

**D7.5**

**First Update Communication and Dissemination Plan**

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<b>Abstract</b>	This deliverable is an update to CRAFT-OA deliverable 7.1 Communication and Dissemination Plan. It evaluates and updates the project's communication and dissemination measures and outlines an outreach and community engagement strategy.

## Version and Revision History

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## List of Acronyms

AEUP	Association of European University Presses
AUP	Association of University Presses
C&D	Communication and Dissemination
CDP	Communication and Dissemination Plan
D	Deliverable
DDH	Diamond Discovery Hub
DEI	Days of e-Infrastructure
DIAMAS	Developing Institutional Open Access Publishing Models to Advance Scholarly Communication
EGI	Stichting EGI
EOSC	European Open Science Cloud
ERA	European Research Area
ESP	Exploitation and Sustainability Plan
GARR	Group for the Harmonisation of Research Networks
GDPR	General Data Protection Regulation
HE	Horizon Europe

IPSPs	Institutional Publishing Service Providers
IPTPs	Institutional Publishing Tools & Technology Providers
JATS	Journal Article Tag Suite
KER	Key Exploitable Result
KPI	Key Performance Indicator
LH	Institutional Publishing Technical Living Handbook
M	Month
OA	Open Access
OAI	Open Access Innovation
OJS	Open Journal System
OPERAS	Open Access in the European Research Area through Scholarly Communication
PALOMERA	Policy Alignment of Open access Monographs in the European Research Area
PKP	Public Knowledge Project, Canada
PUBMET	Publishing and Metrics
RPO	Research Performing Organisation
SRCE	University of Zagreb – University Computing Centre

SWOT	Strengths, Weaknesses, Opportunities, Threats
T	Task
UGOE	Georg-August-Universität Göttingen Stiftung öffentlichen Rechts
WP	Work Package
XML	Extensible Markup Language

APPROVAL PENDING

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## 1 EXECUTIVE SUMMARY

The deliverable, D7.5 “First Update Plan for Communication and Dissemination”, serves as an update to the previously submitted D7.1 “Communication and Dissemination Plan” (CDP) from June 2023 within the CRAFT-OA project. While D7.1 outlined the communication and dissemination (C&D) strategy as a guideline for project efforts, D7.5 adjusts this strategy in accordance with current project developments. It aligns closely with D7.2 “Exploitation and Sustainability Plan” (ESP) to ensure that all C&D activities support the sustainability and exploitability of project results.

The focus of D7.5 is on two main aspects: outreach and community engagement. The outreach strategy adapts to the evolving project Key Exploitable Results (KERs) by providing a detailed overview of each KER, its stakeholders, and pathways to engage them. Community engagement aims to build an active community of practice around CRAFT-OA, ensuring project outputs meet community needs and promote sustainability.

While the overall C&D objectives remain consistent, D7.5 emphasises three objectives, notably 1) informing stakeholders about project progress, 2) creating awareness for Diamond Open Access (OA), and 3) supporting the sustainability of project results. The deliverable outlines various C&D measures and activities, including stakeholder targeting at events, development of communication briefs, and continuous feedback mechanisms. The CRAFT-OA KERs are a focal point for C&D activities. These activities range from technical events to blog posts, all aimed at promoting project outputs and engaging the community. Additionally, the deliverable introduces the efforts to establish a global Institutional Publishing Tool and Technology Providers (IPTPs) & Institutional Publishing Service Providers (IPSPs) Network. This network aims to foster collaboration and knowledge sharing among stakeholders in the Diamond OA community. Community engagement efforts are detailed, with events such as summer schools and technical workshops designed to involve community members in project development and dissemination. The deliverable emphasises collaboration with associated countries and the wider international community to ensure broad engagement. A SWOT analysis provides insight into the strengths, weaknesses, opportunities, and threats related to C&D activities. Strategies to mitigate risks, such as inconsistent communication and community engagement, are outlined.

Finally, the document highlights cross-project collaboration with DIAMAS (Developing Institutional Open Access Publishing Models to Advance Scholarly Communication) and PALOMERA (Supporting the Development of Aligned Policies for Open Access Books and Monographs), emphasising joint efforts to build a sustainable OA infrastructure and contribute to the European Open Science Cloud (EOSC).

Overall, D7.5 outlines a comprehensive approach to C&D within the CRAFT-OA project, focusing on targeted outreach, community engagement, and collaboration to achieve project objectives and promote sustainable Diamond OA practices.



## 2 INTRODUCTION

### 2.1 Deliverable Description & Objectives

This deliverable is an update to D7.1 “Communication and Dissemination Plan”<sup>1</sup> submitted in June 2023. While the C&D strategy outlined in D7.1 serves as a guideline for all C&D efforts in CRAFT-OA, D7.5 adjusts this strategy according to current project developments. The C&D measures and activities described on the following pages complement D7.2 “Exploitation and Sustainability Plan”, also due in month (M) 18, ensuring all C&D activities in motion and planned support the sustainability and exploitability of project results.

Two specific aspects will be focused on particularly, 1) outreach and 2) community engagement. The outreach strategy outlined below adjusts the C&D strategy to the CRAFT-OA KERs by providing a nuanced overview of each KER, the affiliated stakeholders and pathways to engaging these stakeholders. To further adapt to the ongoing developments within CRAFT-OA, core benefits from KERs for stakeholders and key messages are identified. The chapter dedicated to community engagement focuses on how to build a strong and lively community of practice throughout the project to accurately design the project’s outputs according to the community’s needs and ensure their sustainability. While the overall C&D objectives have stayed the same, D7.5 pays special attention to three of them, marked below in bold letters:

- Inform stakeholders about the project’s progress, development and results,
- Create awareness for Diamond OA,
- **Support the sustainability and exploitation of the project results,**
- **Promote the project’s results and ensure their visibility, accessibility and availability,**
- **Engage the OA community, thereby contributing to the creation and consolidation of a “community of practice”,**
- Guarantee a continuous flow of information among the consortium members

The above will be reviewed and updated in D7.6 “Second Update of Communication and Dissemination Plan” due in M36.

