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PRELIDA

Preserving Linked Data

ICT-2011.4.3: Digital Preservation

D5.2 Report on Dissemination Activities

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Executive Summary

This deliverable reports on all the dissemination activities carried out during the PRELIDA project. We present the different activities that individual partners and the consortium as a whole carried out in order to promote PRELIDA and its results. We first revisit the initial dissemination plan, summarizing the indicators that were used to evaluate the performance of the project dissemination, and providing an overview of the specific activities contemplated in WP5 and other related WPs. Finally, we present a comprehensive record of all dissemination activities of the consortium.

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1. Introduction

The dissemination activities of the PRELIDA project have been a key instrument to raise awareness on the preservation of Linked Data amongst not only the Data Preservation (DP) and Linked Open Data (LOD) communities that the project specifically targeted at, but also other stakeholders and domain-specific users. Work package 5 (WP5) has been focused on setting up and coordinating the dissemination of the project activities.

As part of WP5, a dissemination strategy was conceived in order to define the objectives and the focus of the project dissemination. Starting from the dissemination strategy described in deliverable D5.1 (delivered at Month 3 of the project), PRELIDA consortium has been carrying out the actual dissemination activities based on that strategy (task 5.1), populating the PRELIDA online platform with relevant content (task 5.2), and last but not least, several community building activities, in the form of workshops and summer schools, were organized by PRELIDA (tasks 5.3 and 5.4).

As a summary of all work done in WP5 and in general throughout the whole project, in this deliverable we present a comprehensive overview of the dissemination activities carried out within PRELIDA. First, in Section 2 we revisit the Key Performance Indicators (KPI) that were defined in deliverable D5.1 in order to measure the success of the dissemination activities that were originally planned. Then, Section 3 describes the main activities carried out within WP5 in order to disseminate the project results. Section 4 enumerates all the dissemination activities that were performed by the consortium, discussing the final KPIs obtained. Finally, Section 5 concludes this report.

2. Key Performance Indicators for Dissemination

In order to measure the progress and success of dissemination activities in PRELIDA we defined a set of KPIs in D5.1. These indicators were monitored throughout the project so that we were able to adjust the planned activities and evaluate the effectiveness of the PRELIDA dissemination actions. The list of KPIs considered were the following:

1. Number of projects from LOD and DP analysed.

2. Number of technical-oriented events we are going to organize.

3. Number of participants in these organized events.

4. Number of summer schools we are going to organize.

5. Number of participants in these summer schools.

6. Number of Roadmaps published.

7. Number of research papers published, including Technological White papers.

8. Quality of white papers/roadmaps published.

9. Number of visitants, unique users, etc. of the PRELIDA collaborative portal.

10. Number of likes and/or followers on social channels.

11. Number of talks and presentations at events.

12. Number of organizations, research centres and associations contacted by PRELIDA to get engaged in the LOD and DP areas.

In the following sections, we use these KPIs to evaluate the level of success of the dissemination activities carried out, and to discuss additional actions that can be performed after the end of the project to increase the impact and sustainability of the final results.

3. Overview of Dissemination Activities

WP5 objective was to develop and implement a strategy to create a high impact and raise awareness on both DP and LOD communities about the aims of the project. Thus, the different dissemination activities that were carried out during PRELIDA focused on communicating project results and engage with both communities.

In order to achieve this objective, we created a plan (described in D5.1) and executed it via various activities. First, we created an infrastructure to foster community building around the project work, materialised in a project website that was the main entry point for stakeholders to engage and obtain information about the project results. Furthermore, a series of online channels were set up and used to reach a wider community of users, not only from PRELIDA's target communities, but also from other interested parties from academia, industry, policy makers, civil society organizations, and the general public.

