

# DELIVERABLE

**Project Acronym:** PREFORMA  
**Grant Agreement number:** 619568  
**Project Title:** PREservation FORMAts for culture information/e-archives

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## D4.2 Promotional Material

**Revision: version 1.1 – FINAL**

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0.3	19/06/2014	Claudio Prandoni Antonella Fresa Pietro Masi	Promoter	First version for review
0.4	30/06/2013	Eva McEaney	LGMA	Review of D4.2
1.0	01/07/2014	Claudio Prandoni	Promoter	Final version for submission
1.1	16/04/2015	Claudio Prandoni	Promoter	Improvements after external review, added promotional plan

### 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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

## TABLE OF CONTENTS

EXECUTIVE SUMMARY .....	4
<b>1. WHY– DISSEMINATION GOALS .....</b>	<b>5</b>
1.1 OBJECTIVES.....	5
1.2 METHODOLOGY.....	5
<b>2. WHAT – FIRST DISSEMINATION MATERIAL.....</b>	<b>7</b>
2.1 GRAPHIC DESIGN .....	7
2.2 LIST OF THE FIRST DISSEMINATION MATERIALS PRODUCED .....	7
2.2.1 <i>Factsheet</i> .....	8
2.2.2 <i>General slide-based presentation</i> .....	11
2.2.3 <i>Booklet</i> .....	12
2.2.4 <i>Poster and self-portable Banner</i> .....	13
2.2.5 <i>Presentations and video recordings of the Information Day</i> .....	15
2.2.6 <i>Frequently Asked Questions</i> .....	17
<b>3. WHO – THE PREFORMA AUDIENCE.....</b>	<b>18</b>
3.1 TYPES AND DEFINITIONS.....	18
<b>4. HOW AND WHEN – TOOLS AND CHANNELS .....</b>	<b>21</b>
4.1.1 <i>Project web presence</i> .....	21
4.1.2 <i>Newsletters and press releases</i> .....	23
4.1.3 <i>Publications</i> .....	26
4.1.4 <i>Events and project presentations</i> .....	26
<b>5. MONITORING OF THE DISSEMINATION ACTIVITIES.....</b>	<b>29</b>
<b>6. CONCLUSIONS.....</b>	<b>34</b>
<b>ANNEX. PROMOTIONAL PLAN .....</b>	<b>35</b>

## EXECUTIVE SUMMARY

This document provides an overview of the dissemination strategy, activities, and materials the PREFORMA Project intends to use over the lifetime of the project. The dissemination activities aim to increase the impact of the project by making it visible to as wide an audience as possible, while focusing on those target users for which the project is most relevant.

In particular, it presents a short overview of the production of the print and presentation materials that have been designed and created in the first months of the project and which will be used for the networking and dissemination of PREFORMA. All future printed materials for PREFORMA will be based on the designs and templates described herein. Printed materials play a key role in dissemination and networking, as the first impression one gets of the project, which cannot be undone, is imparted by them.

Furthermore this report, targeted towards all sectors of the PREFORMA network, serves as an easy-to-use guide for the project partners to inform, improve, streamline, and standardise the procedures concerning the project's dissemination activities. Finally, it describes how these processes will be monitored.

This deliverable features six Chapters and one Annex.

- Chapter 1 introduces the objectives and the main characteristics of the project's communication and dissemination work.
- Chapter 2 provides a brief overview of the first dissemination materials that have been produced to present/promote the project and spread its results.
- Chapter 3 summarises the target audience to be reached.
- Chapter 4 analyses the variety of dissemination methods and channels to be adopted with the goal of disseminating outcomes and results.
- Chapter 5 describes how the effectiveness of dissemination activities will be continuously monitored and evaluated.
- Chapter 6 presents the conclusions.
- The Annex contains a promotional plan including the description of how, when, to whom, who will distribute this material.

## 1. WHY– DISSEMINATION GOALS

### 1.1 OBJECTIVES

The dissemination activities aim to increase the impact of the project by making it visible to as wide an audience as possible, while focusing on those target users for which the project is most relevant.

The main objectives of the dissemination and outreach activities planned in PREFORMA are:

- to spread awareness of the activities and outcomes of the project to the widest possible audience;
- to distil the results of the project and present them in a useful, easy to understand format for the PREFORMA target audiences, using a variety of techniques and media as appropriate for delivery of the content,
- to maximise the impact of the project's work through a programme of public events and publications;
- to coordinate the participation of the partners in external events in order to promote the PREFORMA project;
- to report and regularly publish news about the dissemination events organised by the project.
- to liaise with WP3 and contribute to the common objective of creating a network of common interest via the dissemination and communication actions.
- to liaise with WP2 on the promotion of the tender.

Through this dissemination plan, WP4 intends to facilitate the achievement of the above-mentioned purposes.

### 1.2 METHODOLOGY

The dissemination activities will be conducted along the lines and the market segments described in this document, ensuring an effective communication and promotion of PREFORMA's goals, approach, and results.

The dissemination plan of the PREFORMA project has the following key characteristics:

- a clear and consistent project message;
- identified target audiences;
- a spectrum of communications channels (web, seminars, media, conferences, journals, etc.);
- integration with social networking and community sites such as Digitalmeetsculture, Facebook and Twitter;

- regular updates and newsletters concerning PREFORMA progress, plans and achievements;
- access to target audiences via networks of contacts and in tandem with established events;
- concertation with other EU projects, particularly PCP projects, in the field of cultural heritage and digital preservation.

The dissemination plan has two main targets:

- Memory institutions: To inform them about the availability of the open source results of PREFORMA and to encourage new organisations to join the PREFORMA network of common interest;
- Technology providers: To foster their participation both in the tender called by PREFORMA and the new tenders that are expected to be launched after the end of the EC funding period in order to continue the research started in PREFORMA.

In addition, the results of PREFORMA will be presented to other networks and other national, regional and European projects. The presentation of the results will contribute to the improved and widespread delivery of the impact expected through the adoption of the PREFORMA results.

All dissemination activities will be conducted in WP4 under the coordination of PROMOTER, which will ensure the delivery of a consistent message to an external audience.

All partners should keep track of every formal or informal occasion of dissemination that they have and share this information with the WP4 leader, which will collect this information, assess it, and make it available to both the PREFORMA Consortium and the European Commission to document the overall dissemination work done. This information will also be valuable as feedback to improve dissemination tools and methodologies.

All Consortium partners are invited to contribute to the production of dissemination material and to provide feedback on the material produced by the WP4 leader. Consortium partners are also invited to contribute to the public website, publishing information about relevant events, papers, or other material in order to make the website a high quality information resource.

## **2. WHAT – FIRST DISSEMINATION MATERIAL**

### **2.1 GRAPHIC DESIGN**

The design of the printed materials was based on the visual identity and branding guidelines defined by PREFORMA and reported in deliverable D4.1.