### 2.2 Methods, Rationale, Ambition, and Scope

As explained above, the overall ambition of this deliverable is to develop an outreach strategy as well as a strategy for community engagement. To ensure the alignment with the five core values of CRAFT-OA (Openness, Pragmatism, Innovativeness, Equity, and Community), D7.5 does not only draw from D7.1, the initial “Plan for Communication and Dissemination” but

<sup>1</sup> Arasteh-Roodsary, S.-L., Holsinger, S., Klaus, T., & Posavec, K. (2023). CRAFT-OA Deliverable 7.1 Communication and Dissemination Plan. Zenodo. <https://zenodo.org/doi/10.5281/zenodo.8112794>

also from the Communication Toolkit developed for CRAFT-OA containing core value messages as well as stakeholder-tailored key messages.

The cornerstone of all of CRAFT-OA's outreach and engagement activities is the notion of a Diamond OA community of practice. Therefore, all measures already implemented and planned for the future aim to support community building and enhance the capacity of the Diamond OA publishing community. As initially explained in D7.1 "Plan for communication and dissemination", CRAFT-OA aims to connect different levels of community: 1) European, 2) associated countries, and 3) the wider international community. Being the links between these three levels, all C&D activities aim to contribute to global connection to foster the Diamond OA model. Connecting the different levels of community is of crucial importance to overcome the "archipelago of relatively isolated journals and platforms"<sup>2</sup> that the Diamond OA community currently represents. Together with the DIAMAS project,<sup>3</sup> CRAFT-OA's community-building and outreach strategy is first and foremost dedicated to supporting the vision of a federated but globally connected Diamond OA infrastructure.

Methodically, our approach follows and extends the approach already described in D7.1 "Plan for Communication and Dissemination": The stakeholder analysis conducted for D7.1 will be used as the foundation for stakeholder mapping for the KERs. The involvement of community members via co-design processes will be utilised to advance further the IPTP network currently in development by T7.2 "Technology Providers Community Setup". Additionally, chapter 4 "Risk/Threat Analysis" will contain a SWOT analysis for the C&D activities of the project, deepening and updating the risk and threat analysis conducted for D7.1.

## 2.3 Communication and Dissemination: Current Status

As laid out in D7.1 "Plan for Communication and Dissemination", CRAFT-OA has four consecutive and, in some cases, overlapping phases of communication and dissemination: 1)

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<sup>2</sup> Ancion, Z., Borell-Damián, L., Mounier, P., Rooryck, J., & Saenen, B. (2022). *Action Plan for Diamond Open Access*. Zenodo. <https://zenodo.org/records/6282403>, p.4.

<sup>3</sup> <https://diamasproject.eu>



launching activities, 2) informing and updating on ongoing activities, 3) disseminating final outputs, and 4) maintaining project results beyond funding.

During the first reporting period of CRAFT-OA, the first phase was initiated: C&D activities were launched and the engagement of stakeholders started. Social media channels,<sup>4</sup> a Zenodo

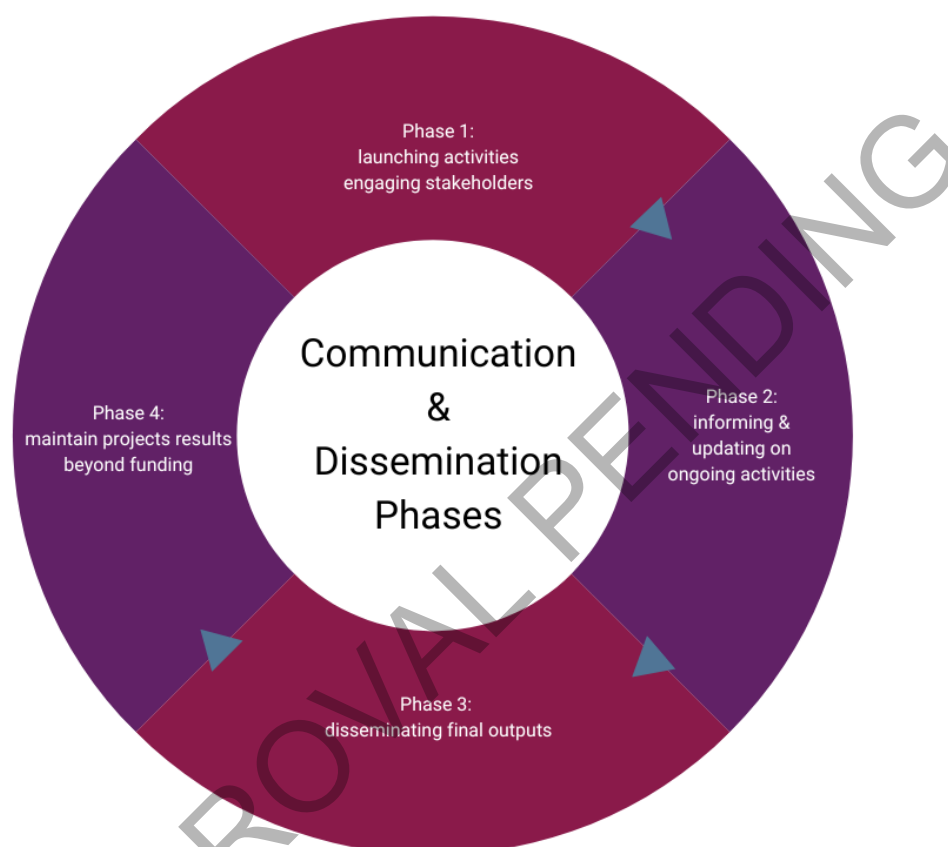


Figure 1: Communication and Dissemination Phases

community<sup>5</sup> and a project website<sup>6</sup> were set up, and an internal and external newsletter were established. Stakeholder engagement will be an ongoing activity throughout the project. Information materials such as Fact Sheets and Flyers have been produced and are available via the project website.

The first events organised by CRAFT-OA (e.g. the first CRAFT-OA summer school for journal editors, the webinar “Shaping Diamond OA: Criteria for Journals”), as well as the participation of CRAFT-OA team members in outreach events such as conferences and workshops initiated the project’s targeted stakeholder engagement.

