With what result?  |
|--|---|--|--|--|--|--|
| Manufacturer, Suppliers and Maintainers of ERMS and other CMIS | <b>I / C</b>  | <p>Issues of future interest</p> <p>General Background to project</p> <p>Project Objectives &amp; Plan</p> <p>Project Benefits</p> <p>General Progress</p> <p>Detailed information about Pilots</p> <p>Research outcomes</p> <p>Opportunities for exploitation of outcomes</p> <p>Major milestones</p> <p>Information about how to contribute to</p> | <p>To provide information about the general issues relating to the long-term preservation of archival records.</p> <p>To provide information about the outputs and outcomes of the project.</p> <p>To promote the tools and services provided by the project</p> <p>To encourage the uptake and integration of the tools and services into</p> | <p>Website</p> <p>Newsletters</p> <p>Presentations at DLM / DPC events</p> <p>Presentations at third-party events</p> <p>Articles placed in third-party publications</p> <p>Through Consultative Groups</p> <p>One-to-one briefings with organisations</p> | <p>Once overall project approach and plans have been formalized – (probably Month 3)</p> <p>Regularly during years 1 – 2</p> <p>Frequently once Pilots deployed</p> <p>At end of project</p> | <p>Increased interest in project outputs</p> <p>Adoption of project outputs for integration into existing and new commercial tools</p> |



| With whom do we wish to communicate?                             | (R)esponsible<br>(A)ccountable<br>(C)onsulted<br>(I)nformed | What do we wish to communicate?                 | Why do we wish to communicate with them?  | How do we wish to communicate with them?               | When do we wish to communicate with them?                 | With what result?   |
|--|---|---|---|--|---|---|
|  |   | the Project                                     | commercial offerings (esp SIPs)<br>To inform stakeholders about lessons learned in undertaking the pilots<br>To provide assistance in promoting products which use the project's outputs<br>To increase overall the economic activity within the EC |  |   |   |
| e-Government Regulatory bodies with oversight of digital records | I   | Issues of future interest<br>General Background | To provide background information regarding the   | Dialogue with and submissions to national and European | Upon delivery of legal study deliverable<br>Upon delivery | Outputs of project taken into account when framing<br>We will seek evidence of the extent to which we |

| With whom do we wish to communicate? | <b>(R)</b> esponsible<br><b>(A)</b> ccountable<br><b>(C)</b> onsulted<br><b>(I)</b> nformed | What do we wish to communicate?   | Why do we wish to communicate with them?  | How do we wish to communicate with them?   | When do we wish to communicate with them?   | With what result?  |  |
|--------------------------------------|---|---|---|--|---|--|--|
| creation and preservation            |   | to project<br>Project Objectives & Plan<br>Project Benefits<br>Detailed information about Pilots<br>Research outcomes<br>Major milestones | technical issues when placing archival records into a long-term preservation system.<br>To influence future e-Government regulation and legislation to reflect Good Practice<br>To encourage an open and non-proprietary approach to the long-term preservation of archival data.<br>To highlight any conflicts | regulatory organizations<br>Briefings at national level with elected reps and Government organisations | of research outputs<br>At conclusion of 'Lessons Learned' activity relating to Pilots<br>At conclusion of Project | new e-Government legislation and regulation at national and European level | have influenced legislation and regulation by dialogue with elected representatives at national and European level as well as beyond Europe. |

| With whom do we wish to communicate?  | (R)esponsible<br>(A)ccountable<br>(C)onsulted<br>(I)nformed | What do we wish to communicate?  | Why do we wish to communicate with them?  | How do we wish to communicate with them?  | When do we wish to communicate with them?   | With what result?   |  |
|---|---|--|---|---|---|---|--|
|   |   |  | in national approaches and/or constraints to access and preservation in regulation which has been identified by the project                                 |   |   |   |  |
| Digital Preservation Regulatory bodies with oversight of digital records creation and preservation (e.g. National Archives) | I   | Issues of future interest<br>General Background to project<br>Project Objectives & Plan<br>Project Benefits<br>Detailed information about Pilots<br>Research | To provide background information regarding the technical issues when placing archival records into a long-term preservation system.<br>To influence future | Dialogue with and submissions to national and European regulatory organizations<br>Briefings at national level with elected reps and Government organisations | Upon delivery of legal study deliverable<br>Upon delivery of research outputs<br>At conclusion of 'Lessons Learned' activity relating to Pilots<br>At conclusion of Project | Outputs of project taken into account when framing new e-Government legislation and regulation at national and European level | We will seek evidence of the extent to which we have influenced legislation and regulation by dialogue with elected representatives at national and European level as well |

| With whom do we wish to communicate? | <b>(R)</b> esponsible<br><b>(A)</b> ccountable<br><b>(C)</b> onsulted<br><b>(I)</b> nformed | What do we wish to communicate? | Why do we wish to communicate with them?   | How do we wish to communicate with them? | When do we wish to communicate with them? | With what result? |                   |
|--------------------------------------|---|---------------------------------|--|--|---|-------------------|-------------------|
|                                      |   | outcomes<br>Major milestones    | regulation and legislation to reflect Good Practice<br>To encourage an open and non-proprietary approach to the long-term preservation of archival data.<br>To highlight any conflicts in national approaches and/or constraints to access and preservation in regulation which has been identified by |  |   |                   | as beyond Europe. |

| With whom do we wish to communicate? | <b>(R)</b> esponsible<br><b>(A)</b> ccountable<br><b>(C)</b> onsulted<br><b>(I)</b> nformed | What do we wish to communicate? | Why do we wish to communicate with them? | How do we wish to communicate with them? | When do we wish to communicate with them? | With what result? |  |
|--------------------------------------|---|---------------------------------|--|--|---|-------------------|--|
|                                      |   |                                 | the project                              |  |   |                   |  |

## **Focus of Communications Activities**

Within each of the identified stakeholder groups, it is the executives within their organisations, as well as decision makers, policy makers, records managers, and leaders across the board who are concerned with the problems addressed by the E-ARK project, and so it is that these individuals are the focus for communications activities.

Communication Mechanisms will include (but are not restricted to):

Press Releases

The E-ARK Project webpage(s)

Social Media (including Twitter and LinkedIn)

The E-ARK electronic newsletter

Targeted mailing via MailChimp

Academic papers in learned journals

Collaborative presentations at other related EC Project Events

Speaking opportunities at national and international conferences

Themed workshops at conferences

Articles in the various trade press outlets

Code releases via GitHub (and similar)

## **Workpackage-Specific Communications Activities**

In the first six months of the project (up to milestone 1 MS01), WP2, WP3, WP4 and WP5 all carried out best practice surveys using Survey Monkey (D2.1, D3.1| D4.1 & D5.1). These varied slightly in content, designed to address the needs of each WP but the results were all shared between the work packages.