Achieving both a degree of timelessness and a striking design that has widespread appeal has resulted in two significant factors. A timeless and classic look means that the design is conceived to 'age well' – a crucial consideration for a project like PREFORMA, which is aimed at posterity and intended to be used in the future. In addition, a strong graphic statement that is simple, easy to identify, and based on universal proportions allows the use of the same design/theme for both dissemination and networking.

This strong visual identity was consistently utilized both for the graphical layout of the project website, which is described in D4.1, and in the various print designs, as detailed in the following section.

### **2.2 LIST OF THE FIRST DISSEMINATION MATERIALS PRODUCED**

In terms of printed and electronic materials for dissemination and networking, the needs of such a vast and ambitious project as PREFORMA are wide and varied. Based on the DOW as well as on an evaluation of the overall progress so far, the following documents and print templates were thus identified and then designed:

- Double-sided A4 factsheet, printed locally by partners in order to present the project and the call for tender. The factsheet has been translated into all the partners' languages.
- General powerpoint presentation of the project translated into all the partners' languages. This powerpoint can be customised for individual presentations when presenting on behalf of PREFORMA. The presentation follows the graphic rules established in the PREFORMA template.
- General-purpose A5 brochure for distribution at various events.
- General-purpose vertical 70x100 poster for display at conferences featuring written information about PREFORMA.
- General-purpose 100x200 standalone roll-up banner to advertise and generate interest in the project during events and conferences.
- Presentations and video recordings of the Information Day held in Brussels on April 4<sup>th</sup>, 2014.
- A Question and Answer document which was made available as part of the Tender documents. This document is primarily used for the benefit of the suppliers who are willing to participate in the call for tender and submit a proposal.

The factsheet and the general presentation were showcased during the first events where PREFORMA has been disseminated:

- Info and Networking day on the new PCP and PPI funding opportunities in H2020 - Brussels, 23 January 2014
- OpenForum Academy Event - Brussels, 31 January 2014
- FOSDEM Conference 2014 - Brussels, 1-2 February 2014
- EC Concertation Meeting on PCP - Brussels, 10 February 2014
- PREFORMA Call for Tender, Information Day - Brussels, 4 April 2014
- Berlin Open Data Culture Hackathon - Berlin, 26-27 April 2014
- Digital innovation for regional growth - Thessaloniki, 29 April 2014
- EGI Community Forum 2014 - Helsinki, 21 May 2014
- DAVID Test Workshop - Vienna, 20-21 May 2014

All the dissemination materials are available for download in the Download section of the project website: <http://www.preforma-project.eu/download.html>.

### **2.2.1 Factsheet**

The factsheet is a very simple and immediate instrument, designed to provide quick and general information about the project and to advertise the forthcoming call for tender.

The factsheet is produced only in digital format and distributed to the partners as PDF files. Partners can print the flyers in-house, on the basis of their needs.



## PREFORMA – Future Memory Standards

### Objectives

Memory institutions are facing increasing transfers of electronic documents and other media content for long term preservation. Data are normally stored in specific file formats for documents, images, sound, video etc. that are produced by software from different vendors. This software is controlled neither by the institution that produces the files, nor by the institution that holds the archive. As a result, memory institutions have to make conformance tests before accepting transfers of electronic collections, but these tests are again out of control and not totally reliable. This poses problems in long-term preservation. Data objects meant for preservation, passing through an uncontrolled generative process, can jeopardise the whole preservation exercise.

The main objective of PERFORMA (PREservation FORMAts for culture information/e-archives) – a Pre Commercial Procurement project co-funded by the European Commission under its FP7-ICT Programme – is to give memory institutions full control of the process of the conformity tests of files to be ingested into archives, through the development of a set of tools which enable this process to happen within an iteration that is under full control of the institutions.

The procurement, following the rules for tenders in public sector, will match the memory institutions professional knowledge and the supplier's skills in development and promotion of products, creating a win-win situation. Joint procurement enables PREFORMA to build a sustainable network of common interest, where the public procurers can remain in contact and cooperate beyond the EC funding period.

### Target Users and Stakeholders

The network of common interest of PREFORMA will be set up with representatives from memory institutions, researchers and developers who are interested to contribute to the definition of the requirements and to take part in the assessment and the exploitation of the results produced by the suppliers. In particular:

- **Memory institutions** and cultural heritage organisations coordinating or representing them, that are involved in (or planning) digital culture initiatives.
- **Developers** contributing code for the PREFORMA tools as well as developers implementing the reference implementations in production software.
- **Research organisations** providing technical and expertise advice to cultural stakeholders.
- **Standardisation bodies** maintaining the technical specifications of the preservation formats covered in PREFORMA.
- **Funding agencies**, such as Ministries of Culture and national/regional administrations, that own and manage digitisation programmes and may endorse the use of the PREFORMA tools in the digitisation process.
- **Other projects** in the digital culture, e-Infrastructures and policy arenas.

Project acronym: PREFORMA

Contract nr. 619568

EC Call ID: FP7-ICT-2013-11

Start date: 01/01/2014

Duration: 48 months

Web site:

[www.preforma-proiect.eu](http://www.preforma-proiect.eu)

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Riksarkivet (SE)

Packed Vzw (BE)

Promoter Srl (IT)

Fraunhofer IDMT (DE)

University of Skovde (SE)

University of Padua (IT)

Netherlands Institute for  
Sound and Vision (NL)

KIK-IRPA (BE)

Greek Film Centre (GR)

Local Government

Management Agency (IE)

SPK (DE)

Ajuntament de Girona (ES)

Estonian Ministry of

Culture (EE)

Kungliga Biblioteket (SE)



Media Partner

**DIGITAL CULTURE**  
[www.digitalmeetsculture.net](http://www.digitalmeetsculture.net)

Fig. 1. PREFORMA factsheet – front page

## Call for Tender

### Objective of the procurement

The main objective of the pre-commercial-procurement launched by PREFORMA is the development and deployment an open source software licensed reference implementation for file format standards aimed for any memory institution (or other organisation with a preservation task) wishing to check conformance with a specific standard. This reference implementation will consist of a set of modular tools, which will be validated against specific implementations of specifications of standards relevant to the PREFORMA project and used by the European memory institutions for preserving their different kind of data objects. In order to demonstrate effectiveness (and refine) these tools, they will be developed in an iterative process with multiple releases and with a number of experiments with 'real' data sets (files) from memory institutions during each iteration.

The media types covered by the tender are: documents, images, AV records.

Areas which will be covered by the tools developed by PREFORMA are:

1. Preservation-relevant metadata (for documents, books, images and AV records).
2. Particularly challenging types of digital objects (notably AV records).
3. Integration of digital preservation requirements in existing systems in order to increase their resilience against technological changes.

### Call Implementation

The total costs of the procurement amounts to 2,805,000 euro.

Six suppliers are planned to be selected at the end of the tender procedure (possibly two for each media type) to carry on the first design phase that lasts 4 months and completes with the ranking of the delivered designs.

