



DELIVERABLE

Project Acronym: DM2E

Grant Agreement number: ICT-PSP-297274

Project Title: Digitised Manuscripts to Europeana

D4.4 – Dissemination and Engagement Plan

Revision: 1.1

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Project co-funded by the European Commission within the ICT Policy Support Programme		
Dissemination Level		
P	Public	P
C	Confidential, only for members of the consortium and the Commission Services	



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Revision history and statement of originality

Revision	Date	Author	Organisation	Description
0.1	01.05.12	Sam Leon	OKFN	
0.2	08.06.12	Jillian Mathews	OKFN	Adding in a few small items especially to Open glam web site.
1.0	10.07.13	Sam Leon	OKFN	Complete revision of the initial version
1.0	18.07.13	Violeta Trkulja	UBER	Some additions and final revision
1.0	19.07.13	Vivien Petras	UBER	Revisions and approval of Version 1.0
1.1	17.10.13	Sam Leon	OKFN	Necessary corrections implemented
1.1	29.10.13	Violeta Trkulja	UBER	Some additions and final revision of version 1.1

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This deliverable contains original unpublished work except where clearly indicated otherwise.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



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Executive Summary

This document provides the dissemination plans for the Digitised Manuscripts to Europeana (DM2E) project.

This Dissemination and Engagement Plan provides an overview of the dissemination strategy, activities and materials the DM2E project intends to use. This is intended as a living plan that will go through a number of iterations through the project, specifically with relation to the planning of events. The dissemination strategy, to that extent, is agile and capable of capitalising on promotional opportunities as they arise.

The Dissemination and Engagement Plan identifies the target communities and groups for the project, key dissemination actions and the plan for ongoing online and offline community building efforts over the lifetime of the project.

Its goal is to inform others of the DM2E dissemination plan and strategy and as means to improving dissemination and engagement over the course of the project.

1 Introduction

1.1 Project background

1.1.1 Main objectives

The DM2E project aims to technically enable as many content providers as possible to integrate their content into Europeana. Since different providers make their data available in different formats, a tool has to be developed that converts metadata from a diverse range of source formats into the Europeana Data Model (EDM). During the project, this will be done for the autograph database Kalliope (Staatsbibliothek zu Berlin), the German text archive Deutsches Textarchiv (Berlin-Brandenburgische Akademie der Wissenschaften), as well as content of the Austrian national library (Österreichische Nationalbibliothek) plus a number of other sources. The project is also going to provide the aggregated data in a form that allows Digital Humanities scholars to make best use of them. In addition, basic services and functionalities (modeled on the humanities' "scholarly primitives") will be provided by the project.

1.2 Goals and objectives of work package 4

As stated in the Description of Work, the goals of work package 4 (the community building and dissemination work package) are to:

- *catalyse an active, diverse and well-connected community of content holders, metadata experts, technologists and others around Europeana - strengthening existing networks and engaging new stakeholders*
- *enable and encourage content holders to contribute new material to Europeana through a series of hands-on workshops and community documentation on DM2E tools and workflows*
- *identify and support a network of open metadata evangelists who will help to raise awareness of legal and technical best practices in a variety of different domains*
- *facilitate conversation and collaboration between technologists in the Europeana community and end users in teaching and research - particularly in the humanities - with a series of events, online activities and a contest*

2 Audience

2.1 Target audiences and communities

2.1.1 The European cultural heritage sector

One of the primary targets of the community and dissemination work to be undertaken by the DM2E project is the European cultural heritage sector. As it is the project's goal to develop a workflow for cultural heritage institutions to integrate their metadata into Europeana and the Linked Data Web as well as providing applications for scholarly use of that material it is important that awareness is raised about the tools being developed, so that feedback can be provided to the project's developers and to guarantee uptake of the final toolset. As the focus of the project is on digitised manuscripts dissemination efforts are mainly concentrated on libraries and archives as opposed to galleries and museums (although these are not excluded).

2.1.2 Europeana and the Europeana project cluster

As two of the overarching objectives of the project are to develop (a) a workflow to facilitate the integration of cultural metadata into Europeana and the Linked Data Web and (b) allow researchers and Digital Humanists to interact with the contents of Europeana, it is essential that technical synergies between DM2E and other Europeana projects are realised early on and collaboration promoted.

In order to aid greater collaboration with the Europeana project cluster it is essential that significant technical developments are shared with these projects (often prior to the publication of specific deliverables). To aid this process the DM2E newsletter is to be sent to the mailing lists set up by each of these projects.

There are three key projects that have been identified as being especially relevant to DM2E and the tools under development in work packages 2 and 3, they are Europeana Inside, Europeana Cloud and Europeana Creative.

2.2 The Digital Humanities community

The Digital Humanities community - a community of technologists and practicing humanities researchers - is another target community of the DM2E project. So as not to duplicate work already being done, work package 4 has undertaken contact and network mapping so that DM2E project results can be widely disseminated within networks of communication that already exist in the Digital Humanities space.

Some key networks and institutions have been identified as important to the dissemination of DM2E Digital Humanities outputs:

2.2.1 DARIAH

DARIAH is a pan-European network of Digital Humanists that aims to enhance and support digitally-enabled research across the humanities and arts. DARIAH aims to develop and maintain an infrastructure in support of ICT-based research practices.



The DM2E project aims to embed itself within this emerging network, so as to promote awareness of the technical tools being developed and to encourage wider participation in the project itself from humanities researchers and technologists across Europe. Across the lifetime of the project the members from the DM2E project team will attend DARIAH meetings and correspond with the community via DARIAH mailing lists that also receive the DM2E newsletter.

2.2.2 Digital Humanities Department Kings College London

The Department of Digital Humanities is an academic department in the School of Arts and Humanities at King's College London. The primary objective of the Department of Digital Humanities is to study the possibilities of computing for arts and humanities scholarship and, in collaboration with local, national and international research partners across the disciplines, to design and build applications which implement these possibilities, in particular those which produce online research publications.

