| | | Project title: Automatic publication under Linked Data paradigm of library and museum data |
|---|---|---|
| | | Acronym: **ALIADA**    Grant Agreement No: **610927** |
| | | EU FP7- ICT-2013 – SME-DCA Collaborative project |

## Deliverable D 4.2

# ALIADA

# Dissemination and impact generation report

**Work Package 4**

**Date: 30.04.2014**

**Version: 1.1**

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|---|---|
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| Dissemination level: | PU |

## Versioning and contribution history

| Version | Date issued | Description | Contributors |
|---------|-------------|-------------|--------------|
| 1.0 | 04.04.2014 | ToC and gathering of information from partners | Cristina Gareta (SCA) |
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| 1.1 | 30.04.2014 | Final version | Cristina Gareta (SCA) |

# Executive Summary

This report describes the dissemination activities and the results of the impact assessment gathered during the first stage of the project. The main goal is to comprise the strategy followed to reach the indicators established to measure the dissemination and impact generation results

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# 1 Introduction

## 1.1 Purpose of the document

This report is intended to inform of progress achieved in the generation and assessment of the impact around ALIADA's tool through the dissemination activities carried out by the Consortium members and the assessment of the state of the art during the specification and design stage of the project.

This deliverable is the first one for task 4.5 Impact generation and assessment. Its goal is the jointly evaluation of the foreseen prototypes and deployments in the cultural institutions with the community (IT SMEs, libraries, museums and organizations holding public data), that will allow to assess the impact and to the drive exploitation plans.

Those target users have been initially selected from the customers networks of the IT SMEs in the consortium and from the institutions in the networks the partners belong to. This list will be enlarged during dissemination tasks in the foreseen events.

This initial assessment of the impact will continue during the deployment period of the project, after launching the 1st prototype of ALIADA. Then it will possible to measure the impact by organizing workshops for usability monitoring and performance.

## 1.2 Detailed overview of objectives

The main purpose of this report, specified in the previous section, can be divided in the following objectives:

- Report on dissemination activities, such as events and meetings, performed in the first 6 months of the project

- Report on the results of the impact assessment gathered in the networks the partners belong to

- Report on the study of the state of the art carried out by the technical partners during the specification and design stage of the project

This document is structured in the following sections:

- Introduction. The purpose and audience of the document are described in this section.

- Dissemination activities. This section summarizes the events and meetings where ALIADA partners have presented or will present the project.

- Impact generation and assessment. This section describes the results obtained in the initial stage of the project

- Conclusions. It contains an overview of the conclusions.

## 1.3   Audience

The intended audience of this document are all the stakeholders of the ALIADA project who are, in particular, interested in the impact of ALIADA tool. Within this deliverable it is distinguished the following target groups:

1. ALIADA project members / partners.

2. The European Commission, who supports, and partially funds, the ALIADA project.

3. External stakeholders who want to know the impact of ALIADA as a tool for publishing open datasets from libraries and museums in the Linked Data Cloud (Semantic web) .

# 2 Dissemination activities

Since the beginning of the project and during the first stage of it (specification of requirements and design), ALIADA Consortium has made the project known through the following dissemination activities:

- Fairs and meetings about semantic web and linked data
- Professional contacts in the networks of the partners
- Website and social networks

## 2.1 Fairs and meetings

The partners of the project have participated in several events in the different countries in the Consortium to present the project to the target community (IT developers, librarians and museums interested in linked data technology, managers of cultural institutions):

- **PUCK Workshop** (Spain)
  http://www.puckproject.eu/activity/6/bilbao-seminar
  It was celebrated in Bilbao on January 13-14 and it was hosted by the University of the Basque Country (UPV/EHU). Research on digital cultural participation and the relationship between education and culture were the topics of the presentations, and it was also the opportunity to showcase some interesting European projects on the area of impact assessment of cultural projects. Tecnalia presented ALIADA tool as a project showcase.

- **Semantic Web in libraries, archives and museums** (Spain)
  http://www.bne.es/es/AreaPrensa/noticias2014/0328_JornadaWebSemantica.html
  This 1-day-conference was celebrated on April 10 in Madrid and it was hosted by the National Library of Spain. The conference brought together the public and private sectors, and international experts, to show the existing experiences and technology in Spain (and also in France, UK or Italy) around the use of the semantic web for the purposes of libraries, museums and archives. Scanbit was the partner that attend this conference

- **Networkshop Conference 2014** (Hungary)
  http://nws.niif.hu/
  This conference was held in Pécs (Hungary) on 23-25 April 2014. It's an annual conference that brings together nearly 400 professionals involved in the data communications network, that have made progress in the area of computer network applications and have generate impact on the Hungarian Republic informatics development. A technician of the Museum of Fine Arts Budapest was presenting author of ALIADA project.

