




Communication and Dissemination Plan

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Executive Summary

This report includes a description of the dissemination process for **SCAPE** and the project outcomes, including identification of target groups and dissemination channels. The report will be updated annually according to the development of **SCAPE**. First update will be in M14.

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1 Introduction

The Communication and Dissemination Plan for the **SCAPE** project describes the means and channels used by **SCAPE** to ensure that the project results will be communicated and disseminated in the best possible way to the stakeholders in **SCAPE** and the wider community.

A list of key messages has been produced to further underline the objectives of the project and to support the design of the dissemination process and the identification of communication channels for **SCAPE**.

Included in the Communication and Dissemination Plan is a list of dissemination tasks with roles and responsibilities defined for each task.

The **SCAPE** project will focus its work on three different application areas: web content from the web archiving community, digital repositories from the library community, and research data sets from the scientific community. These areas will be reflected in the communication and dissemination strategy.

The Communication and Dissemination Plan will be updated annually (in M14, M26 and M36) and will be available to all **SCAPE** partners on the SharePoint site. The plan is a public deliverable and will be published on the **SCAPE** website.

Further information about the **SCAPE** project can be retrieved from the project website and the Description of Work.

1.1 Objectives

The objectives of **SCAPE**'s communication strategy are:

- to inform all interested parties of project development and results in the best suitable way
- to raise awareness about the project itself and project results
- to enable involvement of external developers in the community-based open-source development of **SCAPE**-related products
- to establish a fruitful engagement with other projects and programmes

1.2 Key Messages

Main key message for the project:

SCAPE brings digital preservation into the Petabyte dimension

Other key messages are:

SCAPE shares expertise and promotes best practice. The project will build capacity and encourage exploitation of project results.



SCAPE moves forward the control of digital preservation operations from ad-hoc decision making to proactive, continuous preservation management. This is done through a context-aware planning and monitoring cycle integrated with operational systems.

SCAPE addresses the challenge of long-term preservation of digital content, brings together expertise and establishes partnerships across Europe.

SCAPE emphasises Quality Assurance, develops new preservation tools and improves and extends existing tools for large-scale collections.

The **SCAPE** Testbeds lay the ground for the evaluation, integration, and extension of the functionality of preservation tools with a special focus on their applicability on large data sets.

The **SCAPE** Platform provides a scalable environment for digital preservation services based on eScience on Cloud Technologies.

1.3 Vision

SCAPE will provide a scalable platform for the planning and execution of computing-intensive preservation processes such as the large-scale ingestion or migration of large (multi-Terabyte) data sets.

SCAPE will:

- transform the manner in which content holders safeguard their digital content
- increase confidence in the long-term accessibility and integrity of their collections, at the European, national, and organisational levels
- have a profound impact on the way that digital repositories are designed and built in order to enable scalable preservation services

Planets was considered a “flagship” project - **SCAPE** should take on that role as well.

2 Stakeholders

2.1 Partners

The **SCAPE** consortium partners are organisations with an interest in the development of tools to deal with the preservation of diverse, large scale digital data sets.

Timely dissemination and communication in the **SCAPE** project will support close cooperation between consortium partners.

Consortium partners will also engage in communication and dissemination of project results and developments in order to ensure that the target audience both among the partner institutions, including trustees and senior executive staff, and in the digital preservation community will be reached. All partners communicate general project information to their respective audiences.

2.2 Digital Content Owners

Digital Content Owners, like those whose repositories are used in the **SCAPE** testbeds, are major stakeholders in the outcomes of **SCAPE**. These stakeholders include libraries, archives (or any other memory institutions with very large or complex digital collections), webarchives, and collections of scientific data sets. These and any other institutions with very large datasets are in need of scalable preservation solutions that allow for highly automated preservation actions.

SCAPE communication and dissemination will aim to inform all of these groups of the project developments in order to ensure longterm take-up and use of project results.

2.3 Developers

Another important stakeholder group in **SCAPE** is developers working with digital preservation or interested in any of the **SCAPE** products. **SCAPE** will make use of and extend already existing functionality. This includes, but is not limited to Planets software found at OPF. As an Open Source based offer, **SCAPE** will need to reach developers connected to any of the Testbed areas or any of the products.

These developers will be reached through various channels of communication (see **3.2**) in order to encourage them to become involved in the **SCAPE** open source developer community. The community will be a foundation for further take up of project results through the the User Group members, similar organisations, or even organisations or individuals outside the digital preservation field.

After the end of the project, these developer communities – like the software itself – will continue to exist through the efforts of OPF.

2.4 Other digital preservation projects and programmes

Other digital preservation projects and programmes are stakeholders in the **SCAPE** project in terms of potential cooperation and take-up of project results. These could be APARSEN, AquA or other similar projects and programmes. This stakeholder group also includes the OPF Community.

Cooperation with other projects and programmes will enable sharing of knowledge and experience in the digital preservation community and support the dissemination of project results to a wider audience.