The **Best Practice Survey Stakeholders** were:

- Project Team members
- Consortium Member Organisations
- Pilot Organisations
- DLM Forum Members
- DPC Members
- All Archives with digital holdings
- Other organizations with digital archival holdings
- Other Archives without current digital holdings

- Other organizations with growing record bases which will require digital archiving
- Other organizations with growing record bases which will require submission to Archives
- Other current EC Research Projects (e.g. eSENS, APEX)
- Manufacturer, Suppliers and Maintainers of Digital Archiving Systems
- Manufacturer, Suppliers and Maintainers of ERMS and other CMS
- E-Govt Regulatory bodies with oversight of digital records creation and preservation
- DP Regulatory Bodies with oversight of digital records creation and preservation

#### 4.1.1. WP2

WP2 has four phases (which are aligned to the project-wide phases), the first two of which are relevant here:

- pre-planning. This comprises creating a general model, which involves contacting key stakeholders from among the three Advisory Boards and Project Team Members to gather process information, and also creating use case definitions during M1 - M6, which involves liaising with of the Best Practice Stakeholders to obtain input for the use cases.

- planning (including acquiring datasets, training of staff, arranging for implementation of 'wrappers' to make existing on-site components compatible with the new SIP/DIPs being developed, M7 - M27). This involves liaising with data managers, staff trainers, archival system / IT staff from:

- Project Team Members
- All Archives with digital holdings
- Other organizations with digital archival holdings
- Other Archives without current digital holdings
- Other organizations with growing record bases which will require digital archiving
- Other organizations with growing record bases which will require submission to Archives
- Other current EC Research Projects (e.g. eSENS, APEX)
- Manufacturer, Suppliers and Maintainers of Digital Archiving Systems
- Manufacturer, Suppliers and Maintainers of ERMS and other CMS

As work in Year 2 progresses to undertake detailed planning of the pilots, specific communications and engagement activities will be included in each individual pilot plan.

It is vital to engage clearly with Stakeholders for all aspects of the pilots, so UML and plain language will be used to provide high-level documentation of the use cases and pilot scenarios. For clarification, use-cases present functional and non-functional requirements while pilot scenarios define the business and operational context against which the pilot can be evaluated. During the planning phase, end-user documentation will be produced in national language(s).

Tasks T2.1 (General model and use case definitions) in Year 1 involved liaising with:

- Project Team Members

- Pilot Organisations
- DLM Forum Members
- DPC Members
- All Archives with digital holdings
- Other organizations with digital archival holdings
- Other Archives without current digital holdings
- Other organizations with growing record bases which will require digital archiving
- Other organizations with growing record bases which will require submission to Archives
- Other current EC Research Projects (e.g. eSENS, APEX)
- Manufacturer, Suppliers and Maintainers of Digital Archiving Systems
- Manufacturer, Suppliers and Maintainers of ERMS and other CMS

As this task continues and the general model is refined, the work package team will undertake further engagement with these stakeholders.

T2.2 (Legal and regulatory issues): (M7-M16) involves liaising with:

- Project Team Members AMA and MINHAP
- The European Commission
- Other current EC Research Projects (eSENS)
- E-Govt Regulatory bodies with oversight of digital records creation and preservation
- DP Regulatory Bodies with oversight of digital records creation and preservation

T2.3 Support for tool developers. (M7-M24). This involves liaising with:

- Manufacturer, Suppliers and Maintainers of Digital Archiving Systems
- Manufacturer, Suppliers and Maintainers of ERMS and other CMS

T2.4 Future Pilot Deployment (M25 - M27) will require planning of local dissemination material for use in the local pilots. This work will be conducted jointly by the WP Leads and the local Pilot Liaison Officers

#### **4.1.2. WP3**

For the Best Practice Survey, WP3 focused on pre-ingest, metadata, and SIPs.

The stakeholders involved in providing input for task 3.3 (T3.3 – SIP creation tools, M7 onwards) are mainly the national archives from the Project Team Members: the key stakeholders here being the national archives of Hungary, Slovenia, Denmark, Estonia and Norway; and the SMEs KEEPS, Magenta and ESS.

#### **4.1.3. WP4**

For the Best Practice Survey, WP4 focused on creating a vendor-neutral AIP.

In particular:

- DLM Forum Members
- DPC Members
- Commercial / Technical Advisory Board Members such as the Open Planets Foundations

with strong links to the wider Open Data community are the key stakeholders here.



#### 4.1.4. WP5

For the Best Practice Survey, WP5 focused on defining a DIP and providing access methods and interfaces for structured / unstructured data.

Task 5.1 (Access and Presentation Requirements) **[Completed]** consisted of gathering requirements for access from consumers (OASIS term for users) through the Project Team Member National Archives, and the DLM Forum. The focus is primarily on the current consumers using current systems in use at the archives, and secondarily on considering future use.

T5.2 (E-ARK DIP Format Requirements), T5.3 ((E-ARK DIP Format Specifications) and T5.4 (AIP-DIP Transformation Content) and will require communication with providers of standards for structured data such as EU FP7 Planets Project format SIARD (Software Independent Archiving of Relational Databases) based on SQL:1999. In this case the standards provider is the Archival Advisory Board Member, the Swiss Federal Archives. Similarly for providers of standards for unstructured data suitable for use by OASIS CMIS (Content Management Interoperability Services).

So the main stakeholders for this task would be:

- Project Team members (esp. Magenta)
- Manufacturer, Suppliers and Maintainers of ERMS and other CMS
- Archival and Commercial / Technical Advisory Boards

T5.5 (Search, Access, and Display Interfaces). Work on the design of the interfaces will begin in M15, and the project will seek feedback from a wide variety of sources, including delegates at events where prototypes are demonstrated. Work in this area will be undertaken in conjunction with WP7, and will focus on recruitment of assessors to contribute in WP7 assessments.

#### 4.1.5. WP6

A key focus for WP6 is that memory institutions need to justify the costs of long-term storage, and offering potential re-use (through open data, data mining, improved search and access) is one channel for this.

In particular:

- DLM Forum Members
- DPC Members
- UK Data Archive
- Commercial / Technical Advisory Board Members such as the Open Preservation Foundation
- Other EC Research Projects (e.g. recently completed: SCAPE, APARSEN current: e-SENS, PERICLES)

with strong links to the wider Open Data communities and the Big Data Communities will be key stakeholders here.

#### 4.1.6. WP7

The main aim of WP7 is to develop a business and technical evaluation of the e-archiving services. The business evaluation will consist of a maturity model suitable for assessing the evolving maturity of the pilot sites. The technical evaluation will assess the cost-effectiveness of the project's tools and services. This will involve liaison with the following Communities of Interest:

- Developers of assessment tools such as ARMA International (<http://www.arma.org/>) that developed the International Maturity Model for Information Governance and the Generally Accepted Recordkeeping Principles (GARP) and JISC (<http://www.jisc.ac.uk/>) responsible for the Records Management Maturity Model.
- Assessment-related Research Projects such as TIMBUS (<http://timbusproject.net/>) that follows a risk management approach to assess and motivate preservation needs, 4C (<http://www.4cproject.eu/>) project that aims to assess cost-effectiveness of digital curation solutions, benchmarkDP (<http://benchmark-dp.org/>) that has the goal of "developing the first coherent, systematic approach to assess and compare digital preservation processes, systems, and organizational capabilities" and e-SENS (<http://www.esens.eu/>) where several assessment are conducted to understand the ease of "access of citizens and business to public services across European borders".

