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BHL-Europe

Deliver composition of Communications Working Group and 1st dissemination plan

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eContentplus

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¹ OJ L 79, 24.3.2005, p. 1.

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0 Document History

0.1 Contributors

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0.2 Revision History

The Dissemination plan was revised internally in the communication group. The major steps are indicated below.

Revision Date	Author	Version	Change Reference & Summary
14 May 2009	Jiří Kvaček	0.1	Communication Working Group formed
30 July 2009	Jiří Kvaček	0.2	Final list of the Communication Working Group
30 July 2009	Jiří Kvaček	0.2	Initial draft version of 1 st dissemination plan
14 August 2009	Jiří Kvaček	0.3	Updated draft following internal review by CWG
19 August 2009	Jiří Kvaček	1.0	Final version of 1 st dissemination plan

0.3 Reviewers and Approvals

This document requires the following reviews and approvals. Signed approved forms are kept in the project file.

Name	Position	Signature on approval	Date	Version
Henning Scholz	BHL-Europe PCO		19 August 2009	1.0

0.4 Distribution

This document has been distributed to:

Group	Date of issue	Version
CWG	11 August 2009	0.2
CWG	14 August 2009	0.3
Henning Scholz	19 August 2009	1.0

1 Communications Working Group (CWG)

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2 First dissemination plan

2.1 Introduction: BHL-Europe

BHL-Europe is a Best Practice Network co-funded by the *eContentplus* programme of the European Commission. It aims to develop a single access point to the digital resources of European taxonomical literature.

As a result of the BHL-Europe project, taxonomical literature including illustrations will be accessible online via the BHL portal. 28 partners from 14 countries will contribute to achieve this goal. Content will be provided by most of the partners.

The Biodiversity Heritage Library portal will be linked to the Europeana portal (<http://www.europeana.eu>) which provides integrated access to digital treasures from European's museums, archives, audio-visual archives and libraries.

By making BHL-Europe's aggregated content available through Europeana, The Biodiversity Heritage Library for Europe will contribute to fulfilling one of the major promises of an integrated digital environment: to enable users to search and retrieve different media via a single access point.

2.2 Purpose of this Dissemination Plan

The major purpose of this Dissemination Plan is to describe:

- Objectives of the dissemination
- Targeted audiences
- The dissemination activities which are to be carried out according to the Description of Work, under Work package 5
- How to reach the audience

- Timing
- The overall planning and reporting framework for dissemination to be used by all BHL-Europe project partners.

Other purposes:

- To determine relevant responsibilities
- To identify agreed procedures for the maintenance and updating of the project Web site

2.3 Objectives

The objectives of the BHL-Europe Work Package 5 dissemination activities are:

- Developing a dissemination strategy; raising awareness, understanding and action of the project among the community and stakeholders in the EU member states; ensuring effective dissemination of the project goals and results to the target users; ensuring good communication within the European scientific community
- Ensuring the dissemination of project results at conferences, public events and among the networks of the consortium members
- Ensuring the implementation of project results in other projects, initiatives, institutions, and countries
- Monitoring the level of use of BHL-Europe; surveying the users of the Web Portal

The BHL-Europe dissemination activities aim to promote and disseminate information on the BHL-Europe project outcomes and to encourage stakeholders to contribute content to the BHL gateway and to Europeana.

2.4 Dissemination audiences of BHL-Europe

Two main user groups have been identified as beneficiaries of the project.

The first group of users (content users) – European citizens – will be interested in the content itself. The composition of this group will be eclectic and represent different interests in and uses of the content; Natural scientists may be interested in taxonomic information and the distribution of species through space and time. Social scientists and historians may be interested in the history of science, and background information about famous and significant scientists of the past. Artists may find inspiration in the artistic representations of plants and animals. For hobby scientists, hobby gardeners, and regional conservation organisations the literature is an inexpensive and easily available resource of information about animals, plants, and fossils occurring in their area. Policy makers on various levels (from local to governmental) need the literature as base and background information for their decisions.

Students and learners on various levels (from school to university) need the content as a primary source for their studies. Teachers will be able to complement the content of textbooks by downloading historical and original texts of Charles Darwin, for example. These texts may be used as a teaching resource, since many of those historical texts contain important biological concepts and theories still valid today. These classic and scientifically important contributions help to put the results of modern research projects into context. Eventually, every European citizen who is interested in biodiversity, and has access to the Web is a potential user. These target users are manifested by the visitors to the large natural history museums that are now able to get background information on topics and objects present in museum exhibitions. The need for such background information is illustrated by the Darwin Year 2009. Many museums have exhibitions highlighting various aspects of the life of Darwin, the cultural and sociological frameworks for his research, and the scientific arena of the 19th century including numerous historical documents and information that may be retrieved by every visitor of these exhibitions through BHL-Europe and Europeana.

