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Arrow Plus – project overview

Strategic vision and organisational structure

Bologna, Arrow Plus Kick Off Meeting - 29 June 2011

What Arrow is

1. “A flagship project of the EU”?

- Hundreds citations when speaking about orphan works
 - ▣ I often present the project without mention orphan works at all!
- Arrow cited by
 - ▣ Three Communications of the European Commission (the last in May 2011 – see Arrow news)
 - ▣ A Resolution of the European Parliament
 - ▣ The final report of the “Comité de Sage on digital libraries”
 - ▣ And now in the Annex of the Directive of Orphan works approved by the European Commission
 - But often not cited in appropriate way, so creating misunderstandings!

So, are you joining the right club?

- Have doubts, be careful
 - ▣ Please, reduce your expectations and around you
- With hard work, we did a fairly good job
 - ▣ But we never promised, and never did miracles
 - ▣ We developed a much more modest system than people believe
 - Which usually does what it is intended to do
- I can promise to you the hard work
 - ▣ I can't promise anything about the benefit you can get from
 - ▣ This will depend on you
- Is this the club you planned to join?

What Arrow actually is

- Arrow is a (1) ***distributed system*** for (2) ***facilitating*** (3) ***rights information management*** in (4) ***any digitisation programme***
- **A distributed system:** a network of databases made interoperable through use of standards
- **Facilitating** implies time saving
 - ▣ Data from validation survey: Arrow allows 80%+ time saving
- **Rights information management:** conceived as a separate function from “rights management”
- **Any digitisation programme:** Arrow is conceived to be neutral to legal frameworks and business models

From Arrow to Arrow Plus

- The Arrow System is in place and piloted in four countries
 - ▣ France, Germany, Spain and UK
- **First message for us all:**
 - ▣ *Please think to Arrow as a **product**, not as a project*
- Actual use cases (finally) emerging
 - ▣ In particular in France and UK
 - ▣ Positive feed back: in two different business and legal context the system seems to work

The Arrow Plus objectives

- Increasing the number of countries involved
- Enhancing the existing system
- Considering the case of images embedded in books

1st objective: increasing no. of countries



Pilot countries

Arrow

Arrow Plus

So, consider the organisational complexity that this implies!
The managing team will be generous, but firm in asking to respect your duties

2nd objective: enhancing the system

- Enhancement driven by the use cases
 - (see later presentations)
- Examples:
 - In commerce status can be checked at different territorial level
 - We are integrating US data in the UK use case
 - Works published in “composite manifestations” (e.g. compete works, etc.)
 - We are developing a routine that parses the Marc file to identify if, for a certain author, “composite manifestations” exist
 - Skipping the manual validation of matching
 - For every context it is possible to set different parameters
 - Threshold of similarity
 - Different in % between first and second matching records

3rd objective: images

- Limited to check how they can be treated in the Arrow workflow and to a pilot implementation
- This is due to the complexity of the matter
- A feasibility study will provide input to additional work to be done

Looking for an unified vision

- Improving books and rights information infrastructure in Europe
- Rights information management requires:
 - ▣ Good book data infrastructure
 - When it is not there: simply start building!
 - ▣ Interoperability across borders and domains, through use of standards
 - Fostering standard deployment when building or improving data infrastructure

Further objectives (Which I know are important for some)

- Developing a better book and rights data infrastructure has a value beyond the core Arrow objectives
- An opportunity and a threat
 - ▣ Opportunity: increase of commitment due to the value perceived
 - ▣ Threat: to forget the whole
 - For example: The creation of new Books in print database is crucial, but Arrow requires managing the whole workflow
 - Library data and RRO repertoires are equally important

Management structure

- Workpackages (WPs) are organised focusing on the three objectives
- 1. More countries
 - ▣ Coordinating national initiatives (WP3)
 - ▣ Creating conditions for inclusion - new registries (WP5)
- 2. A stronger system
 - ▣ Enhancement (WP4)
 - ▣ Infrastructure for registries (WP4)
 - ▣ Validation (WP7)
- 3. Images
 - ▣ Dedicated efforts (WP6)

Two transversal WPs

- Project management (WP1)
 - ▣ First objective: all deliverables in time and of high quality
 - ▣ A specific task devoted to quality control (Ifrro)
- Dissemination and network building
 - ▣ Communicate what we do
 - ▣ Championing, benchmarking, consensus building...

And a look to the future

- Business model and IPR agreement and
 - ▣ A task within the WP1
- Business model
 - ▣ A sustainability model for future exploitation of project results
 - As a whole, and in every element (in particular Books in print and RRO repertoire databases)
 - ▣ Think to the business model since the beginning, to design the implementations
- IPR agreement
 - ▣ IPR to be regulated in accordance with long term plans

The IPR agreement

- The goal: the creation of an Arrow legal entity to manage the business
 - ▣ All partners, and other stakeholders, will be invited to join
- Phases:
 1. Agreeing on principle set in the Arrow project (Month 6)
 2. Establishing coherent IPR management strategy (deadline M30, but possibly to be anticipated)

The project Gantt (simplified)



PROJECTGANTT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
WP1 Project management	Grey								Grey										Grey											
WP2 Dissemination and network building	Grey								Grey										Grey											
WP3 Coordinating the national initiatives	Cyan								Yellow										Orange											
WP4 Enhancement and maintenance	Light Green								Cyan										Orange											
WP5: Product management new registries	White								Yellow										Yellow											
WP6: Inclusion of visual material	Grey								Grey										White											
WP7: Validation	White								White										Orange											

1st milestone: a clear design of new implementation

2nd milestone: new modules in place (pilot)

3rd milestone: validation feedback

Management structure

- Managing Board (WP leaders)
- National groups
 - In every country you are responsible to create one, involving other stakeholders
 - WP3 provides coordination
- Domain working groups
 - Publishers, Books in Print, RROs, Libraries
 - Possibly convening during existing meetings
 - E.g.: the first was in combination with the FEP meeting in Ljubljana (1st of April 2011)

The key role of national contact point

- Think to your organisation as belonging to two networks:
 - ▣ The Arrow value chain in your country
 - ▣ The European community you belong to (publishers, RROs, BiPs, libraries...)
- Exploit the second, and the WP3 work, to know what is happening in other countries so to better manage your national role

The three “C” factors for a success story

- **Consensus** in your country
- **Commitment**, which also means building know-how in your organisation
- **Cooperation** at national and European level

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FURTHER INFORMATION

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Accessible Registries of Rights Information
and Orphan Works towards Europeana

<http://www.arrow-net.eu>