Another key communication activity is to collate and publish recommended practices using an online knowledge Centre to support our Communities of Interest.

The knowledge Centre (KC) can be used by different stakeholders for different purposes. Examples are:

- Businesses stakeholders as a tool to understand records management and information governance practices and requirements;
- Archivists, Records Managers and Information Governance experts and practitioners that can use the KC as a reference source for information and knowledge;
- Academics and students that can use the KC as a teaching and learning resource;

In order to reach those communities, WP7 will mainly focus on communication via:

- DLM Forum Members (ARMA)
- DPC Members (JISC)
- Commercial / Technical Advisory Board Members such as the Open Planets Foundation
- Other current and recently-completed EC Research Projects (4C, TIMBUS, eSENS, PERICLES, benchmarkDP)

To summarize, key stakeholders have been identified for all WPs for the first year of the project, and WP Leaders communicate regularly to ensure that Stakeholders are approached in a helpful and timely manner, whilst retaining individual features for each WP, as they have different aims etc. Regular communication within E-ARK (see section 5 below)

is a vital part of the process of ensuring that Project members are aware whose responsibility it is to contact Stakeholders throughout the project.

## 5. Internal Communications

### Day to day communications

#### 5.1.1. Tools

Because the Project's partners are geographically distributed across 11 countries, we must place a high reliance on electronic communications and take maximum advantage of the limited opportunities which present themselves for face-to-face, personal contact.

The principal channel for communications will be electronic mail. In addition to individual emails, the project also provides a series of automated mailing lists to which they can subscribe. Hosted on a Ipswitch IMail Server, the mailing list system contains a number of lists, intended for different groups, to which project members can self-subscribe.

Lists presently available are

|                      |  |
|----------------------|--|
| <b>all</b>           | - intended for everyone working on the project     |
| <b>technical</b>     | - for the discussion of technical matters in E-ARK |
| <b>comms_team</b>    | - for the discussion of dissemination matters      |
| <b>wpleads</b>       | - for the E-ARK Work Package Leads                 |
| <b>projboard</b>     | - for all members of the E-ARK Project Board       |
| <b>WP2, WP3 etc.</b> | - for each Work Package.                           |

Another list:

|             |   |
|-------------|---|
| <b>exec</b> | - for all members of the E-ARK Executive Steering Committee |
|-------------|---|

have all been activated

Dedicated lists have also been created for each of our three Advisory Boards

Further lists will be created as required for other special-focus groups.

Anyone subscribing to one of these lists can contact every other subscriber. It is also possible for non-project members to be subscribed to these lists, if desired.

The Project is committed to providing the widest possible access to project information for its participants. We have therefore also established a Sharepoint CMS ([www.earkadmin.com](http://www.earkadmin.com)) for the creation and storage of project-related information and reference material. This website provides facilities for 'Announcements' and a shared project calendar as well as dedicated discussion areas for specific project issues.

While Sharepoint will be used for the overall management of E-ARK, we have also established a Redmine project management website to manage the project's technical developments (<http://redmine.eark-project.eu>) This site will be used to plan and track development work and also to identify and resolve technical issues.

To support larger-scale communications, the project has set-up a Webex-based teleconferencing service which can support large numbers of simultaneous connections over Voice over IP or normal telephone connections. This enables the project to host large-scale meetings with full documentation support and audio-recording facilities. This facility is available for use by any member of the project and is, again, accessible to both project members and non-project members.

Finally, the project has created a shared Google Drive to assist in the collaborative creation of documents.

### **5.1.2. Activities**

In order to maintain communications at Project Level, fortnightly teleconferences are held by the Project Co-Ordinator with all Work Package Leads. The first meeting of each month is attended only by the Work Package Leads. At the second meeting, all members of the Project Board are invited to call in so that urgent project-wide matters can be considered, as well as ensuring that all partners are fully aware of progress in all Work Packages.

Within each Work Package, the Leads will be responsible for communications with the participating partners, and will set up their own teleconferences and face-to-face meetings as necessary. Where a face-to-face meeting is planned, we will check whether it might be possible to co-ordinate other meetings to minimise the time and cost involved in personal meetings.

Finally, the Project will take all opportunities where participants are attending other events in person to organise its own face-to-face meetings where these are required. This especially arises in relation to the twice-yearly meetings of the DLM Forum at which many consortium partners will be present at no cost to the Project.

### **Project Meetings**

E-ARK is managed overall in accordance with Project, Programme and Risk Management Best Practice as defined in the UK's Office of Government Commerce's Prince2, Managing Successful Programmes (MSP) and Management of Risk (M\_o\_R) methodologies.

Our project structure will combine individual roles for co-ordinating and overall project management tasks as well as governing bodies for organising the day-to-day work in the work packages, for reporting and for preparing and taking the decisions needed to achieve the project's objectives.

There are three levels of governance within the Project:

Executive Steering Committee

Project Board

Work Package Leads

### **5.1.3. Executive Steering Committee (ESC)**

The steering group for the project activities is the Executive Steering Committee (ESC) and is the highest authority of the project. All institutions in the consortium are represented by one delegate, usually the director of the institution or the head of department involved have a mandate for decisions. Institutions that also lead work packages are to delegate to the ESC a different person than their WPL.

The ESC is the steering group for the whole of the project. It will be chaired by the PC, assisted by the PM and has a more formal character as the body that signs off general reports and major changes in all the activities brought forward by the PB. These include monitoring and harmonising the activities, progress of the project activities and the content aggregation, deciding on (re)allocation of resources or redefinition of work packages, deciding on changes in partner participation. It will review the plans for the remaining phases and will resolve conflicts based on the principles agreed in the consortium agreement, for example IPR issues within the project. Each member institution has one vote and majority resolves conflicts.

The ESC will meet face to face at least once every year and hold other, exception-driven meetings as required.

### **5.1.4. Project Board (PB)**

Day-to-day management of the project is the responsibility of the Project Board (PB). It consists of all WPL and is chaired by the Project Co-ordinator.

The PB is responsible for the management, work and directions of the whole project, the work packages progress, and supervises the technical and scientific work with responsibility for decisions concerning the overall project management.

The PB will have telephone/online conference calls approximately every quarter and meets face to face at least once a year.

### **5.1.5. Work packages (WP) and Work package leaders (WPL)**

The project work is performed in workpackages (WPs) holding a group of staff from various institutions, each of which is co-ordinated by a WP leader (WPL). The WPLs are appointed by the institutions who have applied for the WP leadership effort, except for the Project Manager who is the WP01 leader automatically.

The workpackage Leads will hold a teleconference every two weeks.

The workpackages will have internal telephone/online conference calls every month and will meet face to face at least as necessary, chaired by the WPLs.