3 Strategy for the achievement of the communication objectives

3.1 Channels of Communication with the General Public

During the initial phase of the project the main communication channels for raising awareness of **SCAPE** will be focus on:

- Project website, <http://www.scape-project.eu>
- Twitter account, [@SCAPEproject](https://twitter.com/SCAPEproject)
- Publicity material in the form of a PowerPoint project presentation and stickers (with logo, web address and barcode)

After the first project year dissemination channels will be further extended to also include:

- Publicity material in the form of leaflets and posters
- Project newsletter to be issued quarterly
- Presentations of project results at events aimed at the international digital preservation community
- Publications presented at relevant events or published in relevant journals or magazines
- Press releases about the project
- Workshops for developers to engage developers to enter into the **SCAPE** developer community
- Training events
- External mailing lists

Other publication channels will be explored throughout the project runtime and might be included at a later point. This includes the wide possibilities within social media, e.g.:

- LinkedIn
- Facebook
- Blog posts from OPF tagged with the word '**SCAPE**'
- SlideShare
- YouTube
- etc.

The **SCAPE** project will develop software through open distributed development, see paragraph 3.2.

3.2 Channels of Communication with Technical Communities

Software development utilises a number of tools to e.g. track versions. These tools also provide communication channels to the developers. These tools always include a channel for communication and in our community based approach to development; these will be used inside the project as well as with interested developers in the wider community. All development related communication will use the channels described below with the exception of topics that a) we feel need communication inside the project first or b) are not to be made public for some reason (e.g. background research).

SCAPE will make use of the existing development framework hosted by the Open Planets Foundation (OPF), which is based on Github¹ and the Atlassian² development stack. This framework consists of the following subsystems:

The **Version Control System** is used for a) sharing software code and libraries, b) managing and tracking changes of different versions, and c) managing concurrent access. **SCAPE** will use Git³ and Github. Git is a free and open source, distributed version control system and is considered state-of-the-art for distributed collaborative projects. Github is a proprietary system for managing central Git repositories; it is the equivalent of SourceForge for SVN projects.

¹ <https://github.com/>

² <http://www.atlassian.com/>

³ <http://git-scm.com/>



Github features quite a number of communication channels, where these are similar to functionality provided by the Atlassian stack, they have been turned off to avoid duplication (e.g. the wiki). The main advantage of using a service like Github is that the **SCAPE** software can be found by interested parties. Github features a search system that allows developers to search for projects (e.g. by keywords) that interest them. A project's 'readme', which is to be found on its Github homepage, makes it possible to communicate the technical aim quickly and provides a sort of mini documentation.

The most obvious channel of communication provided via Github is the **SCAPE** code itself including the documentation. As a technically oriented project, this will be our best recommendation.

The **Continuous Integration Engine** is used for carrying out automatically the following development activities: a) build of software code, b) test of software artefacts, c) deployment of software releases, and d) monitoring the development process. **SCAPE** will make use of Bamboo⁴ for continuous integration. Bamboo will inform about build breaks and is as such not a direct channel of communication between programmers. However, continuous integration is and expected part of large projects and broken builds will lead to further communication via one of the other channels.

The **Ticketing System** is used for a) submitting tickets of issue/request for new feature/bug fixing and tracing them during the development process and b) managing and planning milestones/releases of software and activities. **SCAPE** will make use of JIRA⁵ for issue tracking.

The **Software Code Quality Monitor** is used for a) promoting best practices in software code by adopting standards, b) monitoring and reporting the quality of software, and c) ensuring the proper level of quality for **SCAPE** software artefacts. For this system, **SCAPE** will make use of FishEye⁶ and Crucible⁷.

OPF also provides a Confluence⁸ wiki, which will be used to discuss technical issues, and, through its website, the possibility to write blog posts. Access to OPF blog post with special interest to the **SCAPE** community will be mirrored on the project website. This will be done automatically via an rss-feed for posts tagged with 'SCAPEproject'.

Finally, there is a public mailing list at <http://list.scape-project.eu/cgi-bin/mailman/listinfo/techie>, which allows for discussions inside and beyond the project. This list is archived and the archive is public, too.

All these tools will provide an open framework that will a) make it easy to work together within the project as well as with interested parties outside it. As the tools are maintained by OPF (except for the mailing list), they will also ensure that the communication about the **SCAPE** software will continue to be accessible alongside the software after the project's runtime.

⁴ <http://www.atlassian.com/software/bamboo/>

⁵ <http://www.atlassian.com/software/jira/>

⁶ <http://www.atlassian.com/software/fisheye/>

⁷ <http://www.atlassian.com/software/crucible/>

⁸ <http://www.atlassian.com/software/confluence/>

3.3 Monitoring project outcome

To support the process for monitoring project outcome a Dissemination sub-site will be set up on the SharePoint site. The Dissemination sub-site will include a list of relevant events (Dissemination Tracking List) as well as a list of **SCAPE** publications (Dissemination Log).