Some of the tasks of WP5 comprised the organizational support to several PRELIDA events. Namely, WP5 supported the organization of the three planned PRELIDA workshops, offering the project website as the platform for registering for the event, sharing the relevant materials (such as the programme and the slides used for the presentations) and accessing the corresponding results (such as video recording of the presentations). In particular, the last workshop, intended for dissemination and consolidation of the final results of the project was considered as a major task in WP5, in order to ensure the project success. Furthermore, PRELIDA also organized two summer schools in conjunction with the ESWC Summer School, which allowed us to reach young researchers in DP and LOD, consequently raising the awareness and importance of preserving Linked Data in the research area.

Finally, participation in external events was also considered as a key activity to disseminate the project to external stakeholders. Therefore, PRELIDA sponsored conferences, such as ESWC 2013[1] and 2014[2], and partners from the consortium attended a number of events, including not only conferences, but also seminars, summer schools and specific workshops. Publications and presentations in those events contributed to the dissemination of PRELIDA results.

In the next section we provide more details about all these activities, showing how the whole consortium contributed to the success of PRELIDA dissemination.

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[1] http://2013.eswc-conferences.org/about/sponsors-and-supporters.html

[2] http://2014.eswc-conferences.org/about/sponsors-and-supporters

4. Details of the Dissemination Activities of the Consortium

In the following we enumerates all the dissemination activities that have been carried out by PRELIDA consortium during the project. First we describe the different liaisons established between PRELIDA and related projects and organizations. Then, we summarize the various events that were organized within the context of PRELIDA. We also cover the project publications and online dissemination activities, along with the different events attended by consortium members where PRELIDA was promoted.

4.1. Liaisons with projects, organizations, and associations

PRELIDA consortium sought from the beginning to liaise with related projects, organizations and associations from both DP and LOD communities, as stated by the definition of KPI no. 1. A variety of projects were analysed during the analysis of the State of the Art (WP3) as well as for the road mapping work performed in WP4, counting more than the minimum 30 projects that were estimated to take into account for PRELIDA research work.

Furthermore, some of these projects and organizations were actively engaged by PRELIDA consortium throughout the different organized events and other dissemination activities. Thus, Europeana Foundation[3] and DBpedia[4] played a central role as use cases in PRELIDA research. The APARSEN[5] network also served as a strong link to the DP community, bringing in other organizations such as DANS[6] that collaborated in the production of our technical reports.

Strong liaisons were also established with the projects DIACHRON[7], Memento[8] and Hiberlink[9], which have been researching and developing preservation technologies analysed within PRELIDA work. Presentations of the status and results of these projects were offered during the PRELIDA Workshops by the involved researchers.

Other initiatives that also engaged with PRELIDA work were LOD2[10], DataCite[11], ENSURE[12], CEDAR[13], the Media Ecology Project[14], and SCIDIP-ES[15], to name the most relevant. More details about their specific relationship with PRELIDA can be found in WP3 and WP4 deliverables.

A special attention has been devoted to the World Wide Web Consortium[16], and specifically to the Data on the Web Best Practices Working[17] Group, whose mission includes *to provide guidance to*

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[3] http://www.europeana.eu/

[4] http://www.dbpedia.org/

[5] http://www.alliancepermanentaccess.org/index.php/aparsen/

[6] http://www.dans.knaw.nl/en

[7] http://www.diachron-fp7.eu/

[8] http://www.mementoweb.org/

[9] http://hiberlink.org/

[10] http://lod2.eu/

[11] https://www.datacite.org/

[12] http://ensure-fp7-plone.fe.up.pt/site/

[13] http://www.cedar-project.nl/

[14] http://sites.dartmouth.edu/mediaecology/

[15] http://www.scidip-es.eu/

[16] http://www.w3.org/

publishers that will improve consistency in the way data is managed, thus promoting the re-use of data. A tangible result of the connection between PRELIDA and this Working Group is the inclusion of *Data Preservation* in the topics addressed by the Working Group. Moreover, the Working Group lists PRELIDA amongst the significant inputs, and is expected to produce a Best Practice document by June 2016. The members of PRELIDA intend to join the Working Group in order to influence its activity and outputs, thereby contributing to the dissemination of the PRELIDA results.