<sup>4</sup>X: [https://x.com/craftoa\\_project](https://x.com/craftoa_project), Mastodon: <https://mastodon.online/@craftoa>

<sup>5</sup> <https://zenodo.org/communities/craft-oa>

<sup>6</sup> <https://craft-oa.eu>

While engaging stakeholders remains one of the main activities of WP7 and WP2, CRAFT-OA's C&D activities currently target the objectives attributed to phase 2, informing and updating on ongoing activities. Stakeholder engagement and the distribution of information on the project's activities will be constant activities throughout the rest of the project.

As of June 2024, consortium members have represented the project at 35 external events listed below.

2024	Event	Event Type	Location	Contribution
20-21 Jun	<a href="#">Coordination Meeting of EOOSC-related projects funded under Horizon Europe (HE)</a>	Workshop	Brussels, Belgium	Presentation
4-7 Jun	<a href="#">BiblioCon 24</a>	Conference	Hamburg, Germany	Presentation
29-31 May	<a href="#">Group for the Harmonisation of Research Networks (GARR) conference 2024</a>	Conference	Brescia, Italy	Presentation
7 May	<a href="#">Research Infrastructure and European Open Science Cloud in the Horizon Europe Research Infrastructure Work Programme</a>	Symposium	Madrid, Spain	Presentation
24-16 Apr	<a href="#">OPERAS Conference 2024</a>	Conference	Zadar, Croatia	Workshop, Presentation
16-18 Apr	<a href="#">SCRE Days of e-Infrastructure (DEI) 2024 Conference</a>	Conference	Zagreb, Croatia	Poster
11-12 Apr	<a href="#">Annual Conference of the Working Group of the German speaking University Presses</a>	Conference	Bozen, Italy	Presentation
8 Mar	<a href="#">Acting together for Sustainable Scholar-Led Publishing. National Diamond Open Access Conference</a>	Conference	Bern, Switzerland	Presentations, Panel Discussion
6 Feb	<a href="#">Open Access Publishing in FAIR Action Plans</a>	Workshop	Online	Presentation
29 Jan-2 Feb	<a href="#">EOOSC Winter School</a>	Workshop	Thessaloniki, Greece	Other

2023	Event	Event Type	Location	Contribution
23 Nov	<a href="#">Digitales Anwenderforum</a>	Webinar	Online	Presentation
23-26 Oct	<a href="#">Global Summit on Diamond Open Access</a>	Conference	Toluca, Mexico	Presentation , Poster
26 Oct	<a href="#">Advancing Research Visibility through National Portals—Insights from spearheading institutions</a>	Other	Online	Panel discussion
23-27 Oct	<a href="#">Intern. OA Week</a>	Other	Online	Presentation
23-27 Oct	<a href="#">GenOA Week</a>	Other	Genova, Italy	Presentation
9-10 Oct	<a href="#">Digital Total</a>	Conference	Hamburg, Germany	Poster
27-29 Sep	<a href="#">Open Access Tage Berlin</a>	Conference	Berlin, Germany	Presentation
25-27 Sep	<a href="#">Open Science Fair</a>	Conference	Madrid, Spain	Poster
21 Sep	<a href="#">Danish Research Library Association</a>	Conference	Horsens, Denmark	Presentation
13-15 Sep	<a href="#">Publishing and Metrics (PUBMET) 2023</a>	Conference	Zadar, Croatia	Poster
11-13 Sep	<a href="#">Public Knowledge Project (PKP) Sprint</a>	Other	Hannover, Germany	Other
5 Sep	<a href="#">OPERAS-GER “Connecting the Connections”</a>	Conference	Bonn, Germany	Presentation
8-10 Sep	<a href="#">Open Access Innovation (OAI)</a>	Conference	Online	Poster
20-21 Jun	<a href="#">PKP Sprint</a>	Other	Copenhagen, Denmark	Other
19-23 Jun	<a href="#">EGI conference 2023</a>	Conference	Poznań, Poland	Networking
15 Jun	<a href="#">OPERAS Ger Open Chat</a>	Open Chat	Online	Q & A Session
15 Jun	<a href="#">Association of University Presses (AUP) Annual Meeting</a>	Conference	Online	Panel Discussion
23-26 May	<a href="#">BiblioCon</a>	Conference	Hannover, Germany	Presentation

16-17 May	<a href="#">Association of European University Presses (AEUP) Conference</a>	Conference	Tallinn & Tartu, Estonia	Other
28-30 Mar	<a href="#">SRCE DEI 2023 conference</a>	Conference	Zagreb, Croatia	Poster

Table 1: CRAFT-OA event participation, as of June 2023

Additionally, CRAFT-OA has organised 15 events with a total of 535 participants. 2 Events are planned for October of this year, and one for November. The second summer school is yet to be scheduled for the summer of 2025.

2024	Event	Event Type	Location	No. Participants
6 Nov	Creating Community-Driven Pathways to Equitable, Open Scholarly Publishing With DIAMAS, CRAFT-OA, PALOMERA), 3rd webinar	Webinar	Online	n/a
9-12 Oct	IPTP technical event	Workshop	Turin, Italy	n/a
8-9 Oct	PKP Sprint	Workshop	Turin, Italy	n/a
18-20 Jun	General Assembly	Consortium Meeting	Helsinki, Finland	n/a
27 May - 2 Jun	Summer School (MU)	Training	Telc, Czech Republic	39
23 May	Creating JATS XML from DOCX documents on HRČAK	Workshop	Zagreb, Croatia	8
16 May	Shaping Diamond OA: Criteria for Journals	Webinar, Community Consultation	Online	111
18 Apr	Advanced usage of OJS for journal editors	Workshop	Zagreb, Croatia	n/a
22 Mar	Creating journal article tag suite (JATS) extensible markup language (XML) from DOCX documents on Croatian scientific and professional journals (HRČAK)	Workshop	Zagreb, Croatia	11

