



ARCHIVER

ARCHIVING AND PRESERVATION FOR RESEARCH ENVIRONMENTS

Deliverable Title: D5.2 - Early Adopters Engagement Kit

Partner Responsible: TRUST-IT

Work Package: WP5

Submission Due Date: M3

Actual Submission Date: 09/05/2019

Distribution: Public

Nature: Report

Abstract: This document describes plan for the ARCHIVER Early Adopters Kit, its engagement process and the communication and outreach activities that will be undertaken to ensure proper engagement of potential new adopters to be onboarded from the very beginning in the ARCHIVER PCP phases.



Document Information Summary

Deliverable number:	D5.2
Deliverable title:	Early Adopters Engagement Kit
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Work Package no.:	WP5
Work Package Title:	Communication, Dissemination and Outreach
Work Package Leader:	TRUST-IT
Work Package Participants:	CERN, EMBL-EBI, DESY, PIC, TRUST-IT Services
Distribution:	Public
Nature:	Report
Version/Revision:	V 1.0
Draft/Final:	Final
Keywords:	Early Adopters Group, Stakeholder Engagement, Dissemination, Communication, Outreach

Disclaimer

The ARCHIVER project with Grant Agreement number 824516 is a Pre-Commercial Procurement Action funded by the EU Framework Programme for Research and Innovation Horizon 2020. This document contains information on the ARCHIVER core activities, findings, and outcomes, and it may also contain contributions from distinguished experts who contribute to ARCHIVER. Any reference to content in this document should clearly indicate the authors, source, organisation, and publication date. This document has been produced with co-funding from the European Commission. The content of this publication is the sole responsibility of the ARCHIVER consortium and cannot be considered to reflect the views of the European Commission.

Grant Agreement Number: 824516

Start Date: 01 January 2019

Duration: 36 Months

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Document History

Issue	Date	Description	Author/Partner
V0.1	22/03/2019	ToC, First Draft	Sara Pittonet, Roberta Cintura (Trust-IT Services)
V0.2	03/04/2019	First draft version available for partners input and specific contributions	Silvana Muscella, Sara Pittonet (Trust-IT Services)
v0.3	06/04/2019	Several comments and edits addressed	João Fernandes, Marion Devouassoux, Bob Jones (CERN)
V0.4	02/05/2019	Several comments and edits assessed	Sara Pittonet (Trust-IT Services)
V1.0	08/05/2019	Final Review	João Fernandes (CERN)

Document Approval

Issue	Date	Name
V0.1	22/03/2019	First draft for circulation within the collaboration
V1.0	09/05/2019	Final version revised by the ARCHIVER project office

Executive Summary

In order to encourage wide deployment of solutions outside the consortium, the ARCHIVER project will engage with a group of “Early Adopters”. The Early Adopter model has been developed in the context of the HNSciCloud PCP.

Early Adopters are public organisations having a need for innovative digital archiving and preservation solutions that the services resulting from the ARCHIVER project may be satisfying.

Public organisations expressing interest in the programme will formally be listed in the Request for Tender and will be entitled to several benefits such as providing feedback on the tender documents, access to material produced by contractors during the execution phases, access to limited testing capacity provided by the buyers group, benefit from training sessions organised in the context of ARCHIVER covering topics such as OAIS, FAIR principles, Open Data, EOSC, etc. Early adopters will also potentially profit from the same commercialisation conditions as the buyer group organisations participating in the project, in the case of purchase of services developed after the end of the project and be able to use the procurement funds foreseen in other EC projects in the EOSC context, on which the Early Adopter is member, in the, to procure the resulting services developed in ARCHIVER.

In case of a significant number of applications to join the Early Adopters Group, the Buyers Group reserves the right to define selection criteria to select the most appealing candidates. This document presents the overall Early Adopters’ engagement plan and the actions foreseen to reach the desired number of interested parties.

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1. ARCHIVER Early Adopters Club

In order to encourage wide deployment of solutions outside the consortium the ARCHIVER project will engage with a group of “Early Adopters”.

The Early Adopter model has been developed in the context of the HNSciCloud Pre-Commercial Procurement. One of the lessons learned from HNSciCloud PCP is that the engagement of potential interested Early Adopters should be done during the preparation phase of the PCP project (i.e. phase 0). This will allow interested third party organisations to be legally listed in the Request for Tender document and therefore to benefit from the multiple advantages of the programme at each phase of the PCP (see section 1.2).