Several contacts have been finally established with the Research Data Alliance, as documented in Table 3.

Several other organizations and institutions were reached via the Working Group and the different events that PRELIDA organized. In total, people from more than 40 different academic, industrial and regulatory organizations participated in our events, without counting the different contacts established through networking in the variety of events that members of the consortium attended. Therefore, PRELIDA successfully accounted for KPI no. 12, with a significant number of organizations contacted through our dissemination work.

Finally, strictly concerning dissemination work, we also liaised with Maxi Culture [18] and eCultObservatory[19] to promote the project application within cultural heritage initiatives, as well as with the company libnova[20], which was interested in injecting the knowledge on preserving linked data elaborated by PRELIDA into their products.

4.2. Organized events

One of the key activities of PRELIDA was the organization of different events to promote its results as well as build a community around the preservation of Linked Data. On the one hand, PRELIDA organized three workshops, in accordance with what we estimated for KPI no. 2, where several stakeholders from the PRELIDA working group and other interested parties were invited to discuss about and participate in the research work of the consortium.

The PRELIDA Opening Workshop was held in Tirrenia (Pisa, Italy) from the 25th to the 27th of June, 2013, and was intended to set the stage and introduce the project to the Working Group members that were invited. The Midterm Workshop, held in Catania (Italy) from the 2nd to the 4th of April, 2014, were organised as a working meeting between PRELIDA Working Group members to discuss the initial outcomes of the project, namely the State of the Art (D3.1) and the Gap Analysis (D4.1). Finally, the Consolidation and Dissemination Workshop, held in Riva del Garda (Italy) between the 17th and 18th of October, 2014, was open to interested stakeholders in addition to Working Group members. In this workshop, the draft roadmap (D4.2) were presented and fruitful discussion sessions were organized in order to present all the project results and obtain useful feedback from DP and LOD communities to produce the final roadmap (D4.3)

The number of participants to the three Workshops were 24, 18 and 29, respectively. Although the midterm workshop received a lower number of participants, the higher attendance in the last workshop, which was considered as the most important for dissemination purposes, allows us to conclude that PRELIDA obtained a good evaluation result with respect to KPI no. 3.

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[17] https://www.w3.org/2013/dwbp/wiki/

[18] http://www.maxiculture.eu/

[19] http://www.ecultobservatory.eu/eu_projects_corner?page=1

[20] http://www.libnova.com/en/

On the other hand, two summer schools were organized in order to reach young researchers from both DP and LOD target communities, covering what we estimated for KPI no. 4. Preservation of Linked Data were the main topic presented to attendees, focusing on practical aspects and how PRELIDA research may help to overcome the existing challenges in this area. Both editions of PRELIDA Summer School were co-located with ESWC Summer School, a major event focused on Linked Data and semantic technologies. In conjunction with this well-established school, the number of students that participated were 39 in 2013 edition and 36 in 2014, exceeding our minimum expectations for KPI no. 5.

4.3. Publications

In terms of publications, PRELIDA have published and publicised through their online dissemination channels a number of deliverables, including the state of the art analysis and roadmaps. Table 1 summarizes the deliverables produced by PRELIDA consortium[21].