27 Feb	Creating Community-Driven Pathways to Equitable, Open Scholarly Publishing With DIAMAS, CRAFT-OA, PALOMERA), 2nd webinar	Webinar	Online	112
26 Jan	Creating JATS XML from DOCX documents on HRČAK	Workshop	Zagreb, Croatia	13
<b>2023</b>	<b>Event</b>	<b>Event Type</b>	<b>Location</b>	<b>No. Participants</b>
8 Dec	Creating JATS XML from DOCX documents on HRČAK	Workshop	Zagreb, Croatia	13
23-24 Nov	FitSM Foundation Training	Training	Online	13
23 Nov	Authentication and Authorization	Workshop	Online	13
6-7 Nov	FitSM Foundation Training	Training	Online	12
20 Jun	"Creating Community-Driven Pathways to Equitable, Open Scholarly Publishing With DIAMAS, CRAFT-OA, PALOMERA), 1st webinar	Webinar	Online	190
21-23 Mar	CRAFT-OA Kick off	Consortium Meeting	Göttingen, Germany	n/a
26-27 Jan	Kick-off (online)	Consortium Meeting	Online	n/a

Table 2: CRAFT-OA event organisation, as of June 2023

## 3 OUTREACH AND COMMUNITY ENGAGEMENT

### 3.1 Outreach Strategy

As phase 2 of the C&D plan “informing and updating on ongoing activities” is in full progress, the CRAFT-OA team has developed an outreach strategy dedicated to supporting the sustainability and exploitation of the outputs of the project in general and, more specifically, the exploitation of the KERs.

The general strategic approach of the outreach strategy draws from a) the D7.1 “Plan for Communication and Dissemination” and the “CRAFT-OA Communication Kit”<sup>7</sup>, and b) from the experience gathered during the project, e.g. via participation in events, feedback and surveys. In alignment with a), all outreach activities will use key messages derived from the Core Value Messages connected to the project identity that have been outlined in the “CRAFT-OA Communication Kit”:

Core Value	Core Value Message
Openness	CRAFT-OA is dedicated to supporting and accelerating the transition to Diamond Open Access (OA) in the scholarly publishing system. In that regard, CRAFT-OA is upholding and promoting the vision of open scholarly publishing.
Pragmatism	CRAFT-OA is a hands-on project that tackles issues head-on. The project is committed to creating pragmatic technical solutions for OA publishers.
Innovativeness	New technical solutions need new ideas. CRAFT-OA is looking to create innovative technical solutions for Diamond OA publishing as well as innovative ways to share them among the community.
Equity	CRAFT-OA enables and supports equitable publishing as one of the core concepts of Diamond OA.
Community	CRAFT-OA is a community-driven and community-led project. It is a project with the community for the community. All project action is executed collaboratively with the Diamond OA community and all project results are to be taken up and developed further by the Diamond OA community.

Table 3: CRAFT-OA core values and core value messages

<sup>7</sup> Arasteh-Roodsary, S.-L., Posavec, K. (2023). CRAFT-OA Communication Kit. Zenodo. <https://zenodo.org/doi/10.5281/zenodo.8221061>



Additionally, to evaluate and collect information about the perceived levels of engagement and the participants' overall satisfaction with the event, a **feedback protocol** has been implemented, which started with the webinar "Shaping Diamond OA: Criteria for Journals" (16 May 2024) and the CRAFT-OA Summer School (27 May to 1 June 2024). This protocol will be evaluated and, when necessary, updated.

All C&D activities of CRAFT-OA must take into account the importance of engaging with the communities at stake. For this reason, beginning with the CRAFT-OA Summer School, CRAFT-OA team members organising and participating in CRAFT-OA events will receive a short **communication brief** before the event. This communication brief outlines communication guidelines and key messages about the main CRAFT-OA outputs in connection to the respective events. All guidelines and key messages revolve around one prioritised message:

All project outputs developed and created by CRAFT-OA are created by the community for the community and aim to enhance the capacity of the Diamond OA community.

The ultimate aim of this community and engagement-driven approach to C&D is to build a strong community foundation for the European Diamond Capacity Hub, which will encompass all CRAFT-OA KERs, and thereby play a crucial role in the sustainability and exploitation of the CRAFT-OA project outputs (for more details see D7.2 "Plan for Exploitation and Sustainability").

Consequently, beyond these general measures to guide all outreach endeavours of the project, the CRAFT-OA outreach strategy concentrates on two points: 1) the support of the exploitation and sustainability of the KERs, and 2) creating an IPTP network corresponding to the IPSP network developed by DIAMAS. While C&D activities targeting the former help engage the Diamond OA community in achieving tangible results, those targeting the latter aim to consolidate the infrastructure of the European Diamond Capacity Hub by establishing a well-connected network of IPSPs and IPTPs in collaboration with DIAMAS.

### 3.1.1 KERs

Work on the sustainability and exploitation of the CRAFT-OA project identified 5 KERs. While a nuanced analysis concerning the exploitation and sustainability of these KERs can be found in D7.2 "Plan for Exploitation and Dissemination", the information gathered about the KERs will be used to prioritise stakeholders, plan C&D actions and identify the key value of each KER to targeted stakeholders. In some cases, the priority given to stakeholders, may change depending on the KER's development and development phase. For this reason, stakeholder prioritisation will be evaluated in D7.3 "Second Update Communication and Dissemination Plan". Drawing from the stakeholder analysis conducted for D7.1, the stakeholder groups are presented in this deliverable at a more granular level to ensure tailored communication with stakeholders. Notably, the stakeholder category IPTP has been split up into stakeholder categories such as "software developers" or "developers" wherever this level of granularity was needed for a nuanced value and key message attribution.

**KER1: DIAMOND DISCOVERY HUB**

**Description:** The Diamond Discovery Hub (DDH) will be a comprehensive registry of institutionally published and scholar-led Open Access Journals in Europe. The DDH will be a service that provides Diamond OA journals’ data curated by an editorial team.

