

MS4: Annual report on campaigns and ongoing advocacy and PR by national coordinators



**Project Acronym: EAwareness
Grant Agreement number: 297261
Project Title: Europeana Awareness**

[ANNEX 1 to D6.1]

**MS4: Annual report on campaigns and ongoing advocacy and PR
by national coordinators**

Revision	V3
Date of submission	19/12/2012
Author(s)	Eleanor Kenny, Europeana Foundation
Dissemination Level	[Public, Confidential, or only for members of the consortium and the Commission Services]

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision No.	Date	Author	Organisation	Description
V2	18/12/2012	Jon Purday	Europeana Foundation	
V3	18/12/2012	Beth Daley	Europeana Foundation	

Statement of originality:

This milestone contains original unpublished work except where clearly indicated otherwise.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 contents

- 1. Introduction 4
- 2. PR Campaigns 4
 - 2.1 Luxembourg..... 4
 - 2.2 Slovenia..... 4
 - 2.3 Denmark..... 5
 - 2.4 Ireland..... 5
 - 2.5 UK 5
 - 2.6 Cyprus 6
 - 2.7 Belgium 6
- 3. Wider Awareness Raising Activities 6
 - 3.1 International Campaigns 8
- 4. Impact..... 9
 - 4.1 Media Monitoring..... 9
 - 4.2 Reach..... 10
 - 4.3 Overall coverage..... 11
 - 4.4 Campaign specific coverage..... 12
 - 4.5 Quantitative and qualitative indicators..... 13
 - 4.6 Social media 13
 - 4.7 Measuring shifts in awareness..... 14
- 5. Deliverables 15

1. Introduction

The aim of Work Package 1 is to develop awareness of Europeana at political and grass roots levels in each and every country in the European Union; promote the value that Europeana brings to Member States and foster support for Europeana's on-going strategy; create strong links with influential advocates; use the partners to promote Europeana through networks and stakeholder groups and create a sustainable network of national coordinators.

One of the main elements of this process is a PR campaign in each EU country. These campaigns are developed and rolled out by communication coordinators in each country working together with the central Europeana communications team and further supported by external PR agencies

An online activity planner has been developed to provide a broad overview of planned and potential cultural, scientific and sporting events that might be used to promote Europeana across EU Member States. The planner has been developed in conjunction with colleagues in each Europeana partner country. It is a 'living document' that is updated on an ongoing basis. The activity planner highlights opportunities for country specific PR campaigns under Work Package 1, as well as opportunities for the broader ongoing promotion work around Europeana by national partners.

In addition, the planner includes events arising from Europeana Awareness Work Packages 2 to 5, Europeana Foundation events, European Institution events and other European level events. (N.B. a link to the current iteration of the online planner can be found in section five, Deliverables, D1.1)

Drawing on this activity outlined and working in conjunction with national partners, Europeana has established a rolling programme of PR campaigns in 30 countries from 2012-2014. (N.B. this programme exists as part of D1.2, see section five, Deliverables)

2. PR Campaigns

In 2012 PR campaigns have been undertaken in seven countries: Slovenia, Luxembourg, Denmark, Ireland, the UK, Cyprus and Belgium. All national coordinators to date have used the Europeana 1914-1918 Family History Collection Days running in their respective countries as the theme for their PR campaign, allowing them to 'hook' into and create synergies from an existing event.

2.1 Luxembourg

Luxembourg (Bibliothèque nationale de Luxembourg, participant no. 9) kicked off its campaign in Luxembourg, with an international press conference at the National Library on 27/02/2012 which featured representatives from the National Library, the National Archive and plurio.net. The campaign centred on a WW1 Family History Roadshow held in Luxembourg's Bibliothèque Nationale on 06/03/2012. Luxembourg is a small country with limited media but working with the Facts & Files Agency, generated very good media coverage which is detailed in section 4.