Table 1. PRELIDA deliverables

Del. no.	Deliverable name	WP no.	Leader	Delivery date
D2.1	Establishment of the Working Group	2	HUD	2013-04
D2.2	Final report on the opening workshop	2	CNR	2013-06
D2.3	Deployment of the online infrastructure	2	UIBK	2013-06
D2.4	Report on the first summer school	2	UIBK	2013-08
D2.5	Report on the midterm workshop	2	CNR	2014-03
D2.6	Report on the consolidation and dissemination workshop	2	UIBK	2014-10
D2.7	Report on the second summer school	2	UIBK	2014-10
D3.1	State of the art	3	APA	2013-12
D3.2	Consolidated state of the art	3	APA	2014-12
D4.1	Analysis of the limitations of Digital Preservation solutions for preserving LD	4	HUD	2014-02
D4.2	First version of roadmap	4	HUD	2014-08
D4.3	Consolidated roadmap	4	HUD	2014-12
D5.1	Dissemination Strategy	5	UIBK	2013-03
D5.2	Report on Dissemination Activities	5	UIBK	2014-12

The most important deliverables published by PRELIDA, in terms of their scope and objectives, are those published as the result of WP3 and WP4, namely D3.1, D3.2, D4.1, D4.2 and D4.3. In those technical reports, the main results of the project have been described in order to convey the work performed during the project to relevant stakeholders. Actually, the content of said deliverables have been also presented in the different events we have organized (see Section 4.2).

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[21] Deliverables can be accessed from PRELIDA website at http://www.prelida.eu/results/deliverables

Additionally, PRELIDA have also produced three press releases published in the different websites of the involved partners, namely CNR[22], HUD[23] and UIBK[24]. These press releases were published during the first year of the project in order to raise awareness among the collaborations network of the consortium.

The performance of the publications and technical white papers produced during the project can be analysed using KPIs no. 6, 7 and 8. Thus, we have produced two different roadmaps (KPI no. 6) that have been presented and discussed in PRELIDA midterm, and consolidation and dissemination workshops, using the feedback obtained from participants to improve them. Therefore, the quality of our publications to date (KPI no.8) have been assessed in those workshops, while there have been more than 800 downloads of our results published on the project website (see Section 4.4.1).

The number of publications (KPI no.7) is still low with respect to our estimations described in D5.1, though. Nevertheless, after we produce the final deliverables of the project, i.e. the consolidated state of the art (D3.2) and the final roadmap (D4.3), we plan to target a conference and a journal publication produced after the results described in both deliverables, consequently increasing KPI no. 7.

4.4. Online dissemination

This section presents the results of online dissemination activities conducted during the running of the project.

4.4.1 Website

One important channel for disseminating PRELIDA results is the project website. Project website serves as the main point for project related information exchange among all interested parties such as project overview, news items, upcoming events as well as project outcomes.

The website statistics obtained by Google Analytics[25] cover 23-month period from February 4, 2013 to December 20, 2014.

Pageviews	Pages / Session
11,183	3.33

Avg. Session Duration	% New Sessions
00:03:16	54.76%

Figure 1. Audience overview

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[22] http://www.cnr.it/cnr/news/CnrNews?IDn=2650

[23] http://www.hud.ac.uk/news/2013/may/prelidaunderwaywithfirstmeetinginitaly.php

[24] http://www.uibk.ac.at/ipoint/news/2013/zukunftsfitte-daten-schaffen.html.en

[25] http://www.google.com/analytics

Figure 1 presents an audience overview for the whole duration of the project. In particular, the total amount of website page views equals 11,183 views while new sessions (i.e. new users) comprised 55% with an average session duration of about 3 minutes.

Country	% Sessions
1. Italy	19.14%
2. Austria	16.88%
3. United Kingdom	9.52%
4. Brazil	7.02%
5. Netherlands	6.73%
6. Greece	4.29%
7. Germany	3.87%
8. United States	3.84%
9. France	2.89%
10. Spain	2.62%

Figure 2. Audience overview by location.

Figure 2 illustrates audience overview by location. 77% of all user data was generated from Europe, 14% - from Americas, and 19% from the rest of the world.