The DM2E project aims to collaborate on various fronts with the Kings College Digital Humanities Department, which is one of the leading Digital Humanities departments in Europe. Already in the first year of the project, the DM2E work package 4 team has co-organised an open humanities hackday on Pundit (the semantic annotation tool being developed as part of work package 3) with the Kings College Digital Humanities Department with departmental members such as Tobias Blanke (also a member of the Digital Humanities Advisory Board) speaking at a number of events.

2.2.3 Open Humanities Working Group at the Open Knowledge Foundation

The Working Group on the Humanities at the Open Knowledge Foundation is a global volunteer-led network of open source developers and humanities researchers that have been behind numerous open Digital Humanities projects including TEXTUS, Annotator, Open Shakespeare and Open Correspondence.

The DM2E project communicates project results to this community via social media and mailing list. It will also partner with this group in the organisation of hackdays and coding sprints in order to engage open source developers interested in the Digital Humanities.

In the first year, two hackdays were already run in collaboration with this group bringing together a wide variety of humanists and open source coders who contributed to new experimental components of Pundit.

2.3 The open source and developer community

As the tools under development in work packages 2 and 3 will be made open source, they are able to benefit from the input of the wider open source developer community, specifically the open source developer community interested in Digital Humanities tools.

Some key communities have been identified as being of particular interest to the project and active collaboration is being pursued with them.

2.3.1 Open Annotation Community

The Open Annotation Community is a W3C community group that aims to develop a common, RDF-based, specification for annotating digital resources. On consultation with the leaders of work package 3, we have identified collaboration with this community as essential as it is the aim of work package 3's scholarly environment to be open annotation compliant. Therefore, it is essential that technical developments within work package 3 are communicated and discussed within that community. The main vehicle of communication with that group will be via their mailing list.

2.3.2 The Open Knowledge Foundation Global Network

The Open Knowledge Foundation's global network is the largest and most extensive of its kind. Bringing together open source developers, open data evangelists, civil society organisations, researchers and civil servants. The Open Knowledge Foundation Network has produced and sustained some of the most important open data tools and made substantial contributions to the emerging Linked Open Data web via its CKAN platform.

The Network has extensive knowledge in the field of open metadata storage and linking, expertise that the DM2E projects needs to exploit in the cultural heritage domain and particularly in the technical development being undertaken in work package 2. Communication with the Open Knowledge Foundation Network will take place both online and offline. Online communication will occur via dedicated Open Knowledge Foundation mailing lists, social media via re-Tweeting DM2E key project updates from the @OKFN Twitter handle (which has close to 10,000 followers as of 1/7/2013) and via blog posts on the high traffic OKFN.org and via Open Knowledge Foundation bi-annual summits and annual conferences (OKCon and OKFest).

2.3.3 DM2E Consortium, content providers and associate partners as a community

Many of the Consortium partners have allocated Person Months within work package 4 to reflect the fact that effective dissemination of a project of this size and scope must be a joint effort, using all project partners as multipliers.

An extended consultation with DM2E Consortium partners, content providers and associate partners was undertaken in June 2013 to see how the data, technologies and digitised manuscripts that various partners brought to the project could be more widely disseminated as part of work package 4.

Below is a table displaying some of the key agreed dissemination actions on the part of partner organisations of DM2E. On top of what is listed in the table, there was an ongoing commitment from all partners to present DM2E within their institutions and at relevant events and to host DM2E workshops to be run by work package 4.

Partner organisations ¹	Content or technology to be publicised and dissemination means
National Library of Israel	Blog posts on DM2E.eu about EAD metadata and APEX

¹ These are: Consortium or associated partners, content providers and interested parties, working with DM2E.

Partner organisations ¹	Content or technology to be publicised and dissemination means
National Technical University of Athens	Blog post on the use of MINT
Max Planck Gesellschaft zur Förderung der Wissenschaften	Blog post on a specialised set of manuscripts from history of mathematics
University of Bergen	Blog posts on “the Wittgenstein Incubator” (experiment with DM2E scholarly environment), hosting user feedback workshop
Net7	Blog posts on Pundit, joint application to LODLAM Challenge, creation of demo videos for Pundit
University of Mannheim	Disseminate information to W3C provenance community, blog posts and demo of DM2E intermediate version
Austrian National Library	Testimonials from curators and blog post on chosen digitised manuscripts being used as part of DM2E
University of Leuven	Blog post about the Husserl manuscripts from the Husserl archive in Leuven
Humboldt-Universität zu Berlin	Blog post on Polytechnisches Journal Mapping to the EDM

Table 1: Dissemination actions on the part of consortium partners

2.4 The community of open metadata evangelists

As discussed above, to catalyse a network of open metadata evangelists is one of the core objectives of work package 4.

2.4.1 Wikimedia Foundation

The Wikimedia Foundation is the foundation that supports the Wikipedia project, the world’s largest free encyclopaedia. The Wikimedia Foundation and its global community of national chapters represents one of the most active volunteer led communities dedicated to building an interconnected system of cultural content and data for everyone to use and enjoy. The Wikimedia Foundation also supports the DBpedia and Wikidata projects dedicated to getting structured Linked Data out of the vast amounts of information in Wikipedia.

Engagement with this community happens offline via workshops and international events. Mathias Schindler, for instance, one of the leading open data evangelists in the field of cultural heritage contributed to the first DM2E-OpenGLAM Workshop which was held in Berlin in April 2012. On top of this, the work package 4 team present regularly at international Wikimedia events such as the GLAM-Wiki summit held in London in May 2012.

2.4.2 Europeana Foundation

The Europeana Foundation has been one of the key advocates for open cultural metadata within Europe and its success in implementing its Data Exchange Agreement based around CC-

0 has been a landmark success in the pursuit of a cultural commons that everyone is free to use, re-use and enjoy.

One of the key platforms through which DM2E can disseminate its deliverables and project results to the Europeana Foundation and the associated community is via Europeana Professional. Europeana Professional is a platform in which librarians, curators and cultural heritage technologists share expertise across Europeana Projects. As of 1st July 2013, the DM2E project has publicised over 5 guest articles written by work package 4 about DM2E project successes. Going forward all major project updates will be pitched to the Europeana Professional blog for guest article slot. Collaboration of this sort will be pursued throughout the project augmented by the online collaboration with Europeana Foundation related activities detailed below.