2.2 Slovenia

Slovenia (The National and University Library, participant no. 32) based its campaign around a series of Europeana 1914-1918 Family History Collection Days in Slovenia in Nova Gorica, Maribor and Celje in March, April and May 2012 respectively. The PR campaign kicked-off

MS4: Annual report on campaigns and ongoing advocacy and PR by national coordinators

with a press conference in Ljubljana on 21/03/2012 and was sustained for the duration of all three roadshows with a further press conference held in Nova Gorica on 22/03/2012. The national-coordinator worked with the Avanta PR agency, gained the support of the Slovenian Cultural Minister and produced a high level of coverage in print, broadcast and online media at both national and regional. Full details of coverage generated by the Slovenian campaign are provided in section 4.

2.3 Denmark

Denmark (Aarhus Public Libraries, participant no.2) worked in conjunction with the Danish Ministry of Culture and campaign activity was split across two periods, and focused on WW1 Family History Roadshows running across Denmark in April and November 2012.

In April, campaign activity focused on roadshows in Sonderborg, with the Ministry of Culture's communication department lending strong resources and support. In the November phase, Aarhus focused campaign activity on a roadshow held in Aarhus at the City Archives in collaboration with the ITC department of Aarhus Public Libraries and Aarhus City Archives. Collection Days were held as a collaboration between several other libraries and archives in Denmark at the same time as the Aarhus event On 9-10/11/2012. This second phase of communication activity began in September 2012 and continued until November.

In each period of the campaign both national and regional coverage was generated. Full details of media coverage generated around the Sonderborg roadshow are provided in section 4. Coverage generated in November comprised around 52 pieces of additional coverage; full details are yet to be provided in the media-monitoring sheet.

2.4 Ireland

Ireland's (Department of Arts, Heritage and the Gaeltacht, participant no.4) initial campaign activity focused on a WW1 Family History Collection Day held in Dublin on 20/03/2012. Ireland worked with O'Hanlon Media PR Agency and the campaign kicked off with a press conference held in Dublin on 15/03/2012. Ireland has a very particular political history on participation on WW1 with the result that it was a subject that had not been openly discussed. The campaign tapped into this emotive strand of 'untold stories' with the result that 600 people responded to the initial media coverage and attended the Dublin roadshow, by far the largest attendance at any roadshow to date. Widespread and positive coverage was generated in both national and regional media, full details of which are provided in section 4. Follow up activity was carried out in Limerick on 05/11/2012 also focusing on a WW1 roadshow. Working closely with local partners the Hunt Museum, further regional and national coverage was generated and Ministerial attendance (Arts and Heritage Minister) at the event secured.

2.5 UK

The **UK** (British Library, participant no. 7 and Oxford University, participant no. 42) also split campaign activity across two periods, focusing on WW1 Family History Roadshows held in Preston in March and in Banbury in November 2012. Initial campaign activity kicked off with a press conference in Preston on 01/03/2012 and carried on over the next few weeks. The second phase of campaign activity began in October and included a press conference on 22/10/2012 followed by a strong media presence at the roadshow itself on 03/11/2012. Good media coverage was generated across both phases and this led to the attendance of the UK Minister responsible for the coordination of WW1 commemoration activities at the Banbury roadshow, and to the UK Prime Minister being briefed on Europeana. Cultural PR Agency Bullet PR provided support on this campaign and full details of all national and regional coverage generated can be found in section 4.

2.6 Cyprus

The kick off for the **Cyprus** campaign - with a press conference on 30/10/2012 - was timed to coincide with and take advantage of Cyprus EU Presidency activity and the push continued until the WW Family History Roadshow on 01-02/12/2012 Nicosia. **Cyprus** (Cyprus Library participant no. 23) worked with Action Global Communication PR Agency on the campaign, and the online publication of the 11,000 Cypriots who served from 1916-1919 in the Macedonian Mule Corps. helped to capture the imagination of the island. The Cyprus campaign generated coverage on all national news programmes as well as in print and online. Full details of the coverage generated are listed in section 4.

2.7 Belgium

The **Belgian** campaign began in November 2012, and this first stage of the campaign focused on a WW1 Family History Roadshow in the In Field Flanders Museum (IFFM) in Ypres. The Belgian national coordinator Provincie Limburg (participant no .35) worked closely with IFFM and the Brussels based PR agency FINN and good coverage has so far generated in national and regional Flemish media including the main TV and radio news programmes and print newspapers.