	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page
		11,183 % of Total: 100.00% (11,183)	**8,050** % of Total: 100.00% (8,050)	**00:01:20** Site Avg: 00:01:20 (0.00%)
☐	1. /	(28.78%)	(28.97%)	00:01:37
☐	2. /results	(7.46%)	(6.68%)	00:00:29
☐	3. /project	(6.78%)	(7.20%)	00:00:37
☐	4. /partners	(5.56%)	(5.39%)	00:00:50
☐	5. /events	(5.27%)	(5.09%)	00:00:43
☐	6. /consolidation-workshop	(4.52%)	(4.46%)	00:03:34
☐	7. /user	(4.44%)	(4.02%)	00:00:42
☐	8. /results/deliverables	(3.34%)	(3.78%)	00:03:39
☐	9. /blog	(2.96%)	(3.02%)	00:01:44
☐	10. /midterm-workshop	(1.81%)	(1.57%)	00:04:18

Figure 3. Content drill-down overview.

Figure 3 provides an overview of the top 10 most visited pages of the PRELIDA website for the whole duration of the project.

Considering the KPI no. 9, we originally planned in D5.1 to obtain at least 2,000 visitors the first year and a substantial increase afterwards. Therefore, with regards to this KPI, the dissemination of PRELIDA events and outcomes through the website has been highly successful.

4.4.2 Social Media

PRELIDA Twitter timeline is available at https://twitter.com/prelida_project . Figure 4 provides the snap shot of the PRELIDA Twitter profile. The profile obtained 158 followers, posted 71 tweets.

Figure 4. PRELIDA Twitter timeline.

PRELIDA Facebook page is available at: https://www.facebook.com/pages/Prelida-project/208708002602200 . Snap shot of the business page is illustrated in Figure 5. The page gathered approximately 150 likes and followers during the reported period.
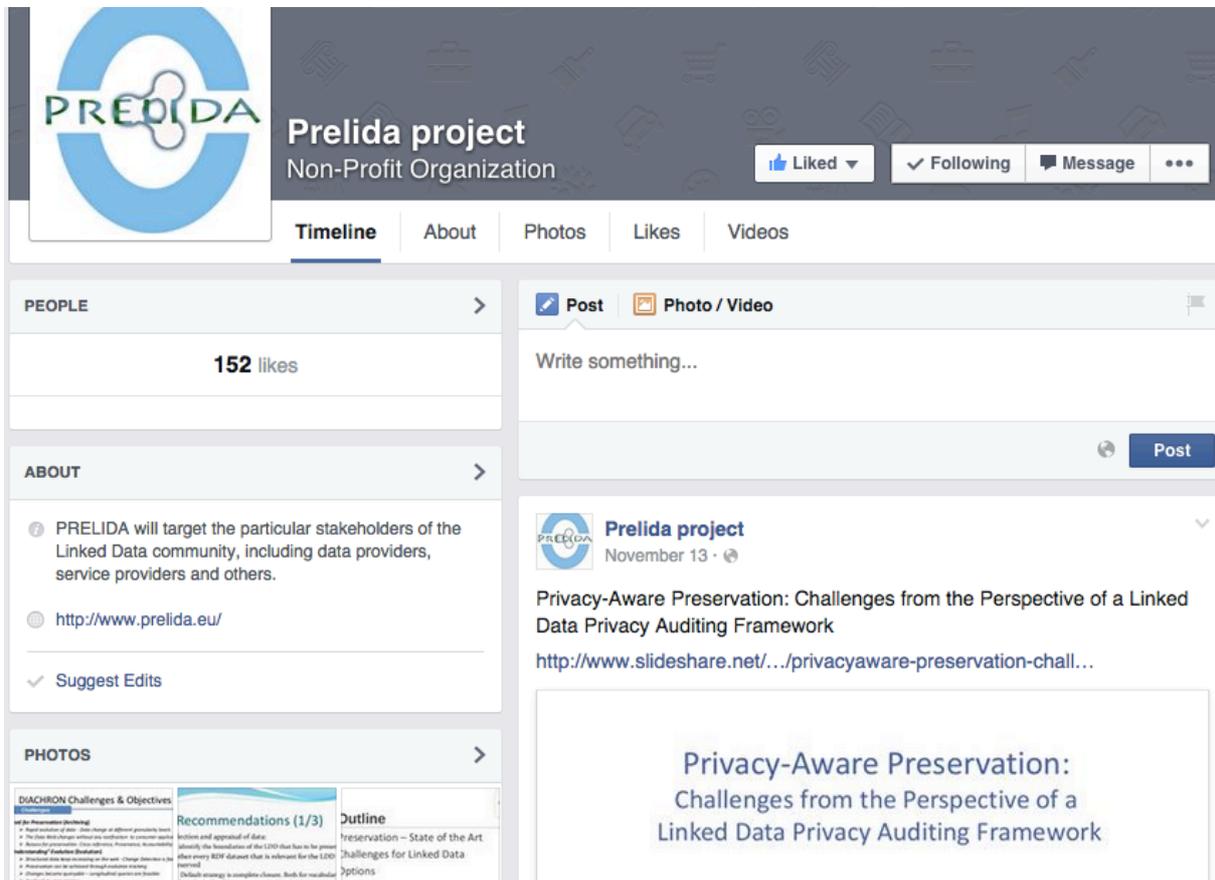
Figure 5. PRELIDA Facebook page.