The suppliers of the best three designs (one for each domain) are requested to proceed to the prototyping phase, which includes two releases and the re-design phase and which lasts 22 months in total. These suppliers are then requested to proceed to the testing phase that lasts 6 months and which corresponds to the final testing with real data sets provided by the memory institutions.

Assessment of the results of each phase is carried out under the supervision of the respective WP Leaders and based on the competitive evaluation criteria published in the tender procedure.

### Expected Outcomes

In general terms, the expected outcomes that are foreseen are the following:

- A set modules (called "Abstract Conformance Checker", "Scorer", "Reporter", and "Abstract Fixes Suggester/Correcter") for each media type.
- The Technical Reference of these modules and their API, to provide full information for the future integration of the modules in the actual workflow of the memory institutions.
- A web application that provide the user interface to the 4 modules.

For more detailed information visit [www.preforma-project.eu](http://www.preforma-project.eu).

### Keywords:

Digital preservation  
Data transfer  
Standard file formats  
Conformance tests  
Memory institutions and archives  
Open Source Software  
Pre-Commercial  
Procurement

### PREFORMA CALL FOR TENDER

**Objective:** development and deployment of an open source software licensed reference implementation for file format standards aimed to check conformance with a specific standard

**Media types:** documents, images, AV records

**Number of selected suppliers:** 6 (possibly two for each media type)

**Budget:** 2,805,000 €

**Pre-announcement:**  
March 2014

**Information Day:**  
Brussels, 4 April 2014

**Email address:**  
[info@preforma-project.eu](mailto:info@preforma-project.eu)



Fig. 2. PREFORMA factsheet – back page

## 2.2.2 General slide-based presentation

The PREFORMA general presentation provides the partners with a general, schematic presentation of the project for their networking activities.

At the beginning of the project, a slide presentation template was also produced and distributed to the partners in editable version, enabling partners to create more customised presentations for particular events.



Fig. 3. PREFORMA general presentation

### 2.2.3 Booklet

The PREFORMA booklet provides an exhaustive description of the project to a wide audience, including mission, objectives, implementation, challenges, expected outcomes, potential benefits.



Fig. 4. PREFORMA booklet – cover page and table of content

## 2.2.4 Poster and self-portable Banner

The aim of the poster and the self-portable roll-up banner is inform those attending events, conferences, exhibitions. Through dissemination of information, the PR network of common interest will be increased.



Fig. 5. PREFORMA poster



### **2.2.5 Presentations and video recordings of the Information Day**

On April 4<sup>th</sup>, 2014, PREFORMA organised an Information Day in Brussels to present the call for tender launched as part of the pre-commercial procurement.

The event, hosted by the Royal Institute for Cultural Heritage (KIK-IRPA), was successfully attended by almost 20 representatives of SMEs, research centres, universities and entrepreneurs from all over Europe.

The format of the day comprised presentations and interaction between the PREFORMA project representatives and attendees.

Furthermore, the event has been webcasted and recorded to allow people that were unable to attend the event in Brussels to participate remotely.

All the presentations and the video recordings are available at <http://www.preforma-project.eu/info-day.html>.

Introduction to PREFORMA: Erik Buelinckx (KIK-IRPA)



The design phase: Peter Pharow (Fraunhofer)



Introduction to PREFORMA: Borje Junstrell, Project Coordinator (RIKSARKIVET)



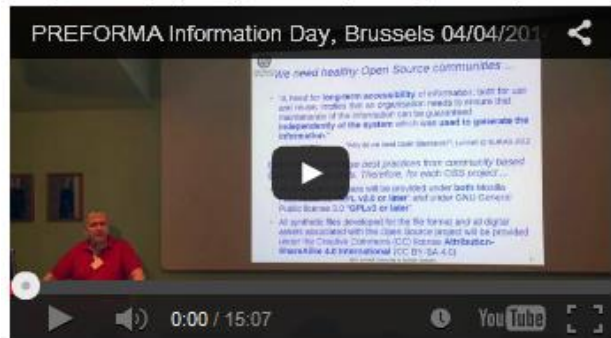
The testing environment: Nicola Ferro (Università di Padova)



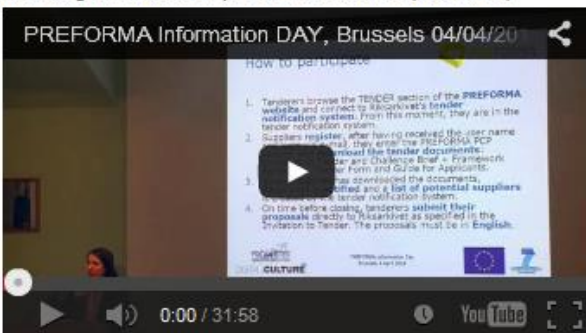
Presentation of the tender: Bert Lemmens (PACKED)



The open source projects: Bjorn Lundell (University of Skövde)



Website, guidelines and help desk: Antonella Fresa (PROMOTER)



Questions & Answers



Fig. 7. Video recordings of the PREFORMA Information Day



## 2.2.6 Frequently Asked Questions

The FAQ document contains the most common PCP-related questions that tenderers should read before filling out the Tender Form. Examples of the commonly asked questions include who can apply, when and how the tender must be submitted and how, whether one company/or university/other entity may submit several tenders or just one and so on.

The Question & Answer document has been made available as part of the information package accompanying the Invitation to Tender and the contents are available via the PREFORMA website at <http://www.preforma-project.eu/faq.html>.

The document and the related webpage will be regularly updated, providing answers to questions received during the publication of the Invitation to Tender.



The screenshot shows the PREFORMA website's FAQ page. At the top left is the PREFORMA logo. To its right are the European Union flag and the logo for the Seventh Framework Programme. A text box on the right states: "This project has received funding from the European Union's Seventh Framework Programme under grant agreement no 619568". Below the logos is a navigation menu with links: HOME, PROJECT, PARTNERS, TENDER, ACTIVITIES, OPEN SOURCE PORTAL, COMMUNITY, DOWNLOAD, CONTACTS. The main content area features a paragraph of introductory text, followed by a contact email: [info@preforma-project.eu](mailto:info@preforma-project.eu). To the right of this text is a vertical list of links: OPEN DIALOGUE, CALL DESCRIPTION, CALL DOCUMENTS, INFORMATION DAY, FAO, and GET SUPPORT. Below this is a list of questions and answers:

- Q. Is my organisation eligible to submit a tender to the PCP?**  
A. This PCP is open to all legal entities that locate a relevant portion of the R&D and operational activities related to the PCP contract in the European Economic Area, or in a country having concluded a Stabilisation and Association Agreement with the EU, and that can demonstrate a route to market for their tendered solution.
- Q. I am a Pre-Startup Company, may I apply?**  
A. Yes, but contracts must be awarded to legal entities.
- Q. I am based at a University, may I apply?**  
A. Universities may apply, however they must demonstrate a route to market, i.e. the tender must include a plan to commercialise the results.
- Q. As a University, should I use Full Economic Cost (fEC)?**  
A. No. Prices should be calculated to reflect fair market value.
- Q. Can I submit multiple tenders?**  
A. Yes.