#### **5.1.6. Technical Team**

The technical work inside the project is coordinated by the Technical Co-Ordinator within the Technical Team. The scope of this team is to coordinate technical development actions (mainly across WP3 – WP7) and thus ensure that all delivered software in a specific WP is of good quality and interoperable with software developed in other WPs.

The Technical Team includes representatives from each development partner and lead institutions of WP3 – WP7.

The Technical Team has internal telephone/online conference calls every month and will meet face to face at least twice a year with the main scope of aligning semi-annual development schedules.

### **Reporting**

#### **5.1.7. Internal Reporting**

Work Package Leads (WPL's ) will provide fortnightly verbal 'highlight' reports at their teleconferences. These meetings will be recorded and Actions Lists created.

All project partner organisations will be invited to attend WPL meetings once each month.

The Project Manager will present a formal report on the use of project resources at each quarterly Project Board meeting.

To support this activity, each partner will normally provide an aggregated quarterly report of person-months committed at Task Level for comparison with the Description of Work.

In addition, each partner will normally provide a report after 6 months of each year on financial resources consumed for comparison with the agreed budget.

Both of these reports will be reported to the Project Board and then on to the Executive Steering Committee at their meetings.

In addition to these, the Executive Steering Committee will receive and approve the end of year formal Project Report to the EC prior to submission.

All reports will be available on the Project Sharepoint site and accessible by all members of the project team.

#### **5.1.8. External Reporting**

In accordance with the Project Grant Agreement, E-ARK will submit a full report of its activities to the European Commission at the end of each project year.

In addition, a Final Report, with a publishable summary, will be submitted to the EC at the end of the Project.





## 6. External Communications

### Communication and information exchange with EC-funded and other projects and organisations

Based on their own activities which focus on a pan-European e-archiving infrastructure, the E-ARK project has identified the following EC-funded and other projects, with which to exchange information:

- o e-SENS
- o eARD ([http://riksarkivet.se/Media/pdf-filer/Projekt/eARD\\_informationstext\\_eng.pdf](http://riksarkivet.se/Media/pdf-filer/Projekt/eARD_informationstext_eng.pdf))
- o 4C (now finished)
- o SCAPE (now finished)
- o TIMBUS (now finished)
- o DANRW (<http://www.danrw.de/?lang=en>) (now finished)
- o APEX (<http://www.apex-project.eu/index.php/en/>)
- o benchmarkDP (<http://benchmark-dp.org/>)
- o PERICLES (<http://pericles-project.eu>)

And other relevant ISA projects (<http://ec.europa.eu/isa/>)

The full list of projects with which the E-ARK Project will engage will be finalised and recorded in a Stakeholder Registry.

Care will be taken to observe proper protocol here, ie. going through Co-ordinators to establish WP-WP contact. Strong links have already been forged with the e-SENS project, with E-ARK / e-SENS teleconferences and F2F meetings arranged, shared meetings, and newsletter exchanges. Many E-ARK Project Members lead or are members of these projects, which facilitates good communication with them.

### Stakeholder focus groups and workshops

Stakeholder engagement activities will be managed within WP8, and internal communications activities will be managed within WP1.

|       |  |
|-------|--|
| T.1.8 | Communications   |
| T.8.1 | Development and maintenance of dissemination strategy and project visual identity including E-ARK website design |
| T.8.2 | Maintenance of website   |
| T.8.3 | Project results dissemination  |
| T.8.4 | Digital Archives community dissemination   |
| T.8.5 | Digital Preservation community dissemination   |

These will be led by UPHEC and are split into two broad groupings:

Formative and Consultative Activities' - which will progress through the life of the project and be used as a two-way information exchange between the project and the wide range of stakeholders; and 'Summative Dissemination Activities' - dissemination activities which represent the settled views of the project.

The E-ARK project places a particular emphasis on interaction with stakeholders throughout the project because we believe this adds quality and credibility to the final outcomes as well as building momentum for them.

Planned activities include:

- o Outreach workshops at DLM Forum Meetings
- o Interviews with stakeholders

These are formative activities, with summative activities appearing from year two onwards.

### **Advisory Board Meetings**

E-ARK has established three stakeholder Advisory Boards as an integral component of project governance, as well as to enhance project communication and dissemination activities. The three Boards are:

Commercial / Technical Advisory Board (system / technology providers)

Archival Advisory Board

Data Provider Advisory Board (representing data creators, OAIS Producers)

These groups serve to assess contributions to and from the project, and the boards are open to interested parties. Meetings of these groups (annual face-to-face meeting with teleconference in between) will effectively benchmark comments received, and provide a 'gateway review' at various points in the meeting. In order to effect this, the boards will be supplied with progress reports (quarterly), access to key documentation, and draft deliverables. These three external groups will be used to adjudicate on conflicting views of the community should these arise – ensuring that the project listens to the views of its constituents. The information gathered from all these consultations via normal knowledge elicitation methods (questionnaires, in depth surveys etc.) will form the basis of a comprehensive knowledge base (WP7) that will be kept by the DLM Forum as an ongoing resource and single point of reference. The boards will comprise both organizations and individual members, and these will also be recorded on the Stakeholder Registry.

Specifically, the remit of the **Commercial / Technical Advisory Board** is to:

ensure commercial compatibility with industry offerings and so ensure widespread commercial adoption of the E-ARK deliverables;

ensure that E-ARK outputs remain compatible with state-of-the-art developments beyond the project;

encourage commercial collaboration between suppliers/manufacturers and end-users.

At the end of year one the Commercial/Technical Advisory Board had 9 member organisations.

The remit of the **Archival Advisory Board** is to:

ensure that E-ARK outputs remain compatible with national and international requirements and legislation;

ensure that E-ARK outputs remain compatible with existing tools and infrastructures to facilitate integration;

advise and assist with the dissemination of information about and results from E-ARK within the global archival community.

At the end of year one the Archival Advisory Board comprised 14 member institutions.