4 Plan for External Communication

Activity	Who	Completion date	Status
Set up initial project website	AIT	M1	Done
Set up SCAPE Twitter account	AIT	M1	Done
Produce corporate identity for SCAPE documents	AIT	M1	Done
Produce SCAPE templates for presentations, deliverables etc.	AIT	M1	Done
Produce SCAPE publicity material (PP presentation)	AIT	M1	Done
Produce SCAPE stickers	AIT	M2	Done
Produce SCAPE Branding guidelines	AIT	M2	Done
Set up internal mailing lists	AIT	M2	Done
Inform project partners about Twitter account	AIT/SB	M3	Done
Set up Dissemination log and Dissemination tracking list	KB	M3	Done
Appoint Dissemination Working Group	AIT, KB and SB	M3	
Produce leaflets and posters	SB, AIT and KB	M12	
Suggest input for tweets	All partners, SB + AIT + the TC	Ongoing	From M3 onwards
Send out tweets	SB + AIT + TC	Ongoing	From M3 onwards
Suggest news content for website	All partners, SB	Ongoing	From M3 onwards
Add content to project website when needed	SB + all partners	Ongoing	From M3 onwards
Produce highlight reports	All SP-leads	Biannually	
Produce newsletters (starting February 2012)	SB + all partners	Quarterly	
Create annual report on dissemination activities	AIT	Annually	

Activity	Who	Completion date	Status
Organise activities related to technical releases E.g. organise workshop in connection with developer-focused event, send out press-release, tweets, rss-notification	SB + all partners		From M16 onwards
Deliver training events	OPF, BL, FIZ, KB, KEEPS, ONB, SB and TUW	Ongoing	From M19
Presentations at events	All partners	Ongoing	
Publications in scientific journals	All partners	Ongoing	
Press releases	SB, AIT and KB		

5 Roles and responsibilities

All **SCAPE** partners are responsible for the dissemination of project results according to DoW and this Communication and Dissemination Plan. Resources have been allocated for all project partners for dissemination.

Project Management and the Work Package lead for WP.20, TU.WP.1, are responsible for preparing and updating the Communication and Dissemination Plan.

Internal project communication is described in the Quality Plan.

5.1 SCAPE dissemination procedure

Several instruments are in place to support dissemination in **SCAPE**:

Two logs have been set up on the SharePoint for monitoring and stimulating dissemination: a dissemination log and a dissemination tracking list.

The Dissemination Log will be used to assemble all publications from the project. The log has been created in a manner that makes it possible to extract the input directly into the annual report for dissemination. This log is also used for logging approvals by consortium members, to ensure no IP of partners is infringed in publications.

The dissemination tracking list serves to make all partners aware of upcoming conferences and calls for papers, and to make sure that **SCAPE** is represented by relevant members at events.

In addition a group of people from the consortium will be appointed to form a Dissemination Working Group. This group will be responsible for updating the list of events on the Dissemination Tracking List and for suggesting participants for each event. The Dissemination Working Group will be formed by people representing different interests in the project, and will be a supporting group to encourage dissemination of the project.

Anyone within the consortium can add upcoming events and descriptions to the list, and the Dissemination Working Group will then decide on the relevance of this and, if necessary, suggest partners who might want to send a speaker and submit a paper. Whenever someone has represented **SCAPE** at an event they are asked to send a small report to *the Dissemination Working Group*.

5.1.1 SCAPE Dissemination procedure summary

Events

- When you hear about an event that may be interesting for **SCAPE**, please add it to the Dissemination tracking list (→ click New). Of course the dissemination working group will also add events on a regular basis, and assign an owner to contact the necessary people to attend this event.
- When you plan to attend an event, add it to this list as well, with your name + description of your input (→ click Edit).
- The dissemination working will discuss all events on the list and evaluate the relevance for scape. They will also suggest relevant partners to submit papers and presentations
- After you have attended an event, please send a small report to the dissemination working group, describing your input, the benefits, potential follow-ups and a short evaluation of the event (max. 1000 words).

Publications

- When you plan to publish something on **SCAPE**, please update the Dissemination log.
- If necessary, the dissemination working group will create an item in the Dissemination approval section.

All **EC rules for dissemination**, as well as amendments to this we agreed upon in the consortium are to be found in the **SCAPE** Dissemination rules.

The **SCAPE dissemination working group** that will proactively manage the project's communication and dissemination will be formed at the Take Up Kick off meeting in September 2011.

Appendix 1 – Stakeholder analysis

Stakeholders	Interests	Methods/Channels
SCAPE consortium partners Including trustees and senior executive staff	Develop tools to deal with large scale digital preservation in partner institutions	Website, Twitter, publicity material, project meetings After year one additional channels will be used, such as newsletters, workshops, additional publicity material
Digital Content Owners Scientists/researchers from the scientific community Web archiving community	In need of tools to overcome the challenges in large scale digital preservation	Website, publicity material After year one additional channels will be used, such as newsletters, additional publicity material, presentations at events, publications, press releases, workshops, training events, external mailing lists
(SCAPE) Development Community Developers who would like to join the SCAPE development community	Share knowledge and experience in relation to tool development	Website, stickers, Twitter After year one additional channels will be used, such as newsletters, workshops, training events, publicity material, presentations at events, publications
Other digital preservation projects and programmes Other EC-funded projects and organisations promoting digital preservation	Share knowledge and experience about large scale digital preservation	Website, publicity material After year one additional channels will be used, such as newsletters, additional publicity material, presentations at events, publications, press releases, external mailing lists