Fig. 8. FAQ page on the PREFORMA website

### 3. WHO – THE PREFORMA AUDIENCE

#### 3.1 TYPES AND DEFINITIONS

On an overall level, the project targets a significant portion of the value-chain of the DCH sector, from the public funding bodies (ministries and agencies) to stakeholders (memory institutions that own the content), commercial enterprises (publishers and creative industries), culture, education and research bodies, and end users (researchers, educators, students, practitioners and amateurs, in short the “general public”). In particular, the following user groups will be targeted in PREFORMA’s dissemination activities:

- **Memory institutions** (museums, libraries, archives, etc.) and cultural heritage organisations coordinating or representing memory institutions (e.g., NEMO, EMF, ICOM, EBLIDA, FIATIFTA, CENL).
- **Developers** contributing code for the PREFORMA tools as well as developers implementing the reference implementations in production software.
- **Research organisations** providing technical and expertise advice to cultural stakeholders.
- **Standardisation bodies** maintaining the technical specifications of the preservation formats dealt with in PREFORMA.
- **Funding agencies**, such as Ministries of Culture and national/regional administrations.
- **Best practice networks** endorsing the use of open standards in creating and managing digital content.
- **Other projects** in the digital culture, e-Infrastructures and policy arenas.

The following table summarizes the type of audiences and how the project intends to engage with them.

Stakeholder group	Description	Involvement in PREFORMA
Memory institutions and cultural heritage organisations	This target group involves institutions and organisations that are involved in (or planning) digital culture initiatives and that are interested in using the tools developed by PREFORMA.	PREFORMA will exploit its blog on digitalmeetsculture.net to create a user's workspace, which will include the terms of reference for joining the PREFORMA community; the outcomes of the requirements analysis; a beginners guide for using the deployed tools; user documentation and training materials; a help desk and a section with links to enterprises providing additional services based on the tools. By providing this information free and without charge, PREFORMA facilitates the formation of an open user community that should enable the tools to be further developed after PREFORMA ends.
Developers	This target group	PREFORMA will create a developer's workspace based on

and enterprises	involves enterprises developing tools for PREFORMA and/or providing services for the use of these tools by memory institutions. This group also involves enterprises providing desktop applications for text, image, sound and video editing, with an interest in improving the sustainability of the files produced.	GitHub or analogous tools, including a 'get involved' section describing the terms under which developers can contribute to the project, an archive with all project documentation, a development timeline, a developer forum, code repository and bug tracking tool. These communication channels will enhance the visibility of the developer community around the PREFORMA tools and invite new developers to use and contribute to the source code. By providing free access to all the technical documents and a single access point where developers are informed of the project objectives and terms for contributing to the code, PREFORMA creates low commitment opportunities for external developers and service providers to participate in the development of the core components and modules.
Research organisations	This target group involves academic research groups and research organisations working on standardisation of file types and procedures to assess digital files.	PREFORMA will inform research institutions about the project through academic journals that report on the proceedings of the PREFORMA project. PREFORMA will also participate in specific conferences on the intersection of academic research and developers of Open Source Software. By using these communication channels, PREFORMA will generate more interest among academic researchers involved in the open-source community, which may result in gaining new expertise to solve issues in the development process.
Standardisation bodies	This target group involves standard organisations and communities willing to use the feedback on reference implementations of standard file formats, collected by the PREFORMA project.	PREFORMA will set up a workflow that includes feedback from the memory institutions that are using the tools developed in the project to the standardization bodies, to improve the standardization process of the preservation file formats handled in the project. Through careful and successful implementation of the coordination action, the standardisation aspects related to the PREFORMA project will be carried out in conjunction with standardisation bodies (e.g. ISO) and preservation initiatives (e.g. PRESTO Centre). The natural liaison between standardisation processes and safe preservation plans will be enhanced, contributing to a wider knowledge of the standards issues among the cultural institutions and to a harmonious evolution of the standards themselves.
Funding agencies	This target group involves agencies that own and manage digitisation programmes and may endorse the	PREFORMA will provide the relevant documentation and specification via the public project website, describing the objectives of the PREFORMA tools and including all references to the documentation produced. PREFORMA will also communicate with funding organisations by participating in national and regional events related to

	use of the PREFORMA tools in the digitisation process.	digital preservation and by disseminating promotional materials. By using these communication channels, PREFORMA will promulgate the achievements of the PREFORMA project among policy makers.
Best practice networks	This target group involves standardisation bodies and organisations endorsing best practices in preservation among memory institutions.	PREFORMA will actively communicate the progress and achievements of the project via the communication channels provided by these networks, such as mailing lists, newsletters, web announcements, professional social networks, etc. By using these existing communication channels, PREFORMA will gain recognition among the existing preservation networks in the cultural heritage world.
Other projects	This target group involves projects that consider the use of PCP.	PREFORMA will publish the results of the project on its project website and in relevant journals and newsletters. The results will also be discussed at length at the final international conference. Memorandum of Understandings will be formalised to establish cooperation in specific areas for projects/initiatives whose interests align with those of PREFORMA.

## 4. HOW AND WHEN – TOOLS AND CHANNELS

In order to reach all the potential users and stakeholders, PREFORMA makes use of a variety of dissemination methods and channels, covering both media and non-media communication.