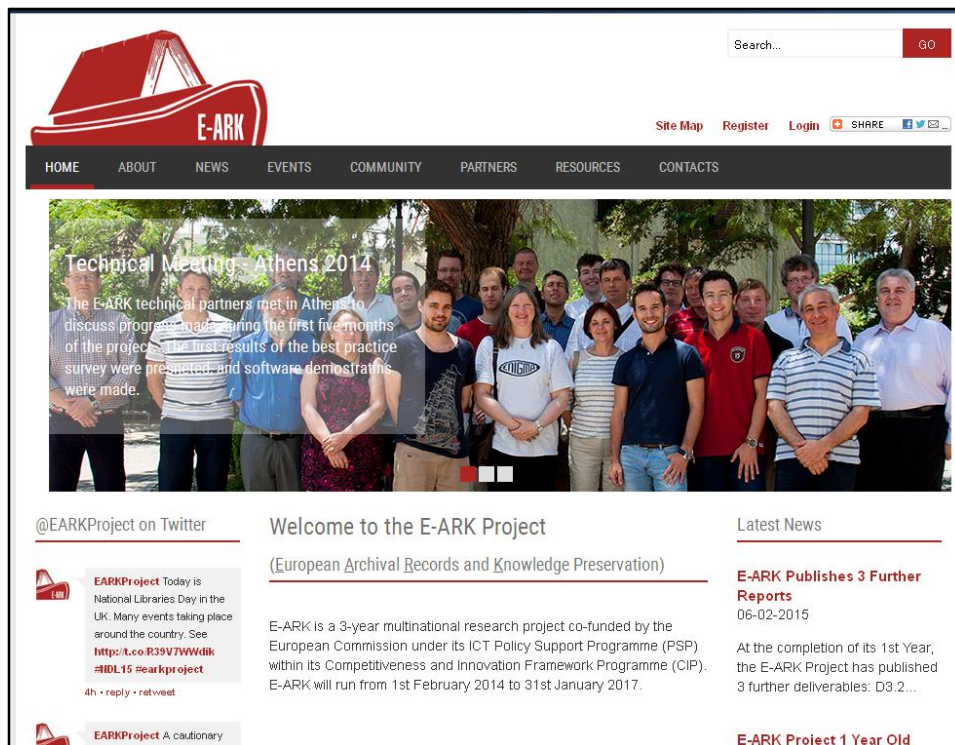
The remit of the Data Provider Advisory Board is to:

- ensure that E-ARK outputs remain compatible with national and international standards and legislation, especially those relating to Interoperability with respect to Open Data and E-Government
- permit E-ARK to engage with legislators on matters of common interest relating to information governance.
- provide a means of two-way communications with relevant projects outside the Digital Preservation community.

At the end of year one of the project, the Data Providers Advisory Board consisted of 4 member organisations and one individual member.

The Boards will meet annually face to face, with teleconferences in between annual meetings. In Year 1 of the Project the annual face to face meeting was held in conjunction with the DLM Forum Triennial Conference, in Lisbon on 14 November 2014. 10 Advisory Board members attended the meeting in Lisbon, with three more members participating virtually. The meeting informed Board members of progress of various work packages and served to benchmark comments received and provide a stakeholder review of project progress and deliverables.

## Project Website



The project website is the responsibility of the DPC (Project Partner #06 ). A full website has now been created using the Joomla Web Content Management System

The site contains the anticipated functionality:

user management functions to gather personal details and provide access to private areas;

search function, searching within PDF and DOC files as well as HTML;

RSS out news section;

E-ARK Twitter display, encouraging users to follow;

Links to E-ARK Mail Chimp mailing list.

Feed from Code repository

upload of images, files and documents and embedded remote media, e.g. FLICKR/ VIMEO enabled;

repository to hold and publish major deliverables.

links to Google Analytics for detailed monitoring of site usage.

## Social Media

Our stakeholder analysis has identified a diverse audience, including many outside the main digital preservation research community. In order to reach these audiences, and maintain an enduring web presence and awareness of the project, E-ARK will maintain an active presence using Social Media channels. The project will use the project website, plus a dedicated RSS stream and a Twitter feed using the #earkproject hashtag to publicise activities, encouraging debate and participation, as these are channels which are accessible by all communities.

We have established our own mailing list to which those with an interest in the project can subscribe on MailChimp, and to whom we will send regular bulletins and announcements. We will also ask associated projects with similar mailing lists, e.g. the Open Planets Foundation, to forward our messages to their members.

The management of the Twitter account is undertaken by DPC and the @EARKProject tweets one archival or digital preservation-related tweet per day. We will monitor interest outside the immediate partner organisations and involved stakeholders, by reviewing followers and use of the #earkproject hashtag (this was changed from #eark as this appears to be used for unidentified purposes by Asian users of Twitter)..

We will also encourage project team members who are Twitter account holders to tweet to their followers about the project and also to re-tweet E-ARK tweets, thereby increasing awareness.

An account has been established with the Twittimer service which allows the project to schedule Tweets in advance and so ensure a steady stream of information about the project with minimal human intervention.

**Tweets** >

Following >


Followers >

Favorites >

Lists >


---

Who to follow · Refresh · View all




**Laura Molloy** @LM\_HATII  
Followed by Adrian Finn an...

Follow



**Paul Wheatley** @pwwheatley  
Followed by KEEP SOLUTI...

Follow



**Digital Curation** @digitalour...  
Followed by Jan Dalsten Ss...

Follow

Popular accounts · Find friends

---

Trends · Change

- #GetConnected Promoted
- #tbt
- #InternationalDayOfHappiness
- #iambirminghamsbillionthgirl
- Janine
- Unlucky Spurs
- From Bump to Buzz
- #TED2014



**E-ARK Project**  
@EARKProject  
e-ark-project.eu

TWEETS  
4

FOLLOWING  
18

FOLLOWERS  
28

Edit profile

---

**Tweets**


Retweeted by E-ARK Project



**William Kilbride** @WilliamKilbride · 8h  
last call for applications for #dpc scholarships to attend dptp in London this april. The deadline is tomorrow at 12: [dpconline.org/newsroom/ates...](http://dpconline.org/newsroom/ates...)

Expand      Reply      Retweeted      Favorite      More

Retweeted by E-ARK Project



**Ed Fay** @digitalfay · 5h  
#digitalpreservation stickers! Thanks @Sarah\_DPC...it's official: my other laptop is a trusted repository [pic.twitter.com/UbqQ9eyNw](http://pic.twitter.com/UbqQ9eyNw)



## Conferences and Events

The principal focus for year 2 is to recruit early users of the system and to grow awareness about the tools, services and pilot deployments of the project. We will provide a detailed report on our attendance at conferences and meetings in Year 1 during our EC Review.

Briefly stated, however, the project was represented through presentations, papers, one poster and general briefings at 10 national and international events, as well as issuing press releases and one appearance on national radio.

We have identified the following events at which we will either be represented or submit papers. We will promote uptake of our tools as they are deployed and gather user feedback. We