2.4.3 Digital Public Library of America

The Digital Public of America (DPLA) brings together digital content and metadata from cultural institutions across the United States. It is committed to a data exchange agreement based on CC-0 and is currently engaged in a large scale attempt to convince content providers from across the US of the benefits of open cultural metadata.

Engagement with the Digital Public Library of America will occur both online and offline. Online we have sought guest blog posts from key community evangelists within the organisation for OpenGLAM.org. As will be elaborated in the next section, the OpenGLAM Network is the core means through which the DPLA and its network and expertise can be exploited. As will be outlined below key DPLA representatives have been asked to sit on the OpenGLAM Advisory Board.

2.4.4 LODLAM

LODLAM (Linked Open Data in Libraries Archives and Museums) is a community of cultural heritage professionals and Linked Data specialists seeking to create a Linked Open Data ecosystem for libraries archives and museums. The community is held together by an international summit held every other year and a Challenge for Linked Data tools for libraries and archives.

The DM2E project sent representatives to present on the work of the DM2E at the international summit in 2013 held in June in Montreal. The work package 4 team has also worked closely with work package 3 to put together an application and accompanying video for the LODLAM challenge for Pundit. Pundit went on to win the LODLAM challenge, a major publicity success for the project. Ongoing collaboration will be sought with the LODLAM community via the OpenGLAM Network (as outlined below) and via the DM2E Newsletter which will be sent to the key LODLAM mailing lists.

2.4.5 Creative Commons

Creative Commons develops, supports, and stewards legal and technical infrastructure that maximizes digital creativity, sharing and innovation. They are the developers of the Creative Commons licenses some of the most commonly applied open licences to digital content and data including the CC-0 mark now adopted for Europeana for metadata.



As outlined below Creative Commons will be engaged through the OpenGLAM Network. Creative Commons community members have presented at key DM2E workshops with cultural institutions on best practices for opening up cultural data and content, and they will continue to be engaged in future workshops and events. Also, and as will be outline below, key legal experts from Creative Commons have been asked to sit on the OpenGLAM Advisory Board.

3 Engagement – Methods and Tools

3.1 Project brand identity

One of the key pillars of an effective dissemination strategy is effective branding. It was one of the first tasks of work package 4 to establish a clear logo that reflected the overarching goal of the project that could then be used on all content associated with the project in order to drive attention to the project itself and promote greater collaboration.



Figure 1: Logo of the DM2E project

In month 1 of the project, a logo was designed in consultation with the work package leads and the project lead. It captures the goal of the project to contribute to an interconnected web of European digitised manuscripts and is used on all key project materials.

A project presentation template was also created early on in the project so that all project members giving presentations could easily be identified with the project. This template has been made available to the whole consortium in both Microsoft Office and Open Office formats.

3.2 Events

A key part of the community building and dissemination efforts are project events and external events that provide excellent opportunities to disseminate project results to the target communities.

3.2.1 Workshop programme

Over the course of the project, work package 4 is to deliver 18 workshops (Task 4.2), according to the Description of Work these are to fall into three main categories: demonstration and training with the tools and platforms developed in the project, best practices in legal and technical aspects of opening up metadata and coding sprints.

In order to best respond to both the state of development of the project, user evaluation and emerging standards around cultural metadata it was decided in the first year of the project that work package 4 workshops would be planned in 12 month cycles, and at the beginning of each year of the project (February 1st).

Demonstration and training with tools

The purpose of these events is to train target communities with the tools under development in work package 2 and 3. One of the challenges is that in the first year of the project the technologies under development, with the exception of those that were developed on other projects, were not ready to be tested by the public. For this reason this type of workshop only begins from Year 2 onwards.

Year 2

- Pundit Workshop, Den Haag, Netherlands (<http://dm2e.eu/pundit-workshop-in-den-hague/>)
- The Web as Literature, DM2E Digital Humanities Event with Pundit Demonstrations and Training Session, London, UK (<http://webasliterature.org/>)
- Wittgenstein Incubator Pundit Training, Bergen (forthcoming - 6th December 2013)

Year 3

- Pundit user interface evaluation and training, Berlin (March 2014)
- Work package 2 tools training session, Den Haag (September 2014)
- Work package 2 tools training session, Mannheim (2014)
- Wrap up event showcasing tools, research and technology (forthcoming – January 2015)

Best practices in open metadata

As these workshops target cultural heritage professionals and align with Objective 3 of supporting a network of open metadata evangelists, it was decided that they would benefit from being promoted as part of the OpenGLAM initiative (described in Section 3.4) and run under that brand as well as that of the DM2E project itself.

Year 1

- Open Data in Cultural Heritage Workshop, Berlin (<http://dm2e.eu/open-data-and-cultural-heritage-workshop-in-berlin>)
- Open Data in Cultural Heritage Workshop, London (<http://blog.okfn.org/2012/07/09/bibliohack-ed>)
- Open Data in Cultural Heritage Workshop, Helsinki (<http://dm2e.eu/openglam-workshop-at-the-okfestival>)

Year 2

- Open Data in Cultural Heritage Workshop, Geneva (<http://openglam.org/2013/09/19/openglam-switzerland-workshop-okcon-2013/>)

Year 3

- Open Data in Cultural Heritage Workshop, Berlin (forthcoming – 15th-18th July 2014 as a satellite event of <http://2014.okfestival.org>)
- Open Data in Cultural Heritage Workshop, Austria (forthcoming October 2014)

Coding sprints and hackdays

Year 1

- Open Cultural Hack, Finland (<http://openglam.org/2012/10/02/okfest-hackday-results>)
- Open Humanities Hack, London (<http://okfn.org/events/humanities-hack-november-2012>)

Year 2

- Pundit Hackday, Pisa (<http://dm2e.eu/pundit-hackday-report-pisa/>)

Year 3

- Open Annotation Hackday, London (forthcoming - November 2014)

3.2.2 Promotion at external events

Promotion of DM2E at external events is one of the key means through which awareness of the project can be grown this is particularly the case with respect to the research and Digital Humanities outputs of the project. For this reason work package 4 is carefully tracking and publicising the work done in all work packages to promote the research outputs of the project.