### 4.1.1 Project web presence

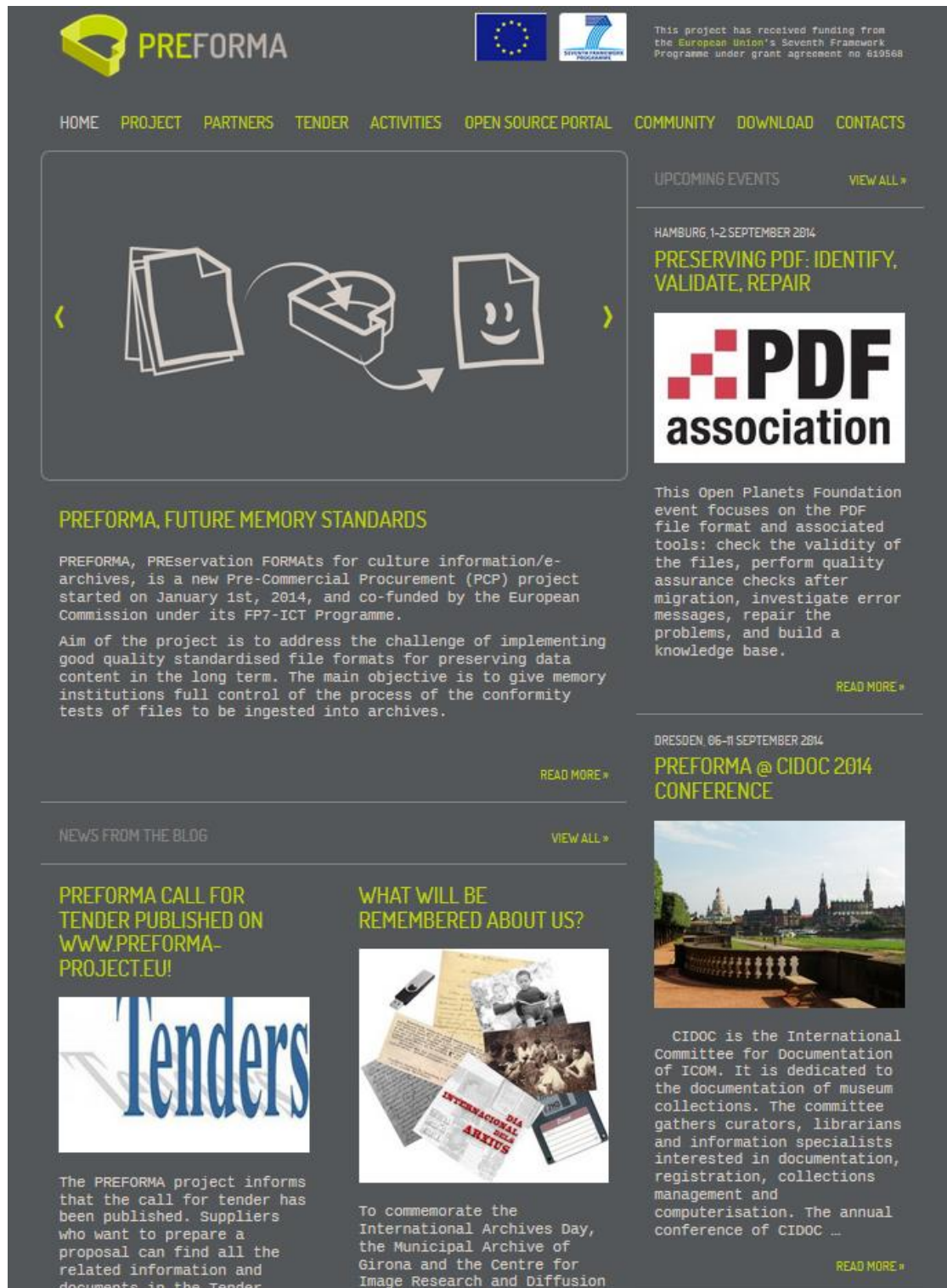
The project website and blog represent the main channels of dissemination of PREFORMA. They will publish all project knowledge assets and announce the events organised by the project and other relevant events. The website and blog will be updated immediately after every dissemination and/or concertation event, so that the web presence is a very up-to-date reflection of the project at all times. This includes prompt publication of project intermediate results, news, presentations, and main ongoing activities.

The project blog, hosted by [digitalmeetsculture.net](http://digitalmeetsculture.net) (the official media partner of PREFORMA) exploits the popularity of Digital Meets Culture online portal and communication platform to empower the web presence of the project. It broadens the project's dissemination to a larger group of people, including both professional and general public (i.e. the readers of [www.digitalmeetsculture.net](http://www.digitalmeetsculture.net) magazine) and re-directs traffic to the official project's website.

All the articles published on the PREFORMA website and blog are automatically posted on Digitalmeetsculture.net's Facebook and Twitter page, opening the possibility to all partners to share/re-tweet them.

For a more detailed description of the project website and blog please refer to Deliverable D4.1 Public Website.

Furthermore, all the PREFORMA partners are encouraged to disseminate the activities and outcomes of the project on their own institutional websites and on their institutional newsletters, e-bulletins and social media marketing tools, periodically updating news, events and links to relevant documentation.



The screenshot shows the PREFORMA website home page. At the top left is the PREFORMA logo. To its right are the European Union flag and the FP7 logo. Further right is a text box stating: "This project has received funding from the European Union's Seventh Framework Programme under grant agreement no 619568". Below this is a navigation menu with links: HOME, PROJECT, PARTNERS, TENDER, ACTIVITIES, OPEN SOURCE PORTAL, COMMUNITY, DOWNLOAD, CONTACTS.

The main content area features a large graphic on the left showing a stack of papers, a box with an arrow, and a smiling document icon. To the right of this graphic is a section titled "UPCOMING EVENTS" with a "VIEW ALL" link. The first event listed is "HAMBURG, 1-2 SEPTEMBER 2014" titled "PRESERVING PDF: IDENTIFY, VALIDATE, REPAIR", featuring the PDF Association logo. Below this is a paragraph of text about the event's focus on PDF file format and associated tools, with a "READ MORE" link.

The second event listed is "DRESDEN, 06-11 SEPTEMBER 2014" titled "PREFORMA @ CIDOC 2014 CONFERENCE", accompanied by a photograph of a cityscape. Below this is a paragraph of text about CIDOC (International Committee for Documentation of ICOM) and its focus on museum collections, with a "READ MORE" link.

Below the events section is a "NEWS FROM THE BLOG" section with a "VIEW ALL" link. It contains two articles: "PREFORMA CALL FOR TENDER PUBLISHED ON WWW.PREFORMA-PROJECT.EU!" with a "Tenders" graphic, and "WHAT WILL BE REMEMBERED ABOUT US?" with a graphic of historical documents and a "30th ANNIVERSARY" stamp. Each article has a "READ MORE" link.

Fig. 9. PREFORMA website – home page



Fig. 10. PREFORMA blog – home page

#### 4.1.2 Newsletters and press releases

Newsletters and press releases may be issued during the lifecycle of the project.


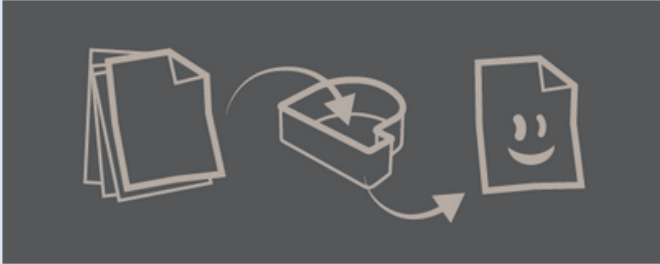
Press releases can be issued on defined occasions, according to the planned evolution of the project, or when there are notable events that need to be properly advertised. Press releases will be both directly distributed and uploaded on the public website.

News about the project as well as calls for participation to the PREFORMA call for tender has been distributed to major mailing lists in the fields of scientific interest for PREFORMA. The initial list of mailing lists that have been identified as relevant for PREFORMA is provided below:

- Europeana Communicators
- ASIS - [asis-l@asis.org](mailto:asis-l@asis.org)
- DBWorld - [dbworld@cs.wisc.edu](mailto:dbworld@cs.wisc.edu)
- SIGIR - [IRList@lists.shef.ac.uk](mailto:IRList@lists.shef.ac.uk)
- DIGITALPRESERVATION - [DIGITAL-PRESERVATION@JISCMAIL.AC.UK](mailto:DIGITAL-PRESERVATION@JISCMAIL.AC.UK)
- SEworld - [seworld@sigsoft.org](mailto:seworld@sigsoft.org)

Periodic editions of the PREFORMA newsletter, in conjunction with Digital meets Culture, will be released as well. The first two editions were delivered in March 2014 (project launch) and in June 2014 (publication of the tender).