| Month            | Date    | Event  | Location          | Owner/<br>Affiliation   | Activity   | Topic  |
|------------------|---------|--|-------------------|---|--|--|
| Mar-15           | 11 - 13 | PASIG  | San Diego<br>USA  | Open special<br>interest group                                  | Presentation by<br>special<br>invitation by<br>MAGENTA   | E-ARK Project                                      |
| Jun- 15          | 16 - 17 | DLM Forum<br>half-yearly<br>meeting  | Riga,<br>Latvia   | DLM Forum   | Full conference focus on E-ARK<br>tools and services including<br>presentations, panels and demos                            |  |
| Aug-15           | 26 - 28 | ARA 2015<br><i>The moral and<br/>legal role of<br/>the Record<br/>Keeper today</i> | Dublin            | Archives and<br>Records<br>Association,<br>UK & Ireland         | Presentation(s)<br>Demos   | Progress on<br>Project<br>Demos of tools           |
| Aug/Se<br>p 2015 | 30 - 3  | Dual EGOV<br>2015 and ePart<br>Conference  | Thessaloni<br>ki  | International<br>Federation<br>for<br>Information<br>Processing | Presentations<br>and Workshops   | Progress on<br>Project<br>Demos of tools           |
| Sep-15           | 27 - 29 | ICA 2015   | Reykjavik         | International<br>Council of<br>Archives                         | Papers<br>/Presentations /<br>Demos  | Progress on<br>Project<br>Demos of tools           |
| Oct-15           | 3 - 6   | iPres 2015   | N.Carolina<br>USA | Public<br>Conference  | Presentation(s)<br>Demos /Paper /<br>Poster  | Progress on<br>Project<br>Demos of tools<br>Poster |
| Nov-15           | 11 - 13 | INFuture 2015  | Zagreb            | Public<br>Conference  | Presentations /<br>Demos   | Progress on<br>Project<br>Demos of tools           |
| Winter<br>2015   |         | DLM Forum  | Luxem-<br>bourg   | DLM Forum   | Full conference focus on E-ARK<br>tools and services including<br>presentations, panels and demos<br>Inc briefings on pilots |  |

The success of each occasion will be measured by monitoring and reporting on the indicators outlined at Section 2 –Objectives, following each event where measures are provided by the organisers.

## **Journal and Conference publications**

Publicity and briefing materials will be produced at strategic points during the project. Project partners will publish relevant articles and papers throughout the project duration in a range of academic journals or relevant conferences, selected to optimise message delivery and information dissemination to target audiences.

The project has agreed the production of a special issue of the *New Review of Information Networking*, Taylor & Francis, ISSN 1361-4576 (Print), 1740-7869 (Online), focussing on the outputs of the E-ARK project.

We have also been invited to submit an article for inclusion in the ICA's *EURBICA* periodical and also to the in-house magazine of the UK National Archives.

## **Reports**

Throughout the course of the project, and subsequent to each Advisory Board Meeting, minutes will be written up into a report designed to communicate progress to external stakeholders. The co-ordination and issue of these reports will be undertaken by UPHEC and will be made available through the project website.

The E-ARK project will culminate in the production of a report which will outline how to deploy the project pilot or parts thereof. This management of this deliverable will be undertaken by UPHEC and made available to all stakeholder groups and the wider digital preservation community via the DLM Forum website to provide more sustainable and long term access. The DPC will also play a key role in assuring continued access to this material.

At the end of the project, one project partner with proven capacity is to be designated as the 'trusted repository' for the project and all reports, deliverable and publications arising out of the project. This partner will be responsible for creating an archive of the project at the end and this will inform the development of the sustainability plan.



## **Event Evaluations**

E-ARK intends to organise its own events and workshops and also participate in many events hosted by other organisations.

The project is committed to a policy of continuous improvement throughout its 3-year existence, and wishes to measure not only the effectiveness with which it communicated information about its activities and wider issues of digital preservation after each interaction with an outside audience, but also to measure the long-term impact which it has achieved at project closure.

For this reason, we have set ourselves the challenging target that we will achieve at each event a score of 4 or better on a wide variety of measures from 70% of respondents using a 5-point measuring scale.

We will measure both our effectiveness in organising and managing our events and also the quality of the content of the event.

By the use of a web-based Survey Monkey online assessment, we will avoid the problem of delegates showing reluctance to complete paper forms at the end of an event owing to an anxiety to travel home. Although such feedback forms are traditionally anonymous, we will seek to increase the rate of completion by inviting delegates to leave their name and contact address, and those who do will be entered into a draw for a gift voucher or other appropriate prize. In past projects, this has proven to have a positive effect on the number of delegates who provide feedback.

By using consistently phrased questions wherever possible, we will be able to compare our performance at different events, and take corrective action to address any perceived weaknesses.

We will report on performance at events to the Project Board and Executive Steering Committee, and include summary information in our annual report to the EC. In addition, we will send to all those who attended a summary of the feedback given, together with any proposals for improvement arising from that summary.

## 7. Communications with the EC

The E-ARK Project will seek to engage with the EC as a stakeholder as well as funder, in order to develop contacts with cognate EC-funded projects and initiatives. The channels defined in Section 6 – External Communications will be used to engage with the EC and other EC funded projects in this way.

Contact with the EC project officer is the primary responsibility of the Project Manager, and formal reporting to the commission is described in Task 1.11 (Contact with the Commission).

### Formal Communications

Communications with the EC will be used to demonstrate E-ARK's accountability, "good use of public money" and a principle of efficient and effective spending of the funding.

All reports will be submitted to the Project Officer as outlined in the Description of Work, and summarised in the table below:

All Year 1 Deliverables, as listed below, have been delivered to the EC according to the project schedule

| Deliverable |  |                     |
|-------------|--|---------------------|
| No.         | Description                                  | Month Due/Delivered |
| 8.1.1       | Annual Dissemination Strategy (Year 1)       | 2 ✓                 |
|             | GAP report between requirements for access   |                     |
| 5.1         | and current access solutions                 | 5 ✓                 |
| 2.1         | General pilot model and use case definition  | 6 ✓                 |
| 3.1         | Report on available best practices           | 6 ✓                 |
| 4.1         | Report on available formats and restrictions | 6 ✓                 |
| 3.2         | E-ARK SIP draft specification                | 12 ✓                |
| 4.2         | E-ARK AIP draft specification                | 12 ✓                |
|             | A Maturity Model for Information Governance  |                     |
| 7.1         | – initial version                            | 12 ✓                |

In Year 2, the following deliverables are scheduled for delivery to the EC

|       |   |    |
|-------|---|----|
| 8.1.2 | Annual Dissemination Strategy (Year2) (including updated Stakeholder Analysis and Exploitation strategy [ <i>This document</i> ]) | 13 |
|-------|---|----|

|     |  |    |
|-----|--|----|
| 5.2 | E-ARK DIP draft specification                    | 15 |
| 2.2 | Legal Issues report for pilot                    | 17 |
| 6.1 | Faceted Query Interface and API                  | 18 |
| 7.2 | Initial Assessment and Evaluation                | 18 |
| 3.3 | E-ARK SIP pilot specification (revision of D3.2) | 24 |
| 4.3 | E-ARK AIP pilot specification (revision of D4.2) | 24 |
| 6.2 | Integrated Platform Reference Implementation     | 24 |
| 7.3 | Prototype of the Knowledge Centre Service        | 24 |

An Annual Report to the EC is required at the end of each project year and will be structured in accordance with *“Guidance Notes on Project Reporting – CIP ICT PSP Pilots B” Version 1, 5 June 2009* (copy held on project Sharepoint site). This must be submitted within 60 days after the end of each reporting period and include. The report will include

- progress of the work, achievements, differences between plans and actual work, future planning
- use of resources (efforts, costs)
- final report includes publishable summary and a plan on use and dissemination of results
- financial statements (NEF / forms C)

All submissions will be made electronically; paper copies may only be submitted for signed originals of audit certificates.

All deliverables will be e-mailed to the Project Officer with a copy placed on the project Sharepoint site.