The Belgian campaign will take place in three coordinated phases to best address the particular nature of Belgium's cultural, linguistic and political situation. The coverage generated to date is included in section 4 and this description will be added to as the campaign continues.

3. Wider Awareness Raising Activities

In addition to the preparation and implementation of PR campaign activity, all Work Package 1 partners undertook a number of wide-ranging activities to raise awareness of Europeana throughout 2012. These focused on key target audiences as described in the Description of Work, in particular cultural heritage organisations, politicians and policy makers.

A pattern of effective activities has emerged across the WP1 partners and representative examples of the main areas of activities are given below. Experiences and best practice in these activities have been shared by WP1 national coordinators at Communications workshops held by the Europeana communications team in Leuven in June 2012 and Berlin in November 2012.

Presentation of Europeana at external conferences:

WP1 members have taken advantage of important opportunities to present Europeana at conferences, both nationally and internationally. Examples of this include:

Italy gave a presentation on Europeana at the Judaica Europeana International Conference on 27/02/2012 at the National Central Library in Rome and also at the 'Electronic Image and the Visual Arts' Conference 09-11/05/2012, in Florence; **Bulgaria** (Regional Library Pencho Slaveykov, participant no. 45) presented Europeana at the XXII BLIA national conference 'Libraries today – innovation policies and practices', 7-8/06/ 2012 in Sofia; **Portugal** (Biblioteca Nacional de Portugal, participant no. 10) talked about Europeana at the Portuguese National Congress of Librarians, Archives, and Documentalists attended by 600 people. While **Latvia** (The National Library of Latvia, participant no. 29) promoted Europeana at "The Memory of the World in the Digital Age: Digitization and Preservation" Conference in Vancouver, 27/09/2012; And **Norway** (Arts Council Europe, participant no. 22) presented 'Achievements of and challenges faced by local institutions in digitising local archival and museum content and contributing to Europeana' At EuroMed 2012, in Cyprus, 29/10-03/11/2012.

MS4: Annual report on campaigns and ongoing advocacy and PR by national coordinators

Organisation of conferences on Europeana

Conferences with a specific focus on or involvement of Europeana have also been effective in reaching key cultural heritage organisations and networks. These include:

Spain (Ministry of Culture, participant no. 25) organised a major national public libraries conference, The 6th Spanish Public Libraries Congress / Europeana Conference, from 09-11/10/2012, in Burgos, Spain

on the theme of 'Public Libraries: Individual Memory, Global Heritage';

Bulgaria held the 'Varna Public Library in Europeana – yesterday, today, tomorrow: International conference on Europeana and the Bulgarian institutions', on 3-4/04/2012, in Plovdiv, Bulgaria. The International Centre for Information Management Systems and Services in Poland organised the 'Polish Collections in Europeana' in Toruń, Poland on 18-19/10/2012 featuring **Poland** (Narodowy Instytut Audiowizualny participant no. 27 and Poznan Super Computing and Network Centre, participant no. 36) The conference also included speakers from the Polish Cultural Ministry.

Organisation of 'Europeana Days':

Some partners have held successful days to promote and explain Europeana to cultural heritage organisations in their country. **Hungary** (Közép-európai Egyetem, participant no.11) held its 'Europeana Day' in the Open Society Archives, Budapest, on 05/11/2012; while **Spain** also organised a Europeana Open Day on 18/06/2012 where 279 representatives from regional and national policy makers, responsible for cultural institutions attended, resulting in nine new content providers participating in Europeana.

Production of promotional video material

Work package 1 partners have also created and translated videos promoting Europeana.

For example, the **Lithuania** (Martynas Mažvydas National Library of Lithuania, participant no. 24) produced a video for library users in February 2012

<http://www.youtube.com/watch?v=rMBI57W9Qho&list=UULLCt8QROWb29oQLCrXhALQ&index=1&feature=> ;

Italy (Istituto Centrale per il Catalogo Unico per le biblioteche, participant no. 17) created a promotional video describing the role of content aggregation to Europeana, which has since been translated into English and shared with the Europeana Foundation
http://www.culturaitalia.it/opencms/it/contenuti/videogalleries/Culturaitalia__ecco_le_novita.html?language=it&tematica=Tipologia&selected=6

While **Latvia** has also created a promotional video on Europeana which was shown at Museum Night 2012 in May. National coordinators have also contributed to the translation and dissemination of Europeana Foundation videos into other languages such as the Introduction to Linked Open Data in French, German (Deutsche Nationalbibliothek, participant no.14) Italian and Spanish. <http://vimeo.com/36752317>.