Priority	Stakeholder	Value/Key Message
1	Data providers (=Diamond OA Journals, IPSPs)	<b>Diamond OA journals</b> become visible within a larger collection of institutional journals highlighting the diamond model, thus reaching recognition for their diamond effort. <b>IPSPs</b> can support their journals to align, improve and harmonise their data for broader dissemination.
2	Data consumer (=readers & authors; RPOs; funders)	<b>Readers &amp; authors, Research performing organisations (RPOs)</b> can assess the nature of Diamond OA journals and their publishers. Funders can assess if a journal qualifies as a Diamond journal.
3	Data reuser (=aggregators)	<b>Aggregators</b> can reuse the registry retrieving Diamond OA journals’ data which is compliant with their requirements

Table 4: KER1 stakeholder/value mapping

**C&D activities planned:** Stakeholders will be targeted at events such as the Open Access Tage, Cologne, Germany (September 2024) and the CRAFT-OA Tech Event in Turin, Italy (October 2024).

**KER2: OJS CORE FEATURES**

**Description:** The Key Exploitable Result for Open Journal Software (OJS) core feature enhancements is a collection of new features developed for the journal publishing platform Open Journal Systems (OJS).

The enhanced core features include implementing new solutions that allow editors to work with user and reviewer data in a way compliant to General Data Protection Regulation (GDPR), and addressing discovered shortcomings in the platform's support for multilingual content and metadata. Additionally, the capability to interact with diverse controlled vocabularies, taxonomies, and persistent identifiers is improved, accompanied by the introduction of automated metadata checks, thus contributing to an elevated standard of metadata quality.

OJS, developed by PKP and the community around it, is the single most used journal management system. The KER will therefore have a significant impact on the Diamond OA publishing landscape both in Europe and elsewhere in the world.

The new features will be incorporated into future releases of OJS and will be available for Open Monograph Press (for publishing books) and Open Preprint Systems (for publishing preprints). The functions developed will become an integral part of the software and will be maintained and further developed by the PKP community after the end of the project.

Priority	Stakeholder	Value/Key Message
1	IPSPs, Publishers	OJS core feature enhancements will include advanced support for data privacy, and multilingual metadata, and help enhance metadata quality.
2	Developers	OJS core feature enhancements will include advanced support for data privacy, and multilingual metadata, and help enhance metadata quality.
3	Editors, reviewers, authors	OJS core feature enhancements will include advanced support for data privacy, and multilingual metadata, and help enhance metadata quality.

Table 5: KER2 stakeholder/value mapping

**C&D activities planned:** CRAFT-OA Technical Event (October 2024), PKP Sprint organised by CRAFT-OA (October 2024). Blog posts: “How CRAFT-OA work is visible in OJS 3.5” (autumn 2024), targeting IPSPs, Journal Editors; “JATS to TEI” (2025), targeting IPSPs, developers; “How CRAFT-OA work is visible in OJS 3.6” (autumn 2025), targeting IPSPs, journal editors.

### KER3: OPENAIRE PUBLISHER DASHBOARD

**Description:** Dedicated dashboards specifically tailored for publishers of Diamond Open Access journals (mostly institutions but could also be other not-for-profit companies). The dashboards will have indicators and metrics to assess the quality, and compatibility of the publication's production.

Priority	Stakeholder	Value/Key Message
1	IPSPs	The dashboards will have indicators and metrics to assess the quality, and compatibility of the publication's production.
2	Diamond OA Journals	Publishers using the dashboard will be able to provide data to assess the quality and compatibility of publications.

Table 6: KER3 stakeholder/value mapping

**C&D activities planned:** Call for pilots to reach out to publishing platforms is in development, and collaboration with DIAMAS for disseminating information to IPSPs has been agreed upon.

**KER4: INSTITUTIONAL PUBLISHING TECHNICAL LIVING HANDBOOK**

**Description:** The Institutional Publishing Technical Living Handbook (LH) will provide comprehensive information, standards, tools and training materials for institutional publishing in Diamond OA. It will be developed in collaboration with the Diamond OA community, ensuring the content is relevant and applicable. The LH also aims to promote the dissemination of project results, the exchange of knowledge and the sustainable availability of information. With a user-friendly interface and regular updates, particular emphasis is placed on accessibility and sustainability. In addition, the LH provides clear explanations of Diamond OA concepts, technical solutions and supporting training materials.

Priority	Stakeholder	Value/Key Message
1	Authors, reviewers, editors	The LH provides users engaged in Diamond OA publishing with the knowledge to technically sustain Diamond OA journals and enhance their technical competence.
2	Technical staff (e.g. software developers)	The LH provides technical specifications and up-to-date information while fostering continuous learning, leading to improved software quality and development efficiency.
3	IPSPs, IPTPs	The LH sustains and provides technical knowledge and training opportunities, thereby adding to the sustainability of Diamond OA publishing.

Table 7: KER4 stakeholder/value mapping

**C&D activities planned:** CRAFT-OA Tech Event (October 2024), Second CRAFT-OA Summer School 2025.

**KER5: OJS DIAMOND PLUGINS**

**Description:** OJS Diamond Plugins are being developed to support Diamond OA journal editors. According to the OA Diamond Journals Study,<sup>8</sup> many journal editors manage their journals as a “second job” alongside their primary roles, often as researchers. These Diamond plugins will assist editors in enhancing the discoverability of their journals, while also facilitating automatic connections to key databases and aggregators such as OpenAIRE<sup>9</sup> and

<sup>8</sup> Bosman, J., Frantsvåg, J.-E., Kramer, B., Langlais, P.-C., & Proudman, V. (2021). *OA Diamond Journals Study. Part 1: Findings*. Zenodo. <https://zenodo.org/doi/10.5281/zenodo.4558703>

<sup>9</sup> <https://www.openaire.eu/>

EOSC.<sup>10</sup> For the OJS plugin to be sustainable, adoption by the OJS community is crucial. For this reason, the PKP and OJS developers will be contacted and the plugins will be shared with them to be included, if not in the core of OJS, then at least in the plugin gallery. This will create a new community of users around the plugins.

Priority	Stakeholder	Value/Key Message
1	Editors	The OJS Diamond Plugins enhance the discoverability of Diamond OA journals.
2	Journal platforms	The OJS Diamond Plugins enhance the discoverability of Diamond OA journals.
3	Aggregators (OpenAIRE, EOSC)	The OJS Diamond Plugins facilitate automatic connections to key databases and aggregators such as OpenAIRE and EOSC.