Public deliverables are placed on the Project website

Reports are to be submitted using the online tool "NEF" for input of costs and uploading periodic reports.

Project reviews will be held for every reporting period (intermediate reviews are possible) with the Commission, together with independent peer experts in the activity areas of the project. Reviews will be managed through a remote review of deliverables and/or a review meeting and the findings of each session will be communicated through review or report.

Project reviews will comprise:

- the degree of fulfilment of the project work plan;
- the resources utilised in relation to the achieved progress (principles of economy, efficiency and effectiveness);
- quality and efficiency of project management;
- the beneficiaries' contributions and integration within the project;

- dissemination and exploitation activities;
  - implementation of recommendations from previous review;
  - further planning;
- description of the project products.

## 8. Roles and Responsibilities

### All E-ARK Partners

All partners will:

- be responsible for undertaking communication activities, in particular within their own countries and to their own communities of practice;
- assist in the implementation of the E-ARK Project Dissemination Strategy and Plan of Activities as defined in this document by carrying-out communications tasks as directed by the Project Co-ordinator, Work Package (WP) or Task Lead;
- include the E-ARK logo and website address on at least one page of their organisational website;
- ensure communications reflect the E-ARK Project messages as described in Section 3 – Key Messages;
- use the E-ARK project mailing lists, and specific work package lists, for general communication and to notify other participants of the availability of new dissemination materials, results and papers uploaded to Sharepoint. Documents should not be attached to emails but a link to the appropriate location must be included;
- participate in scheduled project and project team meetings to communicate progress to partners;
- keep contact details on the E-ARK Sharepoint site up to date;
- include the E-ARK Project web address and contact details in external communications related to the project;
- use E-ARK appropriate templates for relevant project-related communications;
- use their own organisations' contacts and established communication channels in support of the E-ARK project as appropriate;
- include the #eark hashtag when mentioning the project on Twitter;
- acknowledge EU funding through communications, as specified in the grant agreement.

### WP2 Pilot Leads

The Lead Partner for WP2 Use Cases and Pilots, together with the WP2 Pilot Leads – will:

- identify and communicate specific use cases that will each be implemented in at least one pilot scenario, covering:
  - export from business systems
  - creation of SIPs from unstructured and structured data
  - execution of the complete SIP -> AIP -> DIP data-flow to support migration and
  - submission/access scenarios.
- identify existing use cases for access to content in physical and virtual reading rooms (with appropriate access controls) and as web-applications
- identify and communicate additional use cases that augment the main pilot programme including short “stretch tests” and 3rd party validation
- identify and communicate legal and regulatory constraints, together with mitigation approaches

- provide support and advice about the operational environment of the pilot sites to the teams in WP3-6 during the planning phase (which corresponds to their main cycles of iterative (agile) design and development.
- document the recommended practices and lessons learned in the project knowledge base.

### **WP3-6**

The technical WPs 3-6 will gather best practice information as outlined in section 4.4

### **WP7**

The Lead Partner for WP7 (Evaluation & Assessment) will:

- propose to the community, a maturity model for information governance that can be employed as a new tool;
- implement a knowledge centre consolidating existing best practices, standards and other references for information governance, supported by an information system suitable to keep it updated over time;
- define and communicate a set of recommended guidelines for effective and efficient information governance considering multiple relevant views of the items under consideration and according to the actual state of the art of each of these views;
- develop and promulgate a model to evaluate the maturity of organizations regarding their level of information governance;
- develop a method to apply the maturity model to real life scenarios;
- evaluate the impact on the pilots of the solutions developed in the project by using metrics obtained from the maturity model parameters;

### **WP8**

The Lead Partner for WP8 Dissemination & Exploitation – will:

- manage the undertaking of all external communication activities defined as described below
- act as the central point of contact for all external communication activities;
- delegate particular communications tasks to WP8 participants as required;
- position the project and explain its scope and potential impact to all identified target groups;
- stimulate active take-up and use of E-ARK infrastructure by a number of different potential users groups
- establish co-operative working relations with participants, their workforce, stakeholders in member countries (relevant institutions, government officials/organisations, industry), scientific communities and individual end users
- promote integration of E-ARK outputs with other, related projects.
- disseminate results to key stakeholders and users
- explain the value of and promote integration of E-ARK tools and services in member states.
- ensure the long-term sustainability and exploitation of E-ARK tools and services.
- exercise 'green' practices and behaviours to minimise the Carbon Impact of the Project by reducing or eliminating international travel wherever possible.

- identify a designated alternate who will provide additional support and cover for communications management duties.
- monitor, update and add to the Communication Strategy Document annually;

### **Other Work Package Leads**

To aid in the communication of information about their work package, Leads will:

- provide regular updates on work package progress at the scheduled project team meetings;
- contact the WP8 Lead or their designated alternate at least two weeks before important milestones or the dissemination of results or deliverables to allow the discussion and planning of required communication activities;
- ensure that all deliverables include an accessible summary section that can be repurposed for communication purposes and similar E-ARK activities; and
- provide information and content on the work carried out within their work package as required by WP8 Participants producing communications outputs.

## 9. APPENDIX 1 – E-ARK Project Goals

| Goal No. | Goal   |
|----------|--|
| G.1      | <i>Establish and implement an efficient and effective framework for archival workflows covering ingest, preservation and use</i>   |
| G.1.1    | Align with existing policies, strategies and activities at European and national level   |
| G.1.2    | Integrate existing tools and standards   |
| G.1.3    | Conduct a continuing technical evaluation to assure the efficiency and effectiveness of the framework  |
| G.2      | <i>Significantly increase awareness and adoption of both E-ARK tools and recommendations amongst identified user, commercial and governmental stakeholders</i>   |
| G.2.1    | Improve understanding of legislative and organizational issues   |
| G.2.2    | Identify relevant scenarios, needs and requirements for interoperability and access  |
| G.2.3    | Deploy E-ARK framework on identified pilot sites   |
| G.2.4    | Conduct a business evaluation to establish the positive impact of E-ARK outputs  |
| G.3      | <i>Identify and create new business opportunities for managing and using archival data content</i>   |
| G.3.1    | Ensure that the project responds to consultation with all relevant stakeholders: national archives, technology providers, system providers, national/regional government institutions throughout the project, amending its approach where necessary to meet requirements expressed |
| G.3.2    | Provide open source tools/services that can be deployed to support the E-ARK framework   |
| G.3.3    | Establish a maturity model with an innovative level 5  |