The museums that are consortium partners will identify user groups amongst their visitors and engage this large group of target users with the project. The selection procedure for this user testing group will be defined as part of the user evaluation activities (Work Package 5).

The second group (technology users) – in particular libraries, digitisation centres, and digital library networks – are interested in the technological outputs from the project, the best practice approach, and the quantity and quality of content. Thus, Bibliothèque nationale de France as a large and esteemed library is an end-user of the consortium's technical output, as well as a content partner. New partners, to be involved in a later stage of the project, are also end-users of the technological solutions and best practice guidelines. They will be able to adopt our established standards and best practice; ensuring efficient scanning, and enabling their connection with Europeana and BHL. Digital library networks like OA-Netzwerk and DELOS may adopt our approach and distribute to partners in other domains of digital libraries.

In addition to target users in Europe, the content of BHL-Europe is also available for users in the developing world. We expect access to this material to provide substantial benefit to scientists, teachers, policymakers and other groups in developing countries. This material has never before been available to developing countries, and will have a huge impact on capacity building and development. The open access to taxonomic primary literature via the Web will reduce current knowledge gaps and will help to support training programmes for taxonomists. This will help to overcome the "taxonomic impediment" through the GTI (Global Taxonomy Initiative) thus fostering the implementation of the Convention on Biological Diversity www.cbd.int/.

Work Package 5 will focus on communicating the existence of this new biodiversity content to a range of potential users. Europeana and the natural science networking projects (EDIT www.e-taxonomy.eu/, SYNTHESYS - www.synthesys.info/) will give us access to a wide number of potential users. However, it will be a challenge to reach the general public and education communities and we will be developing a detailed exploitation plan to reach all these user communities.

One of the tasks of the BHL-Europe Communications Working Group (see section 9.1.5) will be to establish a communications strategy, so as to ensure the project will reach all its target users. In addition to contributing to the communications plan, each project partner will be

expected to exploit the content and results locally, and help identifying related networks or organisations that might be interested in using BHL-Europe content or services.

Target user description	Needs	Involvement & Role	Country coverage
1.1) European citizens	Direct online access to comprehensive information not currently publicly accessible to help raise the awareness and appreciation of biodiversity heritage	End users included in the user testing group	Consortium member states
1.2) Scientists (e.g. Biology)	Taxonomic descriptions of species; biodiversity data of specific regions in the last centuries; full-text searching; taxonomic intelligence	Involved as partners of the consortium	Consortium member states, ERA, global
1.3) Scientists (e.g. History, Cultural heritage)	Historical information on science and scientists	End users accessing biodiversity literature through EUROPEANA	Consortium member states, ERA, global
1.4) Citizen scientists / Hobby scientists	Search, read, download, and print articles about biodiversity in their area	End users included in the user testing group	Consortium member states, global
1.5) Students of different levels (primary to academic)	Reliable and meaningful information and relevant images on biodiversity; minimal time to aggregate information from different sources; research resource	Academic students working in the partner museums will be included in the user testing group. Non-academic students will be targeted through dissemination activities.	Consortium member states
1.6) School teachers	Resource for teaching materials as complement to textbooks	Targeted through dissemination activities	Consortium member states
1.7) Environmental and Conservation agencies / Government officials / Policy makers	Information on impact of climate change, environmental deterioration and human interventions	Directly involved after the establishment of the connection between BHL-Europe and SEIS	Consortium member states, ERA
1.8) Artists	High quality images of animals and plants	End users included in the user testing group	Consortium member states, global
2.1) Libraries	Information on the distribution of heritage material (metadata), new platform for presentation of content	Involved as partners of the consortium	Consortium member states, global
2.2) Digitisation centres	Best practice guidelines for the digitisation of heritage literature	Current and new content providers of the consortium	Consortium member states, global
2.3) Digital library / Open Access networks	Best practice guidelines for the establishment of digital library networks, information about digital repositories (distribution, availability)	Already involved through the networking activities of some of the consortium partners. More networks will be targeted through dissemination activities.	Consortium member states, global

To reach the target groups of the project and stakeholders, we foresee various mechanisms for dissemination and awareness raising activities:

- dissemination of the project results through consortium members (using already existing networks of European scientific organisations included in the BHL-Europe consortium and within the considerable number of professional and special interest organisations where they are members, see 6.1)
- dissemination through BHL-Europe Web site and other promotional materials for all target users and the European Commission (fact sheets, flyers, self-running demonstrators / multimedia presentations, posters, newsletter, etc.)
- dissemination through papers in professional journals, short articles in newspapers, texts in various online encyclopaedias and information services (Wikipedia) and blogs
- dissemination through presentations and demonstrations at conferences and other relevant events (see below).