Table 8: KER5 stakeholder/value mapping

**C&D activities planned:** CRAFT-OA Tech Event (October 2024), Second CRAFT-OA Summer School 2025, integration into LH.

Furthermore, all stakeholders identified for each KER have been inserted into a table that cross-references the stakeholder priorities for each KER with those of the other KERs, allowing to identify opportunities for C&D synergies.

KER/Stakeholder Priority	1	2	3
KER1	Diamond OA journals, IPSPs	Readers, authors, RPOs, funders	Aggregators
KER2	IPSPs, publishers	Developers	Editors, reviewers, authors
KER3	IPSPs	Diamond OA Journals	
KER4	Authors, reviewers, editors	Software developers	IPSPs, IPTPs
KER5	Editors	Journal platforms	Aggregators

<sup>10</sup> <https://eosc.eu/>

Table 9: Stakeholder mapping all KERs

**C&D measures:** Dedicated mail campaign targeting journal editors, CRAFT-OA Tech Event (October 2024), CRAFT-OA Summer School 2025.

### 3.1.2 Global IPTP & IPSP Network

One specific focus of the CRAFT-OA outreach activities are IPTPs, the Institutional Publishing Tools and Technology Providers. This focal point derives from the work done in task (T) 7.2 “Technology Providers Community setup”, led by the University of Zadar. T7.2 entails setting up a dedicated network consisting of IPTPs, dedicated to serving them through networking, interaction among each other and with IPSPs, community-building and, overall, strengthening collaboration and enhancing capacities among all members of the Diamond OA community.

To efficiently work on the set-up of the network, a task force consisting of CRAFT-OA and DIAMAS team members has been meeting at regular intervals. The first result of these discussions is the general outline of the networks and working definitions for IPTP and IPSP which will be used to facilitate the self-declaration of IPSPs and IPTPs. These definitions will be evaluated before the hard launch of the European Diamond Capacity Hub and, if needed, updated to guarantee congruence with the overall communication strategy concerning the Capacity Hub.

The working definition agreed upon read as follows:

**Definition IPTP (Institutional Publishing Tools & Technology Provider):** Any entity that provides tools and/or technologies such as standards, code, hardware and software that enable any user and service provider to perform specific tasks or operations to achieve their objectives. Such tools and technologies include, but are not limited to, publishing software, format converters, XML and content structuration standards, peer review management systems, editing tools, PIDs, data exchange protocols.

**Definition IPSP (Institutional Publishing Service Provider):** Any entity that provides services and/or infrastructure to authors and publishers for scholarly publishing. These services may be provided by the institutional publisher itself (in which case the institutional publisher is also the IPSP) or by other entities inside or outside the institution. Such activities include, but are not limited to: (a) editorial activities (selection of manuscripts, peer-review, etc.); (b) operational activities (production activities like copy editing, proofreading, type-setting, creating metadata), IT activities, communication activities (marketing/dissemination, social media, etc), as well as administrative and financial activities (contracts, accounting, documentation, etc.).

In terms of general outline, the cross-project task force working on the networks has decided that there will indeed be only one network for both IPSPs and IPTPs to ensure and facilitate networking between both stakeholder groups. Initially, the network will consist of a registry

for IPSPs and IPTPs and a forum to support community-building and know-how sharing amongst IPSPs and IPTPs. The network will enable IPTPs and IPSPs to present themselves to the community and showcase their tools and technologies.

To create an initial list of IPTPs, CRAFT-OA relied on data gathered from the DIAMAS landscape survey on institutional publishing in the European Research Area (ERA).<sup>11</sup> To extend that list, all CRAFT-OA event registrations include a dedicated question asking if the registrant does consider their organisation an IPTP according to the definition listed above, and if they agree to be part of the future IPTP network. The same is done for IPSPs. All CRAFT-OA events will be used to disseminate information on the IPTP network. Furthermore, a blog post shedding light on the initial vision of the IPTP network will be published in the autumn of 2024. CRAFT-OA will also leverage the networks of consortium partners to reach out to IPTPs beyond the consortium.

Upon the launch of the forum and registry developed by DIAMAS for the network in 2025, a dedicated communication campaign will be launched in collaboration with DIAMAS.

## 3.2 Community Engagement

Community engagement is crucial for the success of CRAFT-OA. For this reason, two project tasks focus on community support and community engagement in particular: T2.2 “Community Support Framework” led by OPERAS and T2.3 “Community Engagement” led by UGOE. T7.4 “Project PR and dissemination” will support both tasks with dedicated C&D measures.

The overall goal guiding all efforts concerning community engagement is to strengthen and enhance the capacities of the community of practice that is the Diamond OA community. All CRAFT-OA engagement activities highlight the common vision of an equitable, scholar-led publishing ecosystem and frame the project outputs as pathways towards realising that vision.

As mentioned earlier, CRAFT-OA aims to engage the community on three levels: 1) Europe, 2) associated countries, and 3) the wider international community.

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<sup>11</sup> Armengou, C. et al. (2024). *Institutional Publishing in the ERA: Results from the DIAMAS survey*. Zenodo. <https://zenodo.org/doi/10.5281/zenodo.10022183>



Community level	Engagement activities
Europe	Event formats such as community consultations, PKP sprints, CRAFT-OA Tech Event, CRAFT-OA Summer Schools, CRAFT-OA final conference, surveys
National Communities	National events, dissemination via national networks through project partners
Wider (global) community	IPTP/IPSP network, CRAFT-OA final conference

Table 10: Community engagement measures

CRAFT-OA engagement activities aim to involve community members in the development of project outputs, and feedback loops, and, by that, to establish strong community support for the Diamond OA infrastructure developed by DIAMAS and CRAFT-OA.