PRELIDA Slideshare profile is available at: http://www.slideshare.net/prelida . The page contains 18 slideshares including project introduction presentation, which gathered more than approximately 2,600 views, as well as presentations from PRELIDA Opening, Midterm and Final workshops. The total amount of views for all the slideshares equals 4,685 views.
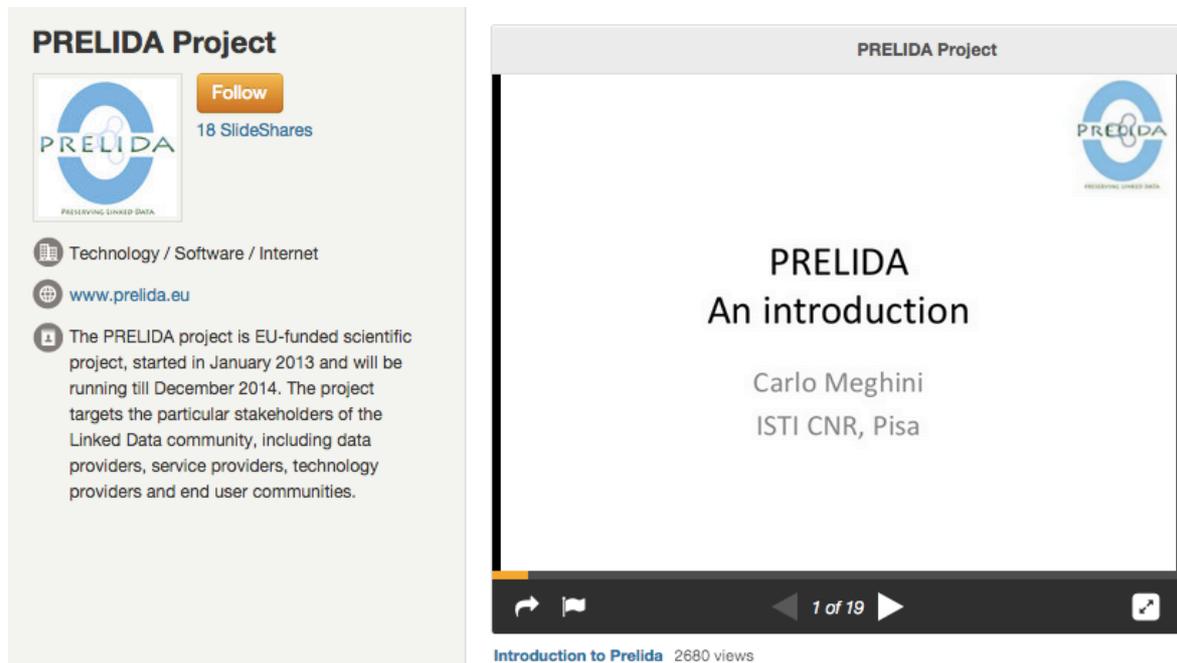
Figure 6. PRELIDA SlideShare page.