While in HNSciCloud the engagement with the Early Adopters was performed during the prototype and the pilot phases, ARCHIVER will start the engagement already in April 2019 (M4).

1.1. The Early Adopter’s profile

The Early Adopter programme is open to any public organisation having a need for innovative digital archiving and preservation solutions that the services resulting from the ARCHIVER project may address.

Several organisations have already expressed an interest in the early adopter model and include:

- ESA (International European Interest Organisation) - Copernicus Processing and Archive Centres (currently archiving 2PB)
- INAF (Italian National Institute for Astronomy) – Astronomy archive
- SURFsara (ICT organisation for education and research in the Netherlands) – Long Tail of Science (LToS)
- Swiss National Research Network (SWITCH)
- University of Bristol
- The National Library of the Netherlands
- The European Synchrotron Radiation Facility (ESRF)

1.2. The benefits of joining

The ARCHIVER consortium as agreed in a number of benefits of becoming an Early Adopter of the resulting services of the ARCHIVER project that can be listed as follows:

- Be consulted for feedback on the tender documents before publication (publication scheduled for October 2019)
- Access all the R&D material produced by the Contractors across all phases of the project
- Potentially profit from the same commercialisation conditions as the buyer group organisations participating in the project, in the case of purchase of services developed after the end of the project
- Access to limited capacity made available by the buyers group organisations in the pilot phase to test the services developed
- Benefit from the training sessions organised in the context of the project covering the solutions developed and aspects such as OAIS, FAIR, Open Data, etc.
- Be able to use the procurement funds foreseen in other EC projects in the EOSC context, on which the Early Adopter is member, in the, to procure the resulting services developed in ARCHIVER.

2. The Early Adopters engagement process

- Expressions of Interest

Organisations interested in joining ARCHIVER as Early Adopters need to submit a request by completing a form available on the project website (www.archiver-project.eu) before June 30th, 2019. This expression of interest is not binding but commits the organisation to be listed as having expressed interest in the Early Adopter Programme in the Request for Tender document.

- Inclusion in the Request for Tender

The organisations that have expressed their interest will be formally listed in the Request for Tender document. Being listed in the Request for Tender allows all the tender stakeholders, including the bidding companies, to have public evidence of all the parties potentially involved in the project. It does not bind the organisation legally or in any other form to take action as regard testing or procuring the services developed in ARCHIVER.

- Conditions of Access

Organisations listed in the Request for Tender as having expressed interest in the Early Adopter Program will be:

- ❖ Required to sign a declaration of non-conflict of interest
- ❖ Not allowed to submit a bid to the ARCHIVER Request for Tender

- ❖ Required to acknowledge the support of the European Commission and ARCHIVER in any paper publications that result from the testing activities performed with the developed services
 - ❖ Provide structured feedback to the ARCHIVER consortium on the tests performed during the pilot phase
- Selection procedure

In case of a significant number of applications, the Buyers Group reserves the right to define criteria in order to select the most appealing candidates taking into account their requirements and to ensure a diversity of research/business sectors engaged.

3. The Early Adopters' communication and engagement plan

A specific informative and promotional campaign about the ARCHIVER Early Adopters programme will be put in place, providing information about the benefits gained by organisations in becoming part of the Early Adopters' Club.

This campaign will include the publication of relevant pages in the ARCHIVER website; production of an Early Adopter call press release and several news pieces; newsletters and direct email marketing campaigns to keep the stakeholder community up-to-date about the Early Adopters' scheme and application details; the organisation of webinars about the benefits of becoming an Early Adopter; social media distribution leveraging on the scientific domains of interest of ARCHIVER social media community mapping relevant hashtags, keywords, threads and social media profiles of relevant communities.