Academic project presentations

Year 1

Conference	Location	Date	Who?
Medieval Cultures on the Web	Florence, Italy	7th - 9th March 2012	Stefan Gradmann and Christian Morbidoni
Data Modelling the Humanities, Brown University	US	14th - 16th March 2012	Stefan Gradmann
Digital Humanities	Luxembourg	20th - 21st March 2012	Stefan Gradmann
Digital Humanities Panel, Semantics and the Web	France	20th April 2012	Stefan Gradmann
Conference of the Libor Manuscripts Section	France	30th May 2012	Stefan Gradmann
Judaica Europeana Session	Israel	11th June 2012	Dov Winer and Ido Ivri
Digital Humanities: Digital Diversity	Hamburg, Germany	16th July 2012	Marco Grassi
COST Training School Meeting	Italy	28th September 2012	Stefan Gradmann and Christian Morbidoni
Zugang gestalten! Mehr Verantwortung für das kulturelle Erbe	Berlin, Germany	22nd October 2012	Konstantin Baierer
Semantic Media Web Workshop	Germany	22nd October 2012	Kai Eckert
Leipzig eHumanities Seminar	Leipzig, Germany	7th November 2012	Stefan Gradmann

Conference	Location	Date	Who?
Minerva Israel	Jerusalem, Israel	13th November 2012	Sam Leon and Christian Morbidoni
Semantic Web in Libraries	Cologne, Germany	26th - 28th November 2012	Kai Eckert
Conference of the European Society for Textual Scholarship	Netherlands	24th November 2012	Simone Fonda
Everything is on the Move: The Mamluk Empire as a Node in (Trans-) Regional Networks	Germany	December 2012	Kilian Schmidtner, Klaus Thoden
Open Digital Humanities: use and reuse of digital data in the Humanities	Netherlands	17th January 2013	Joris Pekel
Open Platforms for Digital Humanities	Cortona, Italy	17th January 2013	Alois Pichler
Berlin Colloquium of Library Science	Berlin, Germany	29th January 2013	Evelyn Dröge, Stefan Gradmann, Steffen Hennicke, Julia Iwanowa

Table 2: Academic project presentations in the first year

Year 2

Conference	Country	Date	Who?
5th BID Congress	Leipzig, Germany	11th March 2013	Kai Eckert, Steffen Hennicke, Julia Iwanowa
Wittgenstein's Philosophical Investigations: Re-Evaluating a Project	Lisbon, Portugal	21st March 2013	Alois Pichler
13th International Symposium of Information Science	Potsdam, Germany	21st March 2013	Evelyn Dröge, Julia Iwanowa, Violeta Trkulja, Steffen Hennicke, Stefan Gradmann
Easy Tools for Difficult Texts	Netherlands	19th April 2013	Stefan Gradmann
Annual convention of the Austrian Library Network	St. Pölten, Austria	15th May 2013	Doron Goldfarb
Pundit pitch on DARIAH-DE Expert Workshop	Berlin, Germany	17th – 18th June 2013	Romeo Zitarosa and Simone Fonda
LODLAM Summit	Montreal, Canada	19th – 20th June 2013	Simone Fonda

Conference	Country	Date	Who?
CERN Workshop on Innovations in Scholarly Communication (OAI8)	Geneva, Switzerland	19th – 21st June 2013	Stefan Gradmann
CERN Workshop on Innovations in Scholarly Communication (OAI8)	Geneva, Switzerland	19th – 21st June 2013	Alessio Piccioli
APEX-Conference	Dublin, Republic of Ireland	26th – 28th June 2013	Steffen Hennicke
DH 2013	Nebraska–Lincoln, US	19th June 2013	Stefan Gradmann and Susan Schreibman
10th Congress of the European Jewish Studies Association in Paris	Paris, France	20th - 24th July 2014	Christian Morbidoni
16th World Congress of Jewish Studies in Jerusalem	Jerusalem, Israel	28th July 2013	Dov Winer
36th International Wittgenstein Symposium 2013	Kirchberg am Wechsel, Austria	11th-17th August 2013	Alois Pilcher
LINKING TO THE FUTURE, International Conference on Dublin Core and Metadata Applications	Lisbon, Portugal	2nd - 6th September 2013	Kai Eckert
DH Case: Collaborative Annotations in shared environments	Florence, Italy	10th September 2013	Christian Morbidoni
TPDL Conference	Valetta, Malta	22nd September 2013	Valentine Charles, Antoine Isaac, Vassilis Tzouvaras, Steffen Hennicke

Table 3: Academic project presentations in the second year

3.3 The Digital Humanities Advisory Board

One of the key pillars of the Digital Humanities dissemination effort is the Digital Humanities Advisory Board chaired by Professor Stefan Gradmann. It brings together a high-profile group of academics from the Digital Humanities who have agreed to act as multipliers for the project and its outputs and is a key means through which Digital Humanities research undertaken as part of the project is disseminated to a wider academic audience.

The composition of the Digital Humanities Advisory Board is as follows:

- Dr. Tobias Blanke (King's College, London)
- Sally Chambers (DARIAH-D)
- Prof. Dr. Gerhard Lauer (Göttingen Center for the Digital Humanities)
- Prof. Dr. Felix Sasaki (DFKI and head of the German W3C-Office)
- Prof. Dr. Susan Schreibman (Trinity College Dublin)
- Dr. Claire Warwick (University College, London)
- Alastair Dunning (TEL/Europeana Research)

The Digital Humanities Advisory Board is convened twice a year in order to get feedback about the progress of the Digital Humanities components of the project. Advisory Board members are regularly used in other dissemination activities such as the Open Humanities Awards and Digital Humanities events.