## 10. APPENDIX 2 – E-ARK Project Indicators

| Indicator | Relating to which goal? | Indicator                        | Method of measurement  | Minimum Expected Progress |        |        |
|-----------|-------------------------|----------------------------------|--|---------------------------|--------|--------|
|           |                         |                                  |  | Year 1                    | Year 2 | Year 3 |
| 1         | Goal 1                  | Standards Alignment              | <p><b>Numeric:</b> Number of relevant standards and references used or aligned as held in Register in Project Office.</p> <p>More info refer to: All WPs</p>                             | 5                         | 8      | 12     |
| 2         | Goal 1                  | Tools updated                    | <p><b>Numeric:</b> Number of existing tools updated</p> <p>More info refer to: WP3 to WP6</p>  | NA                        | NA     | 14     |
| 3         | Goal 1                  | Technical Evaluation             | <p><b>Subjective / Numeric:</b> Percentage of pilots deemed successful by representatives of the pilot sites. (max 3 returns per pilot)</p> <p>More info refer to: WP7</p>               | NA                        | NA     | >94%   |
| 4         | Goal 1 and 2            | SIP Adoption                     | <p><b>Numeric:</b> Number of pilot sites that commit to adopt and use the created SIP specification and tools.</p> <p><b>More info refer to:</b> WP2, WP3 and WP6</p>                    | NA                        | NA     | 5      |
| 5         | Goal 1 and 2            | AIP Adoption                     | <p><b>Numeric:</b> Number of pilot sites that commit to adopt and use the created AIP specification and tools.</p> <p><b>More info refer to:</b> WP2, WP4 and WP6</p>                    | NA                        | NA     | 3      |
| 6         | Goal 1 and 2            | DIP Adoption                     | <p><b>Numeric:</b> Number of pilot sites that commit to adopt and use the created DIP specification and tools.</p> <p><b>More info refer to:</b> WP2, WP5 and WP6</p>                    | NA                        | NA     | 5      |
| 7         | Goal 1, 2 and 3         | Adoption of the entire framework | <p><b>Numeric:</b> Number of pilot sites that commit to adopt the entire E-ARK framework following the end of the pilot phase.</p> <p>More info refer to: WP2, WP3, WP4, WP5 and WP6</p> | NA                        | NA     | 4      |
| 8         | Goal 1                  | Feedback                         | <p><b>Subjective / Numeric:</b> Delegates at each event to provide detailed</p>  | 70% of responses          |        |        |

|    |                 |  |  |                               |     |                  |
|----|-----------------|--|--|-------------------------------|-----|------------------|
|    | and 2           | Score<br>(Range: 1 to 5)                               | feedback<br>More info refer to: WP8  | Score >=4                     |     |                  |
| 9  | Goal 2          | Newsletter   | <b>Numeric:</b> Total number of downloads of the newsletter per issue<br>More info refer to: WP8   | 150                           | 500 | 1000             |
| 10 | Goal 2 and 3    | Technical Advisory Board                               | <b>Numeric:</b> Average number of members in the board attending meetings in year<br>More info refer to: WP1   | 6                             | 6   | 6                |
| 11 | Goal 2 and 3    | End-User Advisory Board                                | <b>Numeric:</b> Average number of members in the board attending meetings in year<br>More info refer to: WP1   | 10                            | 12  | 16               |
| 12 | Goal 2 and 3    | Supplier Advisory Board                                | <b>Numeric:</b> Average number of members in the board attending meetings in year<br>More info refer to: WP1   | 5                             | 8   | 10               |
| 13 | Goal 2 and 3    | Governmental Advisory Board                            | <b>Numeric:</b> Average number of members in the board<br>More info refer to: WP1  | 5                             | 8   | 10               |
| 14 | Goal 3          | Annual Commercial Confidence Survey<br>(Range: 1 to 5) | <b>Subjective / Numeric:</b> Survey of members of Supplier Advisory Board on their level of confidence that E-ARK products will enhance their business offerings         | 70% of responses<br>Score >=4 |     |                  |
| 15 | Goals 1,2 and 3 | Acceptance by EC                                       | <b>Numeric:</b> Number of Deliverables accepted by EC reviewers on first submission.   | 100%                          |     |                  |
| 16 | Goal 2 and 3    | Business Maturity Level<br>(Range: 1 to 5)             | <b>Self-Assessment / Numeric:</b> Median (not mean) increase in Capability Maturity level of pilot sites' organizations measured year-on-year<br>More info refer to: WP7 | N/A                           | 1   | 2                |
| 17 | Goals 1,2 and 3 | Assurance of Long-Term Sustainability                  | YES/NO:<br>Confirmation that arrangements are in place for the long-term support and further development of the E-ARK outputs  | N/A                           |     | YES              |
| 18 | Goal 1          | Overall Project Impact Survey                          | Self-Assessment / Numeric:<br>Using Project mailing list, responses to survey of all persons with whom the project comes into contact during its                         | N/A                           | N/A | 70% of responses |

|  |  |                 |   |  |  |           |
|--|--|-----------------|---|--|--|-----------|
|  |  | (Range: 1 to 5) | entire life to determine the extent to which E-ARK has positively impacted them and their organisations |  |  | Score >=4 |
|--|--|-----------------|---|--|--|-----------|

## **11. APPENDIX 3 – E-ARK Project Style Guide**

### **Achieving consistency and quality**

This guide is based on good practice within publishing and is designed to establish consistency as a quality of presentation. Variations in usage are confusing to readers, especially those who may be dealing with digital preservation for the first time. There is a risk that where variations occur in the use of colour, style or shape, readers will assume that these variations are intended to convey differences in meaning.

For this reason, we have defined fonts, logos and colour schemes for use throughout the project.

To achieve consistency in written style, the Project will use standardised Best as contained in the Modern Humanities Research Association's Style Guide (Third Edition) 2013. Electronic copies of this publication are available on the Project's internal Sharepoint site.

## Logo



Our logo will always be used in its specified aspect ratio (104 x 55) or a multiple of this ratio, and in either colour or greyscale using the colour schemes specified below:

Colour Logo

Greyscale Logo

**R:173 G:38 B:36**

**R:66 G:74 B:82**

**Hex: #AD2624**







**Hex: #424A52**

Pantone: 1805

Pantone: 432

**Grey: 78:255**

The following colours will be used on the project website and in other supporting material

| EXAMPLE   | COLOUR REFERENCE CODES          |
|---|---------------------------------|
|  | RGB: 1 96 31<br>Hex: #01601F    |
|  | RGB: 13 77 122<br>Hex: #0D4D7A  |
|  | RGB: 187 96 65<br>Hex: #BB605F  |
|  | RGB: 84 183 87<br>Hex: #54B757  |
|  | RGB: 39 163 249<br>Hex: #27A3F9 |
|  | RGB: 186 29 176<br>Hex: #BA1DB2 |

## Font and formatting

In order to promote and protect the image of the E-ARK Project, we have chosen and licensed a distinctive font for the Project Name on all presentation material and for use, where appropriate on supporting material

Yacarena Ultra FFP

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

This font is available for download by project members from the project Sharepoint site.

## Templates

The project is creating templates to ensure consistency of appearance of our printed outputs. We are also creating templates to support our project management activities.

Templates are stored on the project Sharepoint Site

We have already prepared templates for:

- Powerpoint presentations and
- Deliverable cover pages
- A time and activity recording template and
- A Product Description template
- A Report Body template
- An end-of-year Report to the EC Template (reflecting the EC's guidance)