T2.3 “Community Engagement” has already organised several events targeting the Diamond OA community. In May 2024 the first CRAFT-OA summer school for journal editors was organised and held in Telč, Czech Republic. In the last week of May 2024, almost 40 participants participated in collaborative training on topics such as XML publishing and the CRAFT-OA reusable training curriculum.<sup>12</sup> The event also supported contributions and feedback of the Diamond OA community concerning KER 4 (Living Handbook) and KER 5 (OJS Diamond Plugin). This collaborative approach featuring CRAFT-OA project results, which combines dissemination with co-design, will be used for the CRAFT-OA tech event scheduled for October 2024. Organised in Turin, Italy, this event will be combined with a PKP sprint hosted by CRAFT-OA. The aim is to enable participants to jointly work on current technical developments of CRAFT-OA (e.g. the Diamond Discovery Hub (DDH), OJS plugins, Discoverability Companion<sup>13</sup>) and hereby include various perspectives and ideas. Specifically, it aims to engage IPSPs. In 2025 the second CRAFT-OA summer school will take place in Coimbra, Portugal. The aim, target group and content are currently under discussion. All events will be supported by dedicated communication campaigns via the CRAFT-OA dissemination channels (social media, website, newsletter, and partners’ networks).

Furthermore, members of CRAFT-OA WP2 are currently working on D2.3 “High-level community transition plans” due in M19 (July 2024). The deliverable will deliver a draft of how CRAFT-OA outputs and engagement measures as carried out by T2.3 will prepare and integrate the Diamond OA community within the broader framework of the Diamond OA infrastructure built by CRAFT-OA and DIAMAS. The scheme below represents the transition

<sup>12</sup> Kupreyev, M., Fenner, J., Müller, L. (2024). *CRAFT-OA Deliverable 2.2 Reusable curriculum for upskilling trainings*. Zenodo. <https://zenodo.org/doi/10.5281/zenodo.10943283>

<sup>13</sup> In the Grant Agreement, the Discoverability Companion was introduced under the name “Visibility Pathfinder”. The name has been changed to avoid confusion with the discovery service “[Pathfinder](#)”.



process as explained in D2.3. All engagement and C&D activities to be carried out around T2.3 will aim to support this transition.

### 3.3 Key Performance Indicator table

Community transition plan

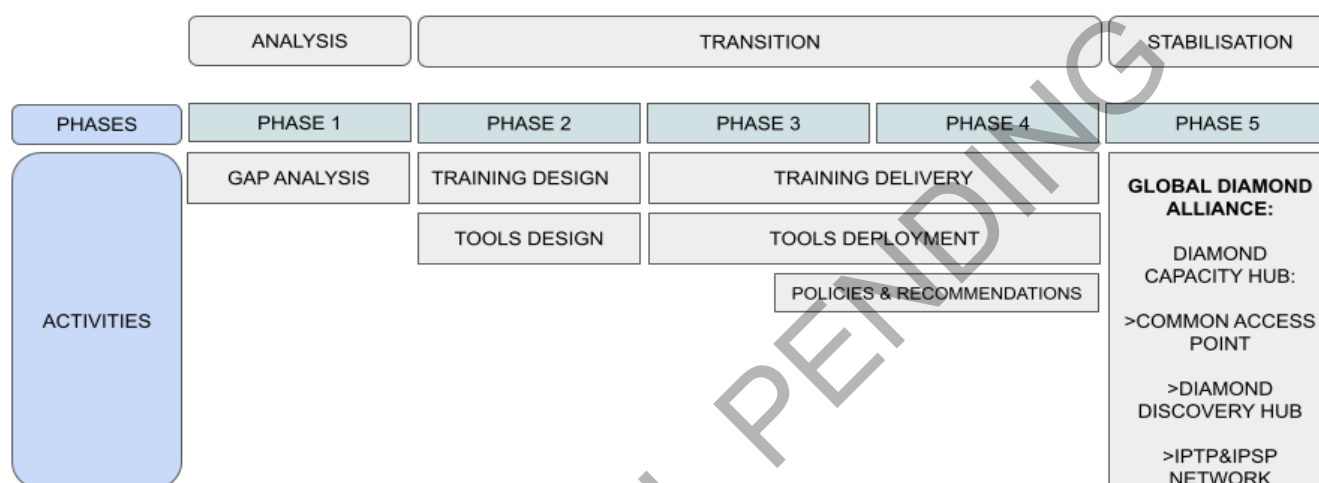


Figure 2: Community transition plan from CRAFT-OA D2.3 (work in progress)

The first version of the Key Performance Indicator (KPI) table was introduced in D7.1 “Communication and Dissemination Plan”. In the updated version that can be found below, a few updates have been made. Notably, the KPIs “#interactions in campaigns” and “#shares/retweets of promoted results” have been taken out and replaced by “#subscribers to the project mailing list” and “#IPTPs in the ITPP/IPSP network”. The KPI “#training sessions” has been renamed “#training sessions at outreach events” with the target being redefined simply as “training sessions” instead of “digital training sessions”. The KPI “#participants” has been changed to “#average participant number per event” and lowered to 25 as on-site events and events targeted at smaller communities usually attract a smaller audience than webinars targeting the whole Diamond OA community. These replacements and adjustments adjust the KPIs to measures of engagement and channels of communication giving a clearer picture of their success. Upon evaluation, a few target numbers have been adjusted as well.<sup>14</sup>

Action	Related KPIs	Target		M18
Communication of Project	#events	25 events with	<b>Updated:</b> 50 events	35

<sup>14</sup> The stats for M18 have been acquired on 12 June 2024.

Action	Related KPIs	Target		M18
Results		partners attending	with partners attending	
	#participants	50 participants per event	<b>Updated:</b> 25 participants on average	~45 <sup>15</sup>
	#organisations reached	100 participants at final conference		n/a
	#training sessions at outreach events	10 training sessions		10
Outreach & communication of the project's concept & opportunities to engage with main target groups	#subscribers to project mailing list	700		512
	#IPTPs in IPTP/IPSP network	600		353
Communication of project outcomes and results	# clicks and downloads via a Zenodo community	1000 downloads from Zenodo		3096
	# blog posts through other channels	5 blog posts		2
	#scientific publications	12 scientific publications	<b>Updated:</b> 8 scientific publications	2

<sup>15</sup> For the event “Advanced usage of OJS for journal editors”, held on 18 April 2024, no participant numbers were collected, therefore the event was not counted in this statistic. Events held for consortium members (e.g. consortium meetings, kick-off meeting) were also not taken into account as they give no insight into the success of outreach.