3.4 The OpenGLAM Network: Working Group, Partners and Advisory Board

In response to third objective of work package 4 - "identify and support a network of open metadata evangelists who will help to raise awareness of legal and technical best practices in a variety of different domains" - the DM2E project has chosen to support, reinforce and build the OpenGLAM network maintained and supported as a Working Group of the Open Knowledge Foundation.

In the first stage, a brief scoping exercise was carried out to survey existing networks of open metadata evangelists and see where the DM2E project could add value and avoid duplication. It was decided the best way to develop a sustainable and lasting community of professionals from the cultural heritage sector and beyond who advocate the value of open metadata was to set up an initiative within DM2E focused that would be capable of lasting beyond the lifetime of the DM2E project itself.

This initiative is called OpenGLAM and the primary goal of this initiative corresponds to the objective of supporting a network of open metadata evangelists who will help to raise awareness of legal and technical best practices in a variety of different domains. The OpenGLAM network and its supporting Working Group at the Open Knowledge Foundation was the most suitable candidate for three primary reasons:

- It was a sustainable network that would last beyond the lifetime of the project, allowing those who were part of the volunteer-led Working Group and the wider OpenGLAM community to continue to evangelise about the value of open metadata beyond the lifetime of the project;
- It was a global network that would support collaboration not only between legal experts and open metadata evangelists within Europe, but also beyond Europe, this was felt to be particularly important given the recent emergence of the Digital Public Library of America;
- It was an initiative run by the Open Knowledge Foundation, an organisation with extensive experience in the field of open metadata in a number of different domains. It was felt that this experience could usefully come to bear on issues of open metadata in the cultural domain and allowing collaboration between these communities

In the first year of the project a governance and community structure was set up within the OpenGLAM community to ensure that it was robust and self-governing enough to last beyond the lifetime of the DM2E project.

The key components to this community that are its high-profile Advisory Board, Network Partners and Working Group members.

3.4.1 OpenGLAM Advisory Board

The OpenGLAM Advisory Board is made up of high-profile open cultural metadata and culture evangelists from around the world. All have agreed to guide the strategic direction of the volunteer-led OpenGLAM Working Group.

As of 1st July 2013, the current members are:

- Dan Cohen (Digital Public Library of America)
- Jill Cousins (Europeana)
- Michael Edson (Smithsonian Institution)
- Paul Keller (Kennisland)
- Alexis Rossi (Internet Archive)
- Merete Sanderhoff (Statens Museum for Kunst)
- Kat Walsh (Creative Commons)

3.4.2 Key network partners

All the pre-existing communities identified in the first section of this document as being relevant to building a community of open metadata evangelists have been approached to be partners of the OpenGLAM Network. They are currently listed on a dedicated page on the website to encourage others to join the emerging community of open metadata evangelists.

The list of OpenGLAM Network Partners as of (1st July 2013):

- LODLAM
- Wikimedia
- Creative Commons
- Europeana
- The Digital Public Library of America
- The Internet Archive

3.4.3 OpenGLAM Working Group members

The OpenGLAM community has at its core a group of dedicated volunteers working to open up cultural metadata and promote the value of openness in the cultural heritage sector more generally. The Working Group of around 10 people as of 1st July 2013 meets remotely once a month to report back on the state of open cultural metadata within their region. The group has established a set of principles for its governance and also collaborates on an open metadata evangelists presentation slide deck. Each member of the Working Group is supplied with print material (OpenGLAM flyers and stickers) to enable them to evangelise about open data in cultural heritage more effectively.

3.5 Online community building

Much of the community building and dissemination work is around online dissemination of project results and web based engagement.

3.5.1 Social media

Twitter

The project utilises two Twitter handles: **@DM2Europeana** and **@OpenGLAM**

The aim of the @DM2Europeana Twitter handle is to disseminate project news, information about events and interact via following, re-tweeting and favoriting with key audience groups and projects that are present on Twitter.

The aim of @OpenGLAM is to consolidate and build the community of open metadata evangelists that the work package 4 is tasked with developing as part of objective 2.

Current state (as of 1st July 2013):

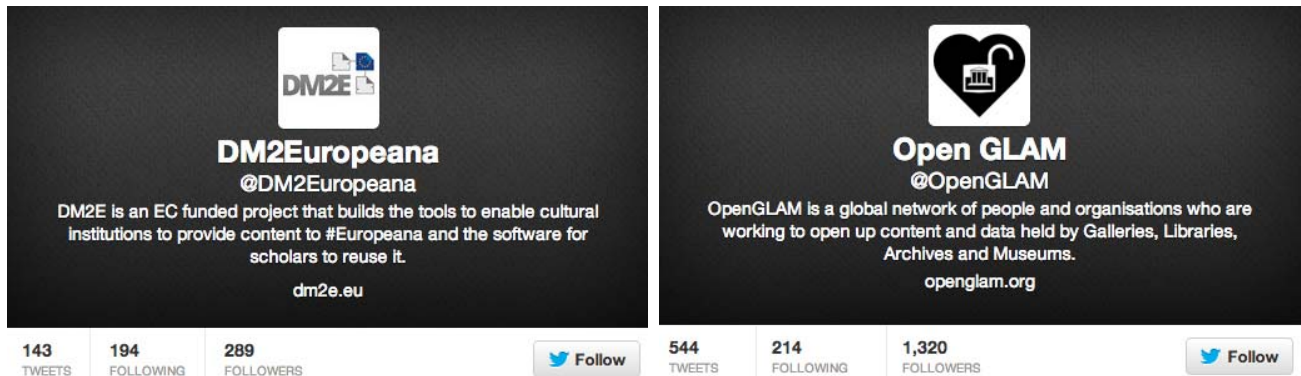


Figure 2: Twitter accounts for @DM2Europeana and @OpenGlam

Slideshare

All presentations relevant to the project are shared via the dedicated DM2E Slideshare account, which in the first year of the project accumulated 44,000 views across 46 project slide decks. This is a good way to disseminate more widely academic presentations, project updates and open metadata evangelism material.