March 2014 [View this email in your browser](#)

## PREFORMA, future memory standards

PREFORMA, PREservation FORMAts for culture information/e-archives, is a Pre-Commercial Procurement project started on January 1st, 2014, and co-funded by the European Commission under its FP7-ICT Programme. Aim of the project is to address the challenge of implementing good quality standardised file formats for preserving data content in the long term. The main objective is to give memory institutions full control of the process of the conformity tests of files to be ingested into archives...


[READ MORE »](#)



### PREFORMA call for tender, information day

On April 4th, 2014 PREFORMA organises in Brussels an Information Day to present the call for tender that will be launched as part of the Pre-Commercial Procurement. The main objective of the procurement is the development and deployment an open source software licensed reference implementation for file format standards aimed for any memory institution (or other organisation with a preservation task) wishing to check conformance with a specific standard...

[READ MORE »](#)



### Join the PREFORMA community!

PREFORMA is promoting an Open Dialogue between memory institutions and technology providers to define the functional requirements of the tender. The network of common interest established by the project already includes representatives from memory institutions, researchers and developers who are interested to contribute to the definition of the requirements and to take part in the assessment and the exploitation of the results produced by the suppliers...

[READ MORE »](#)

<http://www.preforma-project.eu>

Fig. 11. PREFORMA newsletter – Issue 01



The database of email addresses to be reached by the newsletter is formed by the lists of contacts from the PREFORMA partners, the PREFORMA community, the selected external mailing lists, the digitalmeetsculture.net registered users plus a target selection of email addresses of those working in the sector of digital cultural heritage worldwide.



The PREFORMA Project Newsletter, June 2014 [View this email in your browser](#)

 Co-funded by the European Union

## 2.805.000 Euros Funding for Future Memory Standards!

The PREFORMA call for tender has been published on June 12th, 2014.  
Proposal submission deadline: August 12th, 2014. Budget: 2.805.000 EUR.

### PREFORMA CHALLENGE

PREFORMA aims to establish a set of tools and procedures for gaining full control over the technical properties of digital content intended for long-term preservation by memory institutions and to establish a long-term sustainable ecosystem around the developed tools with a variety of stakeholder groups, among which developers, digital preservationists and standardisation bodies.

### OBJECTIVES OF THE PROCUREMENT

The main objective of the pre-commercial-procurement is the development and deployment of an open source, software licensed, reference implementation for file format standards aimed at any memory institution (or other organisation with a preservation task) wishing to check conformance with a specific standard. This reference implementation will consist of a set of modular tools, which will be tested against the implementation of specifications of standards relevant to the PREFORMA project and used by the European memory institutions to preserve their data objects.

[Submit your application!](#)

Check out the [PREFORMA Project website](#) for all the detailed information.

Official Media Partner  
**DIGITAL CULTURE**  
www.digitalmeetsculture.net

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[unsubscribe from this list](#) [update subscription preferences](#)

Fig. 12. PREFORMA newsletter – Issue 02

### 4.1.3 Publications

Scientific papers which discuss aspects of the work conducted in PREFORMA, or which make significant mention of PREFORMA methodologies and technologies will be reported and published on the project's website whenever possible.

Other kinds of publications on specific topics may be prepared and distributed in proceedings and professional journals to document the technical work being performed by the PREFORMA Consortium and by the suppliers that join the PREFORMA open source community. These publications may include or draw from the project's public deliverables.

The peer-reviewed journals, which the PREFORMA consortium will target during the project lifetime include:

- International Journal of Digital Curation;
- Ariadne, web magazine for information professionals in archives, libraries and museums;
- First Monday;
- International Journal on Digital Libraries;
- Journal of digital information;
- SCRIPT-ed;
- World Digital Libraries;
- Digitalia.

Moreover, short articles will be published in projects newsletters, e-bulletins (Apogeeonline, iMAL, iSGTW, Key4Biz, HPC in the cloud and NUANCE), blogs and portals managed by the European Commission (i.e. Research & Innovation) and at national level in partners' countries.

Third party publications on PREFORMA will be acquired and distributed through the project's website whenever possible.

### 4.1.4 Events and project presentations

Another important channel for the dissemination of PREFORMA is the organisation of workshops, training events, demonstrations and international conferences and the participation of PREFORMA partners in a number of other relevant events and scientific conferences.

The main events organised by PREFORMA are:

- A workshop for memory institutions took place on the 5<sup>th</sup> of March 2014 in Brussels. This provided the opportunity for the memory institutions to agree on the functional requirements and technical specifications of the reference implementation tools to be developed in PREFORMA.
- A public Information Day event took place on the 4<sup>th</sup> of April 2014 in Brussels to present the PREFORMA call for tender and to facilitate engagement and consultation with potential suppliers.

- A workshop for Open Source companies will take place in Sweden at around month 24, in connection with the first Prototype Demonstration. The workshop will target Open Source Companies and Memory Institutions.
- An Experience Workshop will take place in Berlin, at around month 36, in connection with the second Prototype Demonstration. The PREFORMA partners will share their experiences of working with suppliers under R&D services agreements (PCP) with memory institutions.
- An international conference at the end of the project to present the final results. The conference will be held in Sweden and will aim to illustrate and promote the results of the pre-commercial tender. The conference will provide an opportunity for as many members as possible of the network of common interest to come together and discuss the topic of digital preservation. It is also anticipated that EC representatives and experts in digital preservation, from both partner and non-partner countries, will participate in the conference.

In close cooperation with all WPs, PREFORMA will contact the organisers of international, European and national events and workshops organised by other institutions and projects. The participation of PREFORMA partners in selected relevant events will contribute to the dissemination and promotion of the project among specific audiences and market sectors, and will be reported and published on the project's website. Project presentations may be customised in order to illustrate objectives, activities and outputs of the project contextualised for a specific event. These will be made available on the project's website in a timely manner.

Moreover, representatives from PREFORMA will participate in relevant concertation and meetings with other EU projects organised by the European Commission.

The following table summarises the main events are scheduled during the PREFORMA project.

