

Deliverable 2.1 Reviewed ARROW website

Project Acronym: ARROW Plus

Grant Agreement number: 270942

Project Title: European Registries of Rights Information and Orphan Works

Revision: Final

Authors:

Veraliah Bueno (IFRRO)



Project co-funded by the European Commission within the ICT Policy Support Programme		
Dissemination Level		
PU	Public, for wide dissemination	x
CO	Confidential, only for members of the consortium and the Commission Services	
RE	Restricted to a group specified by the consortium	

REVISION HISTORY

Revision	Date	Author	Organisation	Description
1.0	11/07/11	M.Loï	AIE	Edit and integration

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

TABLE OF CONTENT

EXECUTIVE SUMMARY	2
Purpose of the document	2
Relationship with other documents	2
Structure of the document	2
1. INTRODUCTION	3
1.1 From a project website to a product oriented website	3
1.2 Work Package 2 Dissemination and Network Building	3
2. DESIGN AND OVERALL STRUCTURE OF THE ARROW WEBSITE	5
3. MAIN CONTENT CHANGES PROPOSED	5
3.1 Presenting Arrow as a product	5
3.2 Project part of the Home Page	6
3.3 Pages to be kept updated	6
4. NEW CONTENT FOR THE ARROW WEBSITE	7
5. PARTNERS ONLY (ARROW INTRANET)	7
6. UPDATING INFORMATION	7
ANNEX: UPDATES OF INFORMATION ON THE ARROW WEBSITE	8

EXECUTIVE SUMMARY

Purpose of the document

The present document describes the main changes of the ARROW website required for its transition from the previous phase as a project to develop the ARROW system toward ARROW Plus to implement ARROW as a system including the services enabled by it. Such changes are and will be in line with the objectives of ARROW Plus as one of the main tools in the dissemination work, as specified as the objectives of the Work Package 2.

The main change is triggered by the change of focus on the dissemination of ARROW into presenting the system and the services facilitated by it, enabling potential users to express interest for making use of ARROW and assisting potential as well as actual users to familiarise themselves with the system

Because of the nature of the website, this document only lists a number of initial changes. The ARROW website shall be as many other websites, a source of up to date information and a platform to introduce new resources for information seekers and for the consortium members as well.

Additional references to the Partners Only, the ARROW intranet, have been included for further development of the internal communication resource.

Relationship with other documents

No dependencies with other deliverables are foreseen.

Structure of the document

The structure of the D2.1 is split in a short introduction that includes background and general information on the WP 2; design and overall structure of the website; main content changes proposed; new content for the website; Partners Only (ARROW intranet); and Updating information. A brief annex on the changes performed as per the third month of the project has been added as well.

1. INTRODUCTION

1.1 From a project website to a product oriented website

During the two and a half years of the development of the system, ARROW was referred as a project. Towards the end of the 30 months that the EC set as the project period, the ARROW system had been piloted in 4 EU Member States: Spain, the UK, France and Germany.

As per the 1st of April 2011, ARROW started its transition into ARROW Plus, in the form of a Best Practice Network project selected by the EC again. At the same time there are digital libraries projects considering whether to making use of ARROW in their projects. Hence, ARROW is not longer a project only. It is also gradually being transformed into a consolidated available product ready to be implemented and used

This transition will be considered throughout the revision and update of the website as a permanent feature rather than a one time changes.

ARROW Plus' main objectives are:

1. Enhance the ARROW system
2. Increase the number of European countries implementing the system
3. Assess the expansion of the use of the system to visual material

The new feature of ARROW as a product and new objectives of ARROW Plus shall be reflected clearly also on the ARROW website, being one of the main tools for dissemination and official source of information about the system and latest developments.

However, we consider it important to keep the track of the evolution of the system by making available information on the new phase structure (work packages, leaders, etc.) and by keeping the information on the project as it is as per today.

1.2 Work Package 2 Dissemination and Network Building

The objectives of the Work Package 2 led by IFRRO read as follows:

- Promoting the understanding and use of the ARROW system in public and private institutions involved in digitisation projects;
- Enabling primary users involved in the identification and clearance of rights within relevant institutions to get an in dept knowledge of the benefit of using ARROW in their work;
- Enabling efficient and continued involvement of stakeholders in the implementation and enhancement of the ARROW system, in order to undertake demand-driven actions;

- Building a network of stakeholder groups and building their cooperation in the implementation and the enhancement of ARROW;
- Increasing awareness within the digital library value chain of the benefit of using ARROW;
- Disseminating project results and broadening the number of users benefiting from using ARROW

As per these objectives, the ARROW website plays an important role both as a promotional and as an information tool. It is a key instrument for the dissemination activities for the ARROW system, as it has been for the project phase as well and will experiment changes and updates on a regular basis according to the ARROW new developments and needs.

2. DESIGN AND OVERALL STRUCTURE OF THE ARROW WEBSITE

Both the design and the overall structure of the current ARROW website and logotype seem to fit well the transition to ARROW Plus. For that reason the website should remain the same in that sense. However a number of immediate changes will be reflected in the content of the website in order to position ARROW as a product and not longer as a project.

At the moment, the ARROW website is updated on a regular basis. The articles (news), events, links, resources, deliverables, and other material are up to date.