3.5.2 Websites

DM2E.eu



Figure 3: DM2E website

DM2E.eu is the main project homepage. It hosts a number of different things enumerated in the table below:

Page	Purpose
Blog	To update target communities about key project developments such as the publication of deliverables, event write-ups and key software updates.
Consortium	To give all visitors an up-to-date account of the composition of the Consortium.
Documentation	On this page all public deliverables from the project are published.
Contact	Key details on contact details for the project are hosted here.
Calendar	A Google calendar of key project presentations.

Table 4: Structure of the DM2E website

OpenGLAM.org

OpenGlam.org is the homepage for the associated OpenGLAM initiative. The website provides information about open cultural heritage collections, open source tools for working with humanities data and information on open licensing cultural data and content.

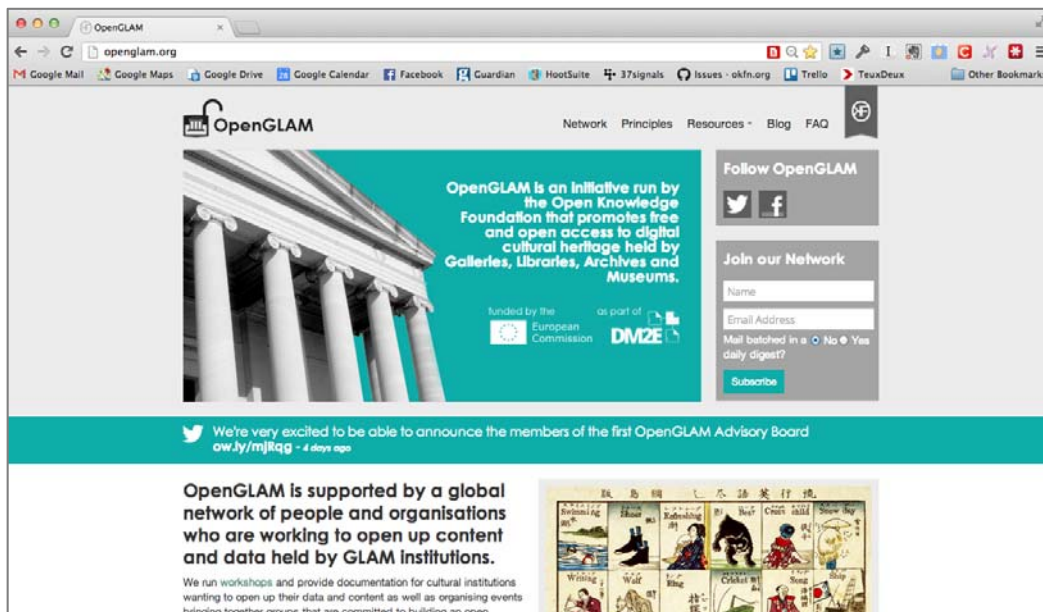


Figure 4: OpenGlam website

OpenHumanitiesAwards.org

The website is the platform for the Open Humanities Awards supporting projects that use open data, open content or open source tools to further humanities research.

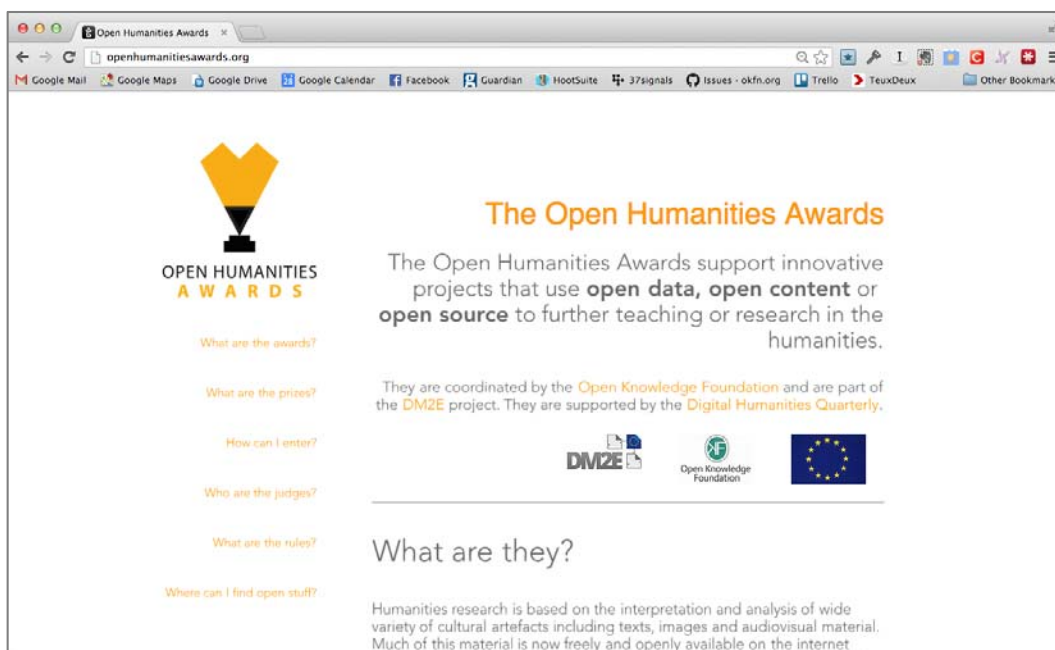


Figure 5: OpenHumanitiesAwards website

3.5.3 Newsletters

The work package 4 team creates quarterly project newsletters which summarise significant results, developments and deliverables in each work package. These newsletters are made

available via DM2E.eu and are disseminated to the mailing lists enumerated below as well as the mailing lists of the key Europeana projects discussed above. The newsletter is also a valuable source of information about the general progress of the project to partners within DM2E. The newsletter is written in consultation with each consortium partner.

3.5.4 Mailing lists

Project mailing lists

The project maintains 2 key public facing mailing lists:

- DM2E-news: On which all project news and key project developments are published
- OpenGLAM discussion list: A list with over 481 members (as of 1st July 2013) on which key legal and technical issues, events and developments around open cultural metadata are discussed and publicised. It is the hub around which the community of open metadata evangelists (target audience group) gather.