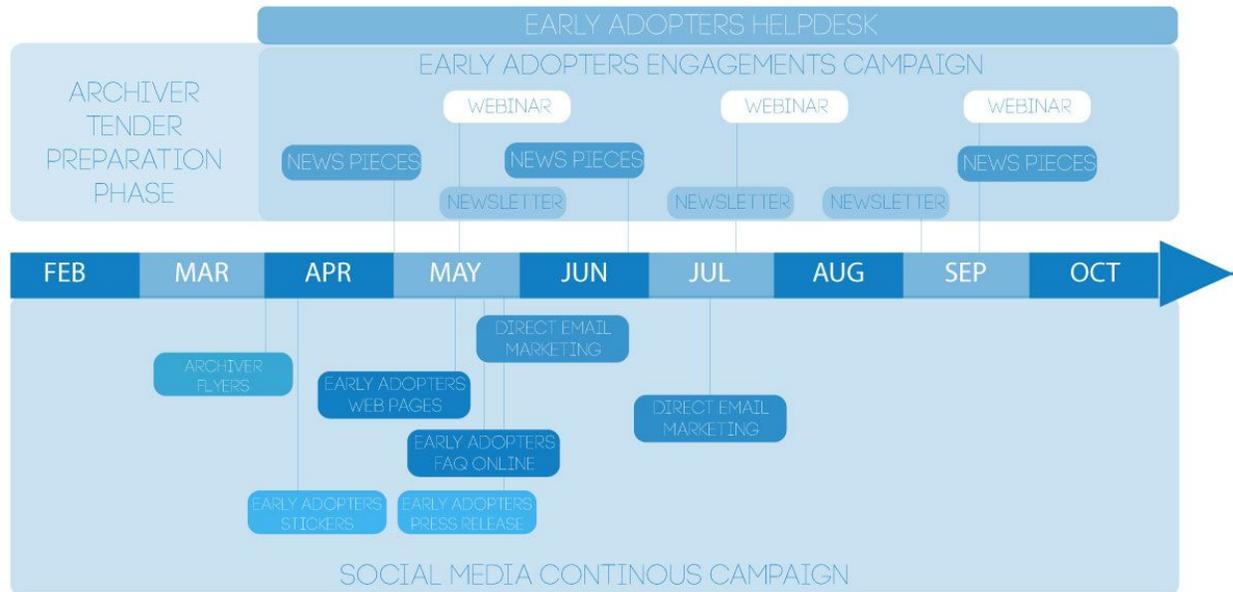
A Help Desk and a FAQ page on the ARCHIVER website will also be part of this campaign.

Last but not least, an Early Adopter Communication kit will be designed and distributed between May and July 2019 at relevant events all around Europe including factsheets and collaterals about the ARCHIVER PCP process and the Early Adopters' engagement mechanism.

Dissemination item	Release period	KPI
Early Adopters webpages	May 2019	1 page online

Early Adopters press release	May 2019	1 press release distributed via ARCHIVER dissemination networks with at least 3 publications
News pieces about the Early Adopters programme	May– October 2019 focusing on 1) programme launch 2) status of the applications 3) closure of the programme	3 news pieces online
Newsletters	May– October 2019	3 newsletters to ARCHIVER overall Database of Suppliers
Direct email marketing	May– July 2019	At least 50 individual emails sent to potential interested applicants
Webinars	May – July 2019	1 information webinar to present the early adopter programme. At least 10 registrations / webinar
Social media campaign	May – July 2019	2 Tweets / week 2 LinkedIn posts / week 3 LinkedIn Articles

This campaign will be in force between May and October 2019, as highlighted in the plan below. This campaign is part of the overall ARCHIVER Dissemination and Communication Plan (see D5.1- First version of the Communication and Dissemination Plan).



3.1. The Early Adopters Kit

The ARCHIVER information package for Early Adopters will contain a series of factsheets showcasing how competing solutions will be deployed and tested against use-cases from the ARCHIVER scientific communities will be produced. The first version of the kit will be ready by the OMC Consolidation event in the 5th of June. The kit will evolve during the tender preparation phase with new material produced and will also be populated with dedicated material during each of the tender execution phases.

A printed version of the Early Adopters' kit will be distributed at relevant events in Europe. The materials will also be available online and intensively promoted via ARCHIVER social media channels.



The kit will include the following materials and collaterals:

- ARCHIVER overall **flyer**;
- **Benefits** of being an Early Adopter of the services developed and deployed in ARCHIVER;
- Additional, informative material about how to procure ARCHIVER services and about the procurement process in general.