Action	Related KPIs	Target			M18
Social Media		M18	M24	M36	
	# X Followers	350	500	600	469
	# X Posts	100	200	450	118
	# Mastodon Followers	50	70	120	121
	# Mastodon Posts	30	60	100	83

Table 11: KPI table updated, M18

## 4 RISK/THREAT ANALYSIS

In D7.1 “Communication and Dissemination Plan” four risks have been identified concerning the success of the C&D objectives:

- 1) **X (formerly Twitter) instability:** Despite X’s current dominance, changes to its algorithms, business model and compliance with the Digital Service Act may diminish its effectiveness. The Mastodon account created as a complimentary social media account has surpassed expectations with the number of followers already exceeding the target number set for M36 of the project and will therefore be continued.
- 2) **Stakeholder balancing:** With the stakeholder mapping conducted for the KERs, the stakeholder analysis from D7.1 “Plan for Communication and Dissemination” has been translated into more detailed actions to ensure proper stakeholder management.
- 3) **Spam filters (mailing lists):** To ensure continuous information flow to the OA community beyond the consortium, information will be disseminated through multiple channels in addition to the newsletter.
- 4) **Community composition:** To bridge the gap between general project communication and local communities, all CRAFT-OA partners will translate and disseminate information from consortium-wide channels like Twitter and newsletters to their respective national, regional, disciplinary, and local communities.

While these four risks remain to be watched out for, a Strength, Weaknesses, Opportunities, and Threats (SWOT) analysis focussing on outreach and community engagement has been carried out to give further nuance and depth to the initial risk assessment.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>● <b>Diverse community service portfolio:</b> CRAFT-OA offers a range of community services catering to various needs of the Diamond OA community.</li> <li>● <b>Established networks:</b> Collaboration with established OA platforms, project partners, and other entities ensures strong support for all C&amp;D activities.</li> <li>● <b>Community-driven approach:</b> The project’s emphasis on community input and engagement fosters continuous support and relevance.</li> <li>● <b>Adaptability:</b> The project outputs are designed to be adaptable and scalable, ensuring responsiveness to the needs of a diverse community.</li> </ul>	<ul style="list-style-type: none"> <li>● <b>Community Dependency:</b> The success of CRAFT-OA relies on the uptake of project results via the Diamond OA community.</li> <li>● <b>Variable Community Engagement:</b> Inconsistent user engagement can impact the sustainability and usability of the project outputs.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>● <b>Growing OA Adoption:</b> Increasing (political) interest for Diamond OA presents opportunities to establish Diamond OA throughout the ERA.</li> <li>● <b>New Collaborations:</b> Potential to form new partnerships and collaborations with emerging OA platforms and academic institutions.</li> <li>● <b>Policy Support:</b> Enhanced policy backing for Diamond OA improves opportunities to advocate for Diamond OA on national, regional, and European level.</li> </ul>	<ul style="list-style-type: none"> <li>● <b>Terminology:</b> The terminology to be set up for the Diamond OA infrastructure (e.g. Diamond Capacity Hub, Capacity Centres) could confuse community members if not established consistently and with care.</li> <li>● <b>Cross-Project inconsistency:</b> The interdependence with sibling projects PALOMERA and DIAMAS could jeopardise a consistent external communication if not coordinated consistently.</li> </ul>

Table 12: SWOT analysis C&D

In summary, CRAFT-OA demonstrates strengths in its diverse community, established networks, community-driven approach, and adaptability, yet faces weaknesses in dependency on community uptake and variable engagement. Opportunities arise from the growing interest in Diamond OA, potential collaborations, and enhanced policy support. Inconsistent terminology and the risk of inconsistent communication due to interdependence with sibling projects PALOMERA and DIAMAS may pose threats to the success of the C&D activities described above. Countermeasures to prevent weaknesses from being exploited and potential threats from becoming actual ones include a strong focus on community engagement, continuous cross-project coordination and the use of clear, consistent terminology for all project outputs.

APPROVAL PENDING



## 5 CROSS-PROJECT COLLABORATION

Conceptually, CRAFT-OA is closely linked to the Horizon Europe projects DIAMAS and PALOMERA, all of which promote a community-driven and scholar-led publishing landscape. Recognising that a sustainable OA infrastructure and the strengthening of the European Research Area cannot be achieved in isolation, the European Commission intended for these three projects to collaborate from the outset. Additionally, all three projects contribute to the EOSC either through direct or indirect services or by raising awareness and engaging the scholarly publishing community with EOSC services.

Since the submission of D7.1 “Plan for Communication and Dissemination” the collaboration among the sibling projects CRAFT-OA, DIAMAS, and PALOMERA has intensified: Led by a cross-project communication task force, the second instalment of the webinar series “Creating Community-Driven Pathways to Equitable, Open Scholarly Publishing” was held on the 27th of February 2024, gathered 112 participants and was organised by PALOMERA. The third instalment will be organised by CRAFT-OA and is scheduled for the 6th of November 2024. Additionally, a workshop jointly organised by all three projects will be held at the LIBER Annual Conference (3-5 July 2024).

In preparation of the European Diamond Capacity Hub the collaboration between CRAFT-OA and DIAMAS has been deepened in particular: Task forces with members from both projects have been working on a set of operational Diamond OA criteria for journals, resulting in a community consultation that was well-received according to the feedback provided by participants. The operational Diamond OA criteria for journals were developed within the context of the DDH. Further task forces are working on the alignment of the Global IPTP/IPSP network, the implementation of the LH into the DIAMAS Common Access Point and a Diamond OA Communication Playbook to ensure consistent terminology throughout all activities and outputs on the pathway to the Diamond Capacity Hub. By this close and continuous collaboration and exchange, both projects guarantee the building blocks for the Diamond Capacity Hub provided by CRAFT-OA such as the DDH, the LH, and the IPTP network can transition seamlessly into the Diamond Capacity Hub.

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### 6.2 List of Websites

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<https://diamasproject.eu>

<https://eosc.eu>

<https://openaire.eu>

<https://operas-eu.org/services/publishing-service-portal-pp/>

<https://zenodo.org>





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