Event	Target Audiences	Location	Timing/Date
Requirements Workshop	Memory institutions which are partners of PREFORMA	Brussels	5 <sup>th</sup> March 2014
Information Day	Suppliers interested in the PREFORMA call for tender	Brussels	4 <sup>th</sup> April 2014
Open Source Workshop	Open Source companies	Stockholm	December 2015
Experience Workshop	Memory institutions	Berlin	December 2016
Final conference	Memory institutions and cultural heritage organisations coordinating or representing memory institutions, that are involved in (or planning) digital culture initiatives Developers Research organisations Standardisation bodies	Stockholm	December 2017

	<p>Funding agencies, such as Ministries of Culture and national/regional administrations, that own and manage digitisation programs</p> <p>Best practice networks endorsing the use of open standards in creating and managing digital content</p> <p>Other projects in the digital culture, e-Infrastructures and policy arenas</p>		
--	--	--	--

## 5. MONITORING OF THE DISSEMINATION ACTIVITIES

The success of the dissemination will be assessed in terms of take-up of the initiative by stakeholders and expected users.

As specified in the performance indicators table, which follows below, the following metrics and assessment are applied:

- If the website receives a significant number of individual visits, and many visits from beyond the partner countries;
- If the workshops and the final conference are well attended, both in terms of number of participants and in the quality of the interaction and discussion among the participants;
- If new organisations join the PREFORMA community of interest.

No	WP	Indicator	Method of measurement / Resp.	Expected Progress			
				Year 1	Year 2	Year 3	Year 4
4	WP3	Network of common interest established	Cooperation Agreements signed / PROMOTER	2 members	5 members	10 members	20 members
5	WP3	National working groups	Working groups established in the partners home countries	Preparatory meetings	Invitation to the Open Source Workshop	Invitation to the Experience workshop	Invitation to the final conference
6	WP3	Open Source Workshop	Workshop held / HS	-	20 participants	-	-
7	WP3	Experience Workshop	Workshop held / SPK	-	-	30 participants	-
8	WP4	Visibility of the PREFORMA website	Google Analytics / PROMOTER	100 visitors	500 visitors	1,000 visitors	2,000 visitors
9	WP4	Final	Participants to	-	-	-	150

		conference	the conference / RA				
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The effectiveness of dissemination activities will be evaluated constantly using the following criteria:

1) Statistical analysis of the project website with the following indicators, in order to follow up on users' interest in website contents:

- Page views: number of web pages requested and viewed by the user;
- Visits or sessions: number of visits to a site made by users;
- Unique visitors: number of single users that have visited the site, net of duplications;
- Time spent: time spent in minutes and seconds while navigating or viewing the pages of a site or using a digital application.

Google Analytics is the main tool that will be adopted to collect fresh insights into how visitors use our site, how they arrived at our site, which parts of our website are performing well, which pages are most popular and how visitors interact with sharing features on our site.

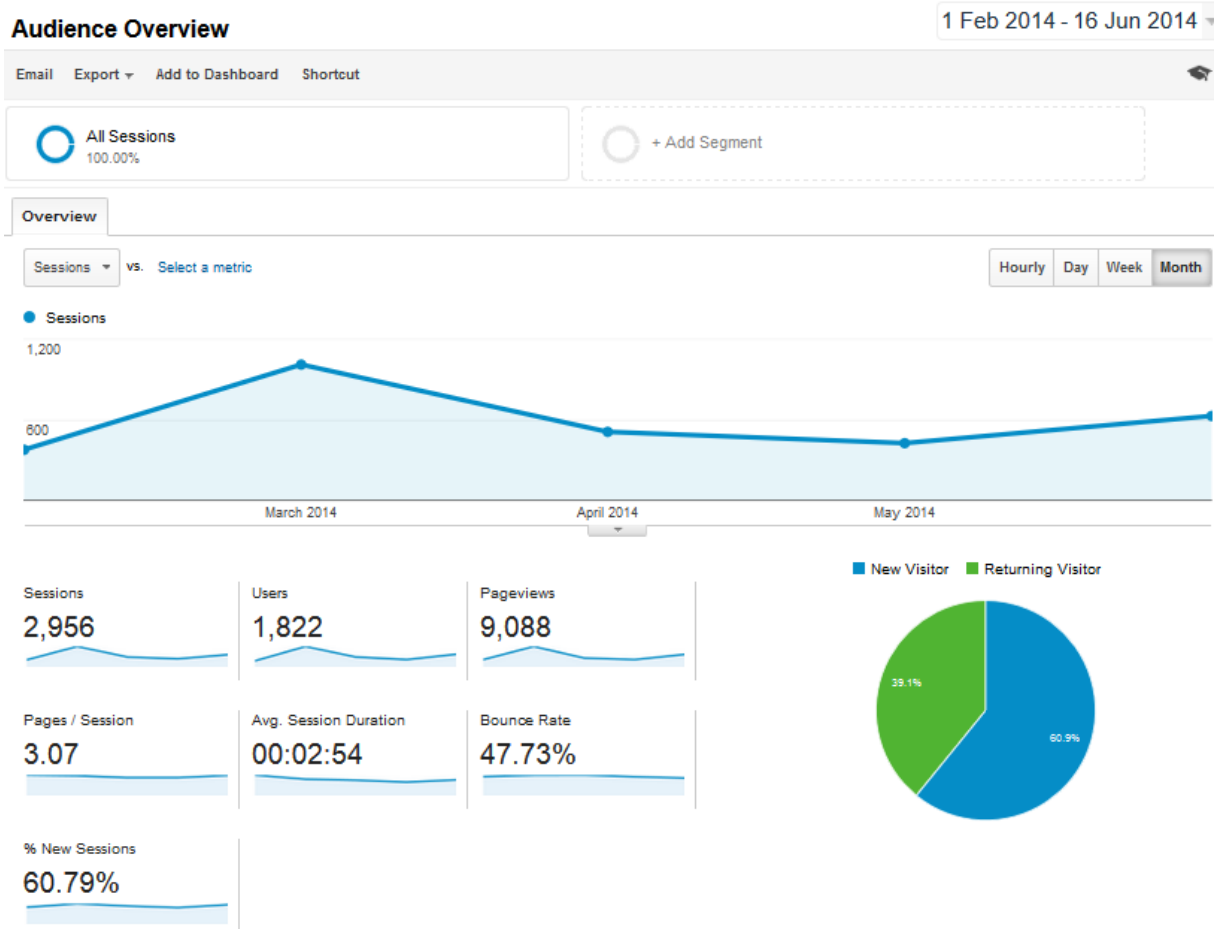


Fig. 13. Snapshot from Google Analytics

2) Events reporting forms, filled in by the partners after each event.

A reporting form has been prepared in order to report on participation in events. This form must be used when a partner is presenting and disseminating PREFORMA outcomes in events organised by other institutions. The form template is available in the reserved area of the project website.

The reports will be carefully analyzed in order to evaluate if target groups are reached, and if definitions of main target groups need to be adjusted.