Overall, the success of the online dissemination channels used during the project has been moderate to high, according to the minimum 100 likes in Facebook and 100 followers in Twitter that were planned in D5.1 with respect to KPI no. 10. Nevertheless, we have managed to reach a significant audience by sharing presentations form our organized workshops both through SlideShare and our website.

4.5. Event participation

The different members of the consortium has attended several conferences, workshops and other scientific and industrial events, representing PRELIDA and disseminating its activities and results. Furthermore, in some of these events the project has been specifically presented in dedicated sessions or invited talks. Table 2 shows the details of these presentations.

Table 2. Presentations at events

Title	Event name	Location	Dates	Scope	Partners involved
Towards long-term preservation of linked data	EOD Conference 2014	Innsbruck, Austria	10-11 April 2014	Academia, international	UIBK
PRELIDA – Preserving Linked Data	11th European Semantic Web Conference	Hersonissos, Greece	25-29 May 2014	Academia, indus	HUD, UIBK
Preserving Linked Data	DiPP2014 - International Conference on Digital Presentation and Preservation of Cultural and Scientific Heritage.	Veliko Tarnovo, Bulgaria	17-21 September 2014	Academia, international	CNR

Title	Event name	Location	Dates	Scope	Partners involved
Producing, Consuming and Preserving Linked Data	ADA International Summer School	Split, Croatia	1-2 July 2014	Academia, international	CNR
PRELIDA: Challenges in Preserving Linked Data	APA Conference	Brussels, Belgium	22-23 October	Academia, industry, international	CNR, APA

In addition to those presentations, PRELIDA consortium members participated in a number of events where they provided participants with up-to-date information about the project, distributed flyers, and/or attended specific networking sessions. Table 3 summarizes the attended events throughout the duration of the project.

Table 3. Events participation

Event name	Location	Dates	Scope	Partners involved
10th European Semantic Web Conference	Montpellier, France	26-30 May 2013	Academia, industry, international	UIBK
4th China Electronic Records Management Symposium	Renmin University, Beijing	30-31 August 2013	Academia, industry, international	APA
iPRES 2013	Instituto Superior Técnico, Lisbon, Portugal	2-6 September 2013	Academia, industry, international	APA
RDA Meeting	Washington, USA	16-18 September 2013	Academia, industry, policy makers, international	APA
Euro Asia Economic Forum	Xian, China	26-28 September 2013	Academia, industry, international	APA
APA International Conference on Digital Preservation and Development of Trusted Digital Repositories	New Delhi, India	5-6 February 2014	Academia, industry, international	APA
EGI Community Workshop	Amsterdam, Netherlands	4-6 March 2014	Academia, industry, policy makers, international	APA
RDA 3rd Plenary Meeting, APARSEN – DPHEP - EUDAT – SCIDIP-ES Workshop	Dublin, Ireland	25 March 2014	Academia, industry, policy makers, international	APA

Event name	Location	Dates	Scope	Partners involved
11th European Semantic Web Conference	Hersonissos, Greece	25-29 May 2014	Academia, industry, international	UIBK, HUD
APARSEN Advanced Practitioner Summer School	Vienna, Austria	7-11 July 2014	Academia, industry, international	APA
10th International Conference on Semantic Systems (SEMANTiCS)	Leipzig, Germany	4-5 September 2014	Academia, industry, international	UIBK
2nd Joint APARSEN/SCIDIP-ES/DPHEP/EUDAT Workshop	Amsterdam, Netherlands	24 September 2014	Academia, industry, policy makers, international	APA
13th International Semantic Web Conference	Riva del Garda, Italy	19-23 October 2014	Academia, industry, international	HUD
Annual ANAI Workshop "Il documento elettronico"	Turin, Italy	28 October 2014	Academia, industry, national (Italy)	CNR
InDay 2014	Innsbruck, Austria	27 November 2014	Academia, regional (Innsbruck)	UIBK