2.5 Dissemination and evaluation activities and relevant responsibilities

The BHL-Europe dissemination and awareness activities described below are carried out by the National Museum, Prague (NMP), Work Package 5 leader, in collaboration with RBINS and other partners.

Responsible persons within the two institutions are:

- NMP: Jiří Kvaček (e-mail: jiri.kvacek@nm.cz)
- RBINS: Tine Mallaerts (e-mail: tine.mallaerts@natuurwetenschappen.be)

D5.1 Web site, including multimedia presentation

Establish and maintain a BHL-Europe project Web site where the project's work is published and project partners can access all project documents.

RESPONSIBILITY: NMP, other partners produce own language versions of Web site. See next paragraph for a detailed description of Web site activity and specific responsibilities.

The BHL-Europe project Web site (<http://www.bhl-europe.eu/>) aims to provide information on the project's progress and results and to offer access to all documentation and deliverables produced in the course of the project to project partners.

The BHL-Europe Web site addresses the audiences described earlier, namely:

- Project partners in BHL-Europe
- Broad public with interest in biodiversity
- Scientific institutions (especially in Europe), universities, museums and botanical gardens

The Web site is structured into the following sections:

- Home – Introduces the project
- About – Describes the project goal and objectives
- Partners – Provides the list of partners and their roles in the project
- Activities – describes project activities under each Work Package
- Outcomes – Summarises project progress and results and provides access to public deliverables
- News – Announces relevant news, press releases and publishes project newsletters as they are available. A news Alert system enables those who subscribe to it on the news page to receive alerts each time a news item is published on the site.
- Newsletter – Providing the newsletter and its subscription
- Disclaimer – To cover copyright, data protection and terms of use

The Members' Area of the Web site provides partners access through the BHL-Europe wiki with all documents and deliverables produced in the course of the project.

RESPONSIBILITY: NMP, to edit and maintain the content of the Web site.

D5.2 BHL-Europe newsletter and mailing list

Working closely with other partners, NMP edit and publish four editions of an electronic newsletter per year. It is aimed to communicate news and achievements of BHL-Europe to the public as well as publish information on digitizing initiatives, biodiversity libraries and other relevant issues. An extensive mailing list is required to achieve a wide distribution of the newsletter. Pooling existing contacts of consortium members and additional research will result in a comprehensive set of contact details to be used for the project's networking activities to be maintained throughout the duration of the project.

RESPONSIBILITY: NMP to edit and finalise the content of the newsletter with input from all partners. RBINS for updating and maintaining mailing list.

D5.3 Database of relevant conferences/events (M 3)

NMP and leading project partners such as the Work Package leaders will coordinate the planning of presentations of the project at relevant conferences and meetings. For this purpose, a database of relevant conferences and events will be established and maintained.

Promotional workshops will be held at national or regional level. A series of presentations in conferences towards the beginning of the project will aim to raise awareness. Partners will be responsible for local organisation and documentation of events. In addition they will promote the project and the activities of BHL-Europe at their national level and undertake appropriate advocacy.

RESPONSIBILITY: NMP and RBINS, assisted by other Work Package participants.

D5.4 Deliver composition of Communications Working Group and 1st dissemination plan

Communication Working Group will be focused on promotion and awareness of the project. It will also form an editorial board of the newsletter.

RESPONSIBILITY: NMP

D5.5 BHL-Europe dissemination plan

Produce a Dissemination plan (D 5.5), which clarifies who the intended audience is, how to reach the audience, what sort of information should be published, whose responsibility it is to provide fresh content, whose responsibility it is to maintain the Web site and post updates.

RESPONSIBILITY: NMP, CWG

D5.6 BHL-Europe promotion kit (M 6)

Production of promotion kit consisting of corporate design, poster, two types of multilingual flyers, stand-up with inputs of partners agreed to participate in building multilingual access.