The project also maintains 4 separate work package specific mailing lists so that internal and external communication can be directed to those working in a specific area.

Open Knowledge Foundation mailing lists

There is a number of other key mailing lists that the DM2E project utilises to disseminate results. These are enumerated below:

Mailing list	Target community	DM2E content publicised
Europeana Tech	Europeana project clusters, specifically developer community	DM2E Newsletter, key tool updates
The Humanist	Digital humanities researchers	Key tool updates and hackdays, events and workshops related to the Digital Humanities
Digital Classicist	Digital humanities researchers	Key tool updates and hackdays, events and workshops related to the Digital Humanities

Table 5: DM2E key related mailing lists

3.6 Printed media

The OKFN has created and designed flyers and stickers for the project which have been given out at a number of prominent Digital Humanities events. All partners have been provided with the material, in order to give them out at conferences and meetings.

3.6.1 Flyers



Figure 6: DM2E and OpenGlam flyers

3.6.2 Stickers



Figure 7: DM2E and OpenGlam stickers

3.6.3 Poster

THE DIGITISED MANUSCRIPTS TO EUROPEANA PROJECT

europeana
think culture

triumph of body over mind, even in those
 slave was still a genuine pagan; but as his
 him some hint of its enormity, and it be-
 it monopolized by those of reprobate will,
 ore and more gross. No wonder the police
 square. . . .
 h fantastical comicality of words should
 such fierce and frantic dancing, at
 faces of the dancers, moreover, at
 we must picture it now if we still fa-
 on Congo Plains. The bamboula stru-
 rages, contorts, and tumbles in terrible
 and and talk. So, on and on.

The Linked Open Data Web has the potential to revolutionise humanities scholarship as we know it.

Yet at present a great deal of valuable humanities data is held as heterogeneous metadata in information silos, often with inappropriate licensing terms that restrict the re-use of this material. On top of this, scholars need a new generation of tools to help them interact with the Linked Open Data Web and capture its full potential.

The DM2E project addresses all three of these challenges: Focusing on digitised manuscripts it is developing an unobtrusive, flexible, and scalable workflow for data migration to Europeana and data provision to the Linked Open Data Web. It is building a community of cultural heritage professionals and activists committed to exploring new licensing models for content and data via its OpenGLAM network and is building an innovative suite of tools fit for 21st century humanities scholarship.

Humboldt-Universität zu Berlin - DE, European Association for Jewish Culture - FR, ExLibris - DE, KU Leuven - BE, Universität Mannheim - DE, Max-Planck-Institut für Wissenschaftsgeschichte - DE, National Technical University of Athens - GR, Net7 - IT, Open Knowledge Foundation - UK, Österreichische Nationalbibliothek - AT, Staatsbibliothek zu Berlin - DE, Universitet i Bergen - NO

Co-funded by the European Commission as part of the ICT-PSP Framework

dm2e.eu @dm2europeana

Figure 8: DM2E poster

3.7 The Open Humanities Awards

One of the key work package 4 tasks is the organisation of a contest award from months 6 until project end.

A contest award is a significant community building and dissemination opportunity. Work package 4 decided that the best way to respond to the contest award's objectives of encouraging "partnership working between developers and non-technical [humanities] researchers" (from Description of Work) was to run a competition called the Open Humanities Awards.

The first round of the Open Humanities Awards began in Year 2 of the project. Over 50 applications were received and a prestigious judging panel from the Digital Humanities sphere was pulled together which included (in itself a community building exercise):

- Stefan Gradmann (University of Leuven)
- Susan Schreibman (Trinity College Dublin)
- Andrew Prescott (Kings College London)
- David Robey (Oxford University)
- Melissa Terras (University College London)
- Laurent Romary (INIRA)

The winners of the first round of the Open Humanities Awards were announced at the in May and were Dr Robyn Adams (University College London) and Dr Bernhard Haslhofer (University of Vienna).

Dr Haslhofer's project will build on an open source web application called Maphub. Dr Adam's project will re-purpose the open resource that Dr Adams has been building with a team of others: the Diplomatic Correspondence of Thomas Bodley.

Recipients of the awards will have opportunities to present their work at relevant Digital Humanities DM2E events and will communicate with the DM2E Consortium via the newsletter and monthly updates via the blog. To date, the Open Humanities Awards recipients have presented at a major public facing project event at the British Library and synergies between Mathub and Pundit have been identified.

The second round of the Open Humanities Awards will begin in Year 3 of the project (with preparatory work beginning at the end of Year 2) with the aim of exceeding the number of applications previously and building on the successes of the first round.

3.8 Associate partnerships

A key part of the community building effort is to expand the associate partner base. Associate partners are organisations that contribute to the project in some specifiable way without requiring any project resources to do so.

The consortium has agreed to target technology partners - who will provide technical advice and expertise to the project - as well as content providers - who will provide digitised manuscripts and associated metadata to be tested with the tools being developed as part of work package 2.

In collaboration with work packages 1 and 5 a flowchart for the process of bringing on new partners has been designed as well as documentation to publish on DM2E.eu so that the process for becoming an associate partner is well understood.