Analysing the number of events attended and presentations given, we can conclude that with regards to KPI no. 11, we have doubled the estimation on our participation in events as we have attended 20 events with invited talks in 5 of those events. Therefore, the dissemination of PRELIDA within target communities have been successfully performed, reaching a high number of stakeholders through the enumerated events.

4.6. Summary

As a summary of the dissemination activities described before, Table 4 shows the measured values for the KPIs described in Section 2.

Table 4. KPIs evaluation

Key Performance Indicators (KPIs)	PRELIDA target	PRELIDA outcome
1. Number of projects from LOD and DP analyzed	A minimum of 30 Projects analysed.	More than 30 projects analysed in WP3 and WP4 deliverables.
2. Number of technical-oriented events we are going to organize.	We will organize 3 workshops with experts from Digital Preservation and Linked Open Data fields.	3 workshops organized
3. Number of participants in	We expect a minimum of 20-25	24, 18 and 29 participants

Key Performance Indicators (KPIs)	PRELIDA target	PRELIDA outcome
these events.	participants for each workshop.	for each workshop.
4. Number of summer schools we are going to organize.	Two summer schools will be organized.	Two summer schools organized.
5. Number of participants in these summer schools.	We expect a minimum of 10 participants for each school.	39 and 36 participants for each school.
6. Number of Roadmaps published.	One roadmap is planned.	Two versions of the roadmap published.
7. Number of research papers published, including Technological White papers.	At least five research papers.	4 technical white papers, 3 press releases, 2 planned conferences, 2 planned journals.
8. Quality of white papers/roadmaps published.	Volume of quotations, references to them by stakeholders, numbers of downloads from the web site, etc.	More than 800 downloads.
9. Number of visitants, unique users, etc. of the PRELIDA collaborative portal.	We envision a minimum of 2.000 hits in the public area the first year, forecasting an exponential increase for the following years.	More than 11.000 hits.
10. Number of likes and/or followers on social channels	We envision a minimum of 100 likes in Facebook, 100 followers on Twitter the first year, forecasting an exponential increase for the following years.	More than 150 followers and likes.
11. Number of talks and presentations at events	We will disseminate PRELIDA results through talks and presentation at events. We estimate a minimum of 10 talks.	20 events attended providing dissemination materials and invited talks.
12. Number of organizations, research centers, associations contacted by PRELIDA to get engaged in the LOD and DP areas.	A minimum of 50 organizations representative of different technologies, application domains and sizes.	More than 400 organizations directly engaged, not counting followers on social media channels.

In general, PRELIDA dissemination activities have fairly covered our original expectations with respect to the KPIs defined. Nevertheless, the consortium will continue to disseminate the final results of the project using the available channels, including scientific publications discussing PRELIDA outcomes.

5. Conclusion

In this deliverable we described the level of performance and success of the PRELIDA Project and of the dissemination activities carried out during the two years of its lifetime. We analysed various Key Performance Indicators (KPIs) that we originally established for the success of PRELIDA and of its dissemination strategy, in deliverable D5.1. Moreover, we comprehensively enumerated all dissemination activities from the different partners comprising PRELIDA consortium.

This report shows that PRELIDA dissemination have greatly fulfilled the original estimations, while providing a great variety of activities that served the purpose to reach a wide audience of stakeholders, not only from the two target communities (i.e. Digital Preservation and Linked Open Data), but also other interested parties, researchers and practitioners. Nevertheless, the consortium will continue to work on the dissemination of PRELIDA, especially the final results of the project, pursuing their publication in relevant scientific venues and continuing using the various online channels for their further dissemination.