RESPONSIBILITY: NMP, input from consortium partners

D5.10 BHL-Europe multimedia presentation, final version (M 36)

BHL-Europe multimedia presentation will be prepared for internet and other kinds of presentations.

RESPONSIBILITY: NMP

D5.11 Illustrated publication on best practice guidelines and standards for the public (M 36)

In collaboration with all BHL-Europe project partners an illustrated publication will be prepared to communicate the best practice guidelines and methodologies to the scientific public.

RESPONSIBILITY: NMP, MfN, NHM

2.6 Main dissemination activities

Timing	Dissemination Activity	Audience	Purpose	Key Message
M3 onwards	Web site and multimedia	All audiences (scientists and public)	Information	Bringing biodiversity heritage resources on-line
M3 & quarterly	Newsletter and mailing list	All audiences (scientists and public)	Information about the project and relevant issues	News about achievements of BHL-Europe and related projects

M3 onwards	Events and conference	Scientists, partner network	Information, call for participation and networking	Vision of the project, explaining features
M3 onwards	Press releases	Media	Inform wide readership about the project	News about achievements of the project and launch of the portal
M3 and M6	Dissemination plan	Consortium and EC	Planning of dissemination	Clear organization and value of dissemination
M6 onwards	Promotion kit promotional items printed materials templates	All audiences (scientists and public)	To inform, engage and attract audiences	Vision of the project, explaining features depending on audience and items
M36	Multimedia presentation	Portal users	To explain the functionality of the portal	Getting the best from the portal, portal is easy and interesting to use
M36	Illustrated publication	Professional community	Publication of best practice guidelines	Achievements and plans for future

2.7 Planning and reporting framework for dissemination

The BHL-Europe partners are requested to report on their dissemination activities to the Work Package 5 leader. Feedback will be gathered by means of a questionnaire (draft as Annex 1) which will be circulated by the BHL-Europe team amongst the partners at regular intervals (approximately every 3 months).

In order to encourage partners to provide prompt feedback, the questionnaire will be short. The questionnaire will be forwarded to the BHL-Europe members via the project mailing list and it may be slightly revised during the course of the project to reflect changes in dissemination requirements.

Inputs from all the partners will feed into a Dissemination plan template (Annex 2) which will be updated regularly in the course of the project and will result in a Final dissemination report.

ANNEX 1



BHL-Europe questionnaire (May 2009)

BHL-E partner:

Name of respondent:

e-mail:

1. ATTENDED EVENTS where you promoted BHL-Europe

Name of attendee:

Name of event:

Date & Location:

Web address (if applicable):

Level of BHL-Europe presentation (flyer, poster, talk):

Title of presentation (if applicable):

2. EVENTS YOU PLAN TO ATTEND / ORGANISE (conferences, workshops, meetings, press conferences, etc.) adequate to promote BHL-Europe

Name of attendee:

Name of organiser:

Name of event:

Date and location:

Web address (if applicable):

Abstract deadline:

Suggested level of BHL-Europe presentation (flyer, poster, talk):

Title of presentation (if applicable):

3. ELECTRONIC AND PRINTED PUBLICATIONS (articles, newsletter contributions, press releases etc.) on BHL-Europe

Title:

Author:

Place and date of publication:

Any other relevant information:



4. NEWSLETTERS of OTHER PROJECTS/SOCIETIES you know (adequate to place information or articles about BHL-Europe)

Name of the newsletter:

Contact person:

Web address (if applicable):

Deadline for articles:

5. PUBLISHERS/EDITORS OF PUBLICATIONS/SERIALS RELEVANT to promote BHL-EUROPE (in order to get better opportunities to publish about BHL-Europe)

Name of the publication:

Contact person/coordinates:

Thank you very much for your contribution!

Please return this questionnaire to:

tine.mallaerts@naturalsciences.be

ANNEX 2

Draft Dissemination plan template

1. Introduction

2. BHL-Europe: background, goal, objectives

3. Dissemination: objectives, activities, target audiences

4. Dissemination activities carried out so far

4.1 OVERVIEW TABLE

Activity	Date(s)	Type of audience	Partner responsible/involved

4.2 DESCRIPTION OF MAIN ACTIVITIES

EVENTS ORGANISED / ATTENDED BY BHL-Europe

Name	Location	Date

5. Dissemination activities planned until end of project

5.1 OVERVIEW TABLE

Activity	Venue and date(s)	Type of audience	Partner responsible/involved

6. Dissemination by BHL-Europe partners at local level