Other meetings and conferences have been scheduled by the ALIADA Consortium for the next months:

- **LIBER Conference** (2-5 July, 2014. Riga, Latvia)
  http://liber2014.wp.lnb.lv/

LIBER (Ligue des Bibliothèques Européennes de Recherche - Association of European Research Libraries) is the main network for research libraries in Europe. Include more than 400 national, university and other libraries from over 40 countries. They work to represent the interests of European research libraries, their universities and their researchers in several key areas.

ALIADA Consortium submitted a paper to the LIBER annual conference, but it was rejected because the project is still in an initial phase and this conference receives a lot of papers each year. So this year, some partners will attend only for clustering and community purposes

- **IFLA Satellite Meetings** (12-14 August. Paris, France)
  http://ifla2014-satdata.bnf.fr/
  The International Federation of Library Associations and Institutions (IFLA) is the leading international body representing the interests of library and information services and their users. It is the global voice of the library and information profession. They now have 1500 Members in approximately 150 countries around the world.

  The Consortium is waiting for the acceptance of the submitted paper for the satellite meeting about linked data.

## 2.2 Professional contacts in the networks of the partners

To ensure the visibility of the project and to establish the necessary links with leading initiatives and organizations in the cultural community, the dissemination activities are essential.

In this first stage, the Consortium has started making the project known in the networks the partners belong to. Museums (Artium and Museum of Fine Arts Budapest) have talked about the project in their regular professional meetings with other museums and cultural and heritage institutions. Meanwhile, the SMEs (Scanbit and @Cult) and the Research organization (Tecnalia) are following other organizations and companies in their countries that are also working on linked data technology for libraries and museums. SMEs in the Consortium are also disseminating the project among their clients.

To achieve greater impact and visibility of the project in the target community, contacts are usually made in the public meetings and events for cultural institutions, libraries, museums or IT developers, by presenting the project in a conference or in a workshop.

## 2.3 Website and social networks

The website and social networks are a complement to the previous dissemination channels. Libraries and museums worldwide interested in publishing in the Linked Data Cloud, may find information about the project only browsing the web.

# 3   Impact generation and assessment

As the project is in a initial stage, the Consortium has started generating impact contacting all the stakeholders interested in libraries and museum managed data, from IT developers of library and museum management software to public data holders institutions, in the countries of the partners and in the rest of the European Union, and also disseminating the project through relevant events and meetings.

The first results of the impact assessment are the following:

- **The community of libraries and museums is very interested in Linked Data.**
  ALIADA project is a very interesting initiative that could have high impact in this community. 'Linked data' is innovation in libraries and museums and public bodies are interested in investing in publishing and open the data to the general public.

- **Libraries and museums require the same techology to publish their data in the Semantic web**. **They have the same needs**.
  Libraries, archives and museums are the custodians of our cultural heritage. At this moment, all of them have the same needs: to publish and open their metadata. ALIADA tool will support several input metadata schemes, such as Dublin Core XML, LIDO XML and MARC XML.

- **Most of the systems that includes Linked Data technology for libraries and museums are proprietary**.
  ALIADA will be an innovative open source solution

- **Librarians and museum data managers don't know how to use the Linked Data technology. Only IT developers understand the process**.
  ALIADA will assist non-expert users in publishing  in the Linked Data Cloud. ALIADA tool will be usable and easy to use.

- **Most of the libraries and museums in Europe are experimenting with Linked Data technology, but there is a lack of standardization**
  ALIADA complies with standards for libraries and museums (metadata schemes and ontologies), and also with the Linked Data technology. ALIADA will follow the best practices in the implementation of Linked Data in libraries and museums.

# 4 Conclusions

During the stage of specification and design of the ALIADA tool, the Consortium has attend relevant conferences to know the state of the art in each country represented in the project, and has disseminate the project in the networks the partners belong to. The results of the impact assessment show that libraries and museums are very interested in the Linked Data technology, but they don't know how to publish their data in the Semantic web. They need to understand the technology and to have a tool to do it in a  simple way.

Finally, there are a lot of existing local initiatives but there's a lack of standardization.