### **PREFORMA EVENTS REPORTING FORM**

#### **GENERAL INFORMATION**

<b>Event title</b>	
<b>Date</b>	
<b>Venue</b>	
<b>Organiser</b>	
<b>Website</b>	
<b>Target audience</b>	
<b>Other projects attending</b>	

#### **PREFORMA PRESENCE AND DISSEMINATION**

<b>Objectives of PREFORMA participation</b>	
<b>Impact achieved</b>	
<b>Nature of PREFORMA's contribution to the event</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Presentation</li> <li><input type="checkbox"/> Poster Session</li> <li><input type="checkbox"/> Workshop</li> <li><input type="checkbox"/> Dissemination material</li> <li><input type="checkbox"/> Networking</li> <li><input type="checkbox"/> Other .....</li> </ul>
<b>PREFORMA promotional materials distributed at the event</b>	

#### **PREFORMA WORKSHOP/SESSION (IF APPLICABLE)**

<b>Workshop/session title</b>	
<b>Workshop/session description</b>	
<b>Website</b>	
<b>PREFORMA representatives</b>	
<b>Attendees (number and typology)</b>	

*Fig. 14. PREFORMA events reporting form template*

A web form has been also implemented to allow every partner to send news, information and links about his/her dissemination/networking activities related to PREFORMA.

Every partner can use this form or alternatively send an email, to keep the dissemination team informed of all the ongoing activities (participation in events, presentations of the project at local, regional, national and international events, publication of news, posts, links on websites, blogs or other web resources, etc.).

**Who Am I**  
Name:  (Required)  
Email:  (Required)  
**News**  
Title (Required):   
Text (Required):  
Allowable Tags: <p><b><em><u><strong><a><img><table><tr><td><blockquote><ul><ol></ol></ul></td></tr></table></img></a></strong></u></em></b></p></li><br><sup>  
  
**Upload Files**  
Max File Size: 8 MB  
Allowable File Types: .txt .doc .pdf .jpg .gif .zip  
Upload:  Nessun file selezionato.  
Upload:  Nessun file selezionato.  
Upload:  Nessun file selezionato.

Fig. 15. PREFORMA dissemination web form



On the basis of the collected information (report from the partners, monitoring the usage of the website, dissemination activities undertaken), at the end of each year the Communication Manager will assess the work carried out, highlighting the main trends and communicating them to the project consortium. The data will be discussed and it will be decided if and how to redirect the project's communication and dissemination strategy at the beginning of the new project year.

## 6. CONCLUSIONS

The communication and dissemination task will be active throughout the project duration.

Its main objective is to contribute through the dissemination and communication actions to the establishment of a network of common interest that will be transformed, after the end of the project, into a sustainable open user community surrounding the applications provided by PREFORMA. The main task of this community will be to encourage both future use and future development and to contribute to the standardisation process.

PREFORMA commenced disseminating its message at the early stages of the project. The partners have already a first set of general-purpose brochures and posters ready for any event and the dissemination plan is now ready.

More specifically:

- The objectives and main characteristics of the dissemination campaign have been defined.
- The scope and features of the "potential users" to be reached have been described.
- The basic elements of the content to be disseminated to each of the potential user groups have been identified.
- The media and channels through which the content of the PREFORMA message can be best delivered have been described.
- The measures to monitor the expectations described in the DoW has been listed.

This plan, which acts as point of reference for the dissemination activities to be undertaken by PREFORMA, can be amended, expanded, adapted if necessary, according to the project's needs.

## ANNEX. PROMOTIONAL PLAN

The following table presents the overview of the communication tools, associated key actions and tasks, the partners responsible to make these actions, the results until the time of submission of this deliverable and the plans for the next period.

Tool	Key actions and tasks	Responsible	Result to date	Plans for Year 1
PROJECT'S PORTAL AND BLOG Performance to be monitored via Google Analytics <ul style="list-style-type: none"> <li>quantitative (how many visitors, how many page visits, etc..)</li> <li>qualitative (where do the visitors come from? What do they do on the portal? What are the most visited pages? Etc.)</li> </ul>	To keep the blog alive producing new blog posts about PREFORMA	Promoter Any other partner who wishes to contribute	Blog implemented, hosted by Digital Meets Culture	Publication of 20-30 blog posts containing the most relevant news and events
	To keep the project's website updated according to project's development	Promoter with the collaboration of all the partners	Website implemented	Update of the Tender section of the website
	Management of contacts received through the website	Promoter with the collaboration of all the partners	Community mailing list created	Subscription of 80-100 new contacts in the mailing list
	To rebound the PREFORMA articles and news items on social media channels (Facebook, Twitter)	Promoter with the collaboration of all the partners	n/a	Publication of all the PREFORMA blog entries on digitalmeetsculture social media channels
eNEWSLETTERS / PRESS RELEASES	To edit interesting newsletters and press releases able to attract the	Promoter	Graphical layout implemented	Publication of 3 newsletters / press releases:

Mailchimp monitoring tool to monitor the newsletter performance	attention of the reader to the topics addressed by PREFORMA			<ul style="list-style-type: none"> <li>to present the project</li> <li>to launch the call for tender</li> <li>to announce the results of the tender</li> </ul>
	To enlarge the database of receivers	Promoter with the collaboration of all the partners	n/a	Include in the recipient list all the readers of Digital Meets Culture
DISSEMINATION MATERIALS	To create and update a set of materials to be used for general dissemination purposes	<p>Promoter to design the materials</p> <p>Responsible partners to provide texts</p> <p>All the partners to distribute it</p> <p>Promoter to make it available online</p>	<p>Graphic layout designed</p> <p>First dissemination materials ready:</p> <ul style="list-style-type: none"> <li>Factsheet</li> <li>General project's presentation</li> </ul>	<p>Update of the first materials and editing of new ones:</p> <ul style="list-style-type: none"> <li>Booklet</li> <li>Poster</li> <li>Roll-up banner</li> </ul>
EVENTS ORGANISED BY THE PROJECT	<p>Logistic organisation</p> <p>Preparation of the programme</p> <p>Dissemination of the event</p>	Event responsible partner with support of Promoter	Kick-off meeting held	<ul style="list-style-type: none"> <li>Requirements workshop</li> <li>Information Day</li> <li>Design phase kick-off</li> </ul>
PROJECT'S PRESENTATIONS AND DISSEMINATION AT THIRD	Deliver project's presentations during national and international	Partner who attends the event to prepare the presentation	Template for Power Point presentation available	Participation to 10-15 third party events promoting the

PARTY EVENTS	events Distribute dissemination materials	and to distribute materials	General presentation ready to be used and customised by each partner	project
PAPERS AND JOURNAL ARTICLES ABOUT THE PROJECT	To author and publish scientific papers which discuss aspects of the work conducted in PREFORMA, or which make significant mention of PREFORMA methodologies and technologies	All partners	n/a	Publication of 4-6 papers about PREFORMA in scientific journals and conference proceedings
COOPERATION AGREEMENTS, MEMORANDA OF UNDERSTANDING	To enable individuals, organisations and other projects to join the PREFORMA community proposing ad-hoc cooperation	All the partners to provide suggestions Promoter and NISV to follow-up the contacts with affiliates	Template for Cooperation Agreements and MoUs ready	Signature of 4-6 affiliation agreements