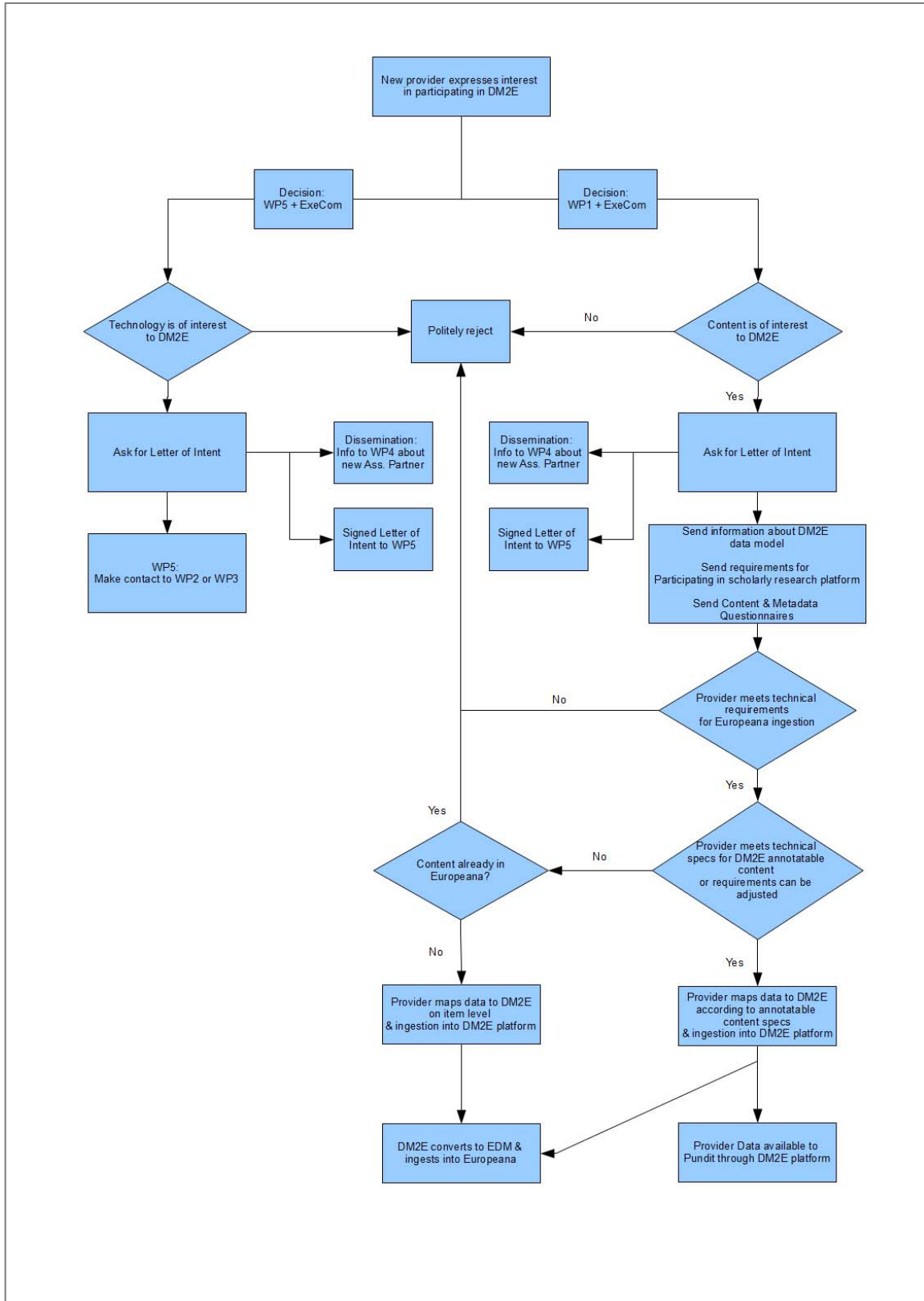


Figure 9: Flowchart for becoming associate partner in DM2E

4 When – Timetable for engagement

The community building and dissemination strategy is built around key milestones, the majority of which were set out in the original Description of Work.

Milestones and activities	Date
Community web platform – including high profile blog (D4.1), and launch of social media	1/3/2012
Workshop planning list for year 1	15/4/2012
Digital Humanities Advisory Board convention	15/6/2012
Launch of Open Humanities Awards round 1	1/11/2012
Major DM2E public facing event and workshop	10/6/2013
Workshop planning list for year 2	19/7/2013
Documentation package draft (MS5)	1/9/2013
Launch of Open Humanities Awards round 2	1/1/2014
Publication of Documentation Package (D4.3)	1/2/2014
Workshop planning list for year 3	1/2/2014

Table 6: Timetable for Engagement

5 Measures – success criteria

The effectiveness of the DM2E community building and dissemination activities will be monitored and assessed on an ongoing basis. Remedial action and planning will be incorporated into future iterations of the Dissemination and Engagement Plan (to be updated every 6 months).

5.1 Tracking of project presentations and academic articles

Work package 4 updates a collaborative living document shared with all project partners that details project presentations given and academic articles published on a rolling basis. This not only enables work package 4 to establish the extent to which consortium partners are acting as dissemination multipliers, but also enables work package 4 to more effectively publicise those presentations via its online dissemination methods especially Slideshare and on the DM2E website.

5.2 Website analytics

Data is kept about the visiting rates to the two key project websites DM2E.eu and OpenGLAM.org. This enables work package 4 to monitor how popular the site is and the effectiveness of the online dissemination content and activities.

5.3 Performance metrics and indicators

At the start of the project performance indicators were agreed for all work packages. Below were what was agreed for work package 4 and against which all project work package progress is measured:

Expected result	Indicator	Measurement	Year 1	Year 2	Year 3
Engagement with wider user audience	Number of presentations held and articles published	Counting relevant items in the project's web presence.	2	4	4
Engagement with domain experts	Number of presentations and workshops held	Counting relevant items in the project's web presence	4	7	7
Engagement with domain experts	Unique visitors to the blog	Logfile analysis	Baseline at end of Y1	+10%	+25%
Engagement with domain experts	Number of blog posts	Logfile analysis	Baseline at end of Y1	+10%	+25%
Engagement with wider user audience	Number of project mentions in the press and online	Counting relevant items in the project's web presence	Baseline at end of Y1	+10%	+25%

Expected result	Indicator	Measurement	Year 1	Year 2	Year 3
Contest	Number of award applicants	Counting applications	-	6	9
Contest	Number of awards granted	Counting applications	-	3	3

Table 7: Performance metrics and indicators

5.4 Updates to the Community and Dissemination Plan

The dissemination approach of the DM2E project is agile in that it is designed in order to respond to changing features of the target communities and environment. Therefore the Dissemination and Engagement Plan will be subject to bi-annual updates, incorporating lessons learnt on the project up to the point of submission of the latest iteration.