3. MAIN CONTENT CHANGES PROPOSED

At this first stage, the ARROW website will be introducing a number of immediate changes on information provided. The transition from a project website to a product oriented one shall be reflected in the content, but keeping the track of the evolution of the system (from the original consortium to the current ARROW Plus network). Below is a list of the initial changes to the website proposed and approved by the ARROW Plus Management Board.

The changes to be implemented are illustrated in two groups: one is focused on the necessary modifications to be made in order to promote ARROW as a product, the other consider the necessary information to be maintained to communicate properly on activities within the framework of the EC funded project ARROW Plus.

3.1 Presenting Arrow as a product

1. HOME PAGE.

As in most of the cases, the ARROW website homepage is the first and most important source of information about the system, for that reason the welcome page and its introduction texts should be modified accordingly. It is proposed to replace the project oriented view with the product concept by presenting the ARROW Mission Statement only on the opening page. The text on the opening page should be short only to introduce what ARROW is.

Using the Mission Statement would serve that purpose.

In addition, we could consider a link to information on the result of the piloting of the system in the 4 pilot countries

2. ARROW System presentation

A presentation of the ARROW system will be made available in the website preferably under the form of a demo and/or Guided Tour

3. ARROW Business Model.

This is a key piece of information that needs to be more prominent on the website in coherence with the aim to promote ARROW as a sustainable service.

4. Experience.

In this section it should be illustrated in which countries is ARROW used or piloted together with feedback from the experience in using ARROW and projects in place or planned to use ARROW (the page should also include report on the four concluded pilots).

5. A page with information on possible support should be considered (directed towards to those who wish to consider using and towards those who are using ARROW). To be further developed with the champions programme.

6. A resource page should be considered focused on the ARROW system and service provided.

This would include information on people to contact as “Resource persons” on different aspects of the system, directed towards those who are using the system when requesting help; Experts; Training opportunities; References from those who have used the system (initially the four pilots) with their recommendations and possibility to contact individuals for further references and information; Registering of interest to start using ARROW; How to get started

7. Registries

It could be considered to identify and list registries/databases that are used for search by ARROW, (i.e. list of BiPs, RRO databases, etc.)

3.2 Project part of the Home Page

8. A description of the ARROW Plus project with its project documents and resources will be included (the project part of the website)

9. A dedicate page with project documents from the ARROW project will be available

10. Change of the eContentPlus reference. The label of the eContentPlus support shall be replaced by ICT-PSP programme and the project ARROW Plus referred as a Best Practice Network selected by the EC.

3.3 Pages to be kept updated

These website pages won't be modified in structure and approach but simply updated with new materials and information.

11. PARTNERS' section (list of partners).

A number of new organisations taking part of ARROW Plus will be included in the Partners section with the specification of their belonging to the new phase.

12. PRESS section.

The ARROW press dossier will be updated accordingly with the same idea of “from the project to a service transition”.

13. FAQs section.

Since ARROW is up and running in 4 countries, new frequently asked questions can be added to the section. These questions can address some of the common and general inquiries that the project pilot countries had at the very beginning of their involvement. The page should include FAQs on the use of the system

14. CONTACT section.

A redefinition of the contact details is needed. The option would be to provide contact details for the ARROW Working Packages leaders (as typical in EU projects) or provide only key contact details as a service company such as the coordinator and PR contact.

15. News

16. Calendar

4. NEW CONTENT FOR THE ARROW WEBSITE

Apart from the basic initial content changes, we would evaluate adding information on the use of ARROW and foreseen digitalisation projects where the system is being tested/used/considered.

5. PARTNERS ONLY (ARROW INTRANET)

With regards to the Partners Only, ARROW's intranet, the access (and the ability to modify content, upload documents or edit) to it needs to be redefined. IFRRO produced a first document on current users and their permissions and the new people that shall have access to the intranet. For this matter, AIE's contribution has been asked in order to have all the contact details and to review the status of former partners and their access to the intranet. CINECA needs to give them permission to access the PO.

Also an initial proposal on how to work on the intranet level (archiving of the old ARROW project documents and new ARROW Plus organisation) has been discussed with the project coordinator. This proposal will need CINECA's assessment in order to execute it.

6. UPDATING INFORMATION

There is information on the web page which needs updating, such as on new partners. Most of the updating had been carried out by the time of the kick-off meeting on 29th June 2011. The remaining will be performed as a part of the restructuring of the website, see 3 above.

ANNEX: UPDATES OF INFORMATION ON THE ARROW WEBSITE

The following updates of the information on the website have been performed by 29 June 2011:

- ARROW home page: “Read More” deleted as it referred to the ARROW project structure.
- eContentPlus reference **TO** ICT Policy Support Programme (ICT PSP).
- ARROW project Partners **TO** ARROW Plus partners (<http://www.arrow-net.eu/partners>).
- *The old consortium structure has been sent to the Links section (<http://www.arrow-net.eu/links>).
- Links updated and regrouped and link to Information and Communication Technologies Policy Support Programme (ICT-PSP) added.
- Resources: Public reports and deliverables **TO** ARROW Project Public Reports & Deliverables; Information and Communication Technologies Policy Support Programme (ICT-PSP) added.

New resources added: *Comité des Sages Report* and *Directive Proposal of the European Parliament and of the Council on certain permitted uses of orphan works*.

- Contact details: from the old ARROW project WP leaders contact details **TO** ARROW Plus WP leaders and their contact details.