Promotion of Europeana through Social Media profiles and websites:

WP1 partners routinely link to Europeana on their own websites and there has also been widespread use of existing social media profiles to promote Europeana. Interesting approaches include **Bulgaria's** Pinterest campaign, in collaboration with the Europeana Foundation, from June - July 2012

http://www.libvar.bg/projects/Libvar_Europeana_biblio.html

France (Bibliothèque nationale de France, participant no. 8) in particular has adopted a proactive approach to promoting Europeana through its online communications including prominent links on its Gallica website, its electronic newsletters, email footers and social media profiles, with the result that the BnF is one of the top referrers of traffic to Europeana.eu.

Workshops/presentations on Europeana

Specific presentations and workshops on Europeana have also been organised by WP1 partners for different groups including:

Latvia presented Europeana as part of a series of presentations on digital media to the US Embassy in Riga, as well as to Communication and Information Science students of the University of Latvia, in the first quarter of 2012; The **Czech** coordinator (Narodni museum, participant no. 30) organised a workshop on Europeana at the National Museum on 19/09/2012 for Czech museums and galleries, which was supported by the Czech Ministry of Culture and the Czech Association of Museums and Galleries and regional presentations were made on 01/10/2012 in Hradec Králové; While **Finland** (The National Library of Finland, participant no. 41) arranged a workshop on the educational use and re-use of cultural material from Europeana for students in the second quarter of 2012.

Promotion of Europeana at national events

Some WP1 partners have successfully used existing national events to promote Europeana. **Latvia** for example did so at the Launch of the National Digital Library of Latvia highlighting Europeana at the press conference, within its press releases and during the main opening event on 19/05/2012; the **Czech** national coordinator took advantage of the newly established trade fair on the regeneration of cultural heritage 'Monuments 2012', which took place in Prague on 4-6/10/2012 to promote Europeana; **Slovakia** (Slovenska narodna kniznica, participant no. 39) did so at Slovak Libraries Week from 26/03 -01/04/2012; **Estonia** (National Library of Estonia, participant no. 28) promoted Europeana as a source of reuse for digital objects at the Estonian National Christmas Book Fair 04-08/12/2012; while in France the **BnF** promoted Europeana as part of its stand at the Paris Book Fair 16-19/03/2012 and will build on this promotion with a larger Europeana presence at the Fair in March 2013.

Other key channels for promotion amongst WP1 partners have included:

- The ongoing promotion and presentation of Europeana to Cultural Ministries and MEPS has also been undertaken by national coordinators, notably in Finland, Hungary, Norway, Holland, Slovenia, Bulgaria, Latvia and Sweden.
- Some countries have secured the active support of their Cultural Ministry in their campaign: e.g. Slovenia, Ireland, and Denmark.
- National coordinators also further disseminate Europeana Foundation press activity through their own communication channels and networks.
- Use of channels such as key publications includes the production of articles for **Finland's** National Library Network Services' newsletter (issue 77) and the BnF's Chronique (issues 63 and 64) and in the French Ministry of Cultural affairs newspaper Sémaphore (issue 118). **Estonia** featured Europeana in an article for the national Parliamentary Editions (issue 2012) **Norway** secured an article on Europeana the Norwegian government's website in the section dedicated Norway's relations with the EU; and **Malta** (AcrossLimits Ltd, participant no. 3) has used its own newsletter to promote Europeana externally.

3.1 International Campaigns

In addition to country specific campaigns, national coordinators have collectively played a key role in supporting and promoting three Europe-wide Europeana campaigns over the course of 2012.

Each campaign has addressed different messages and reached specific target audiences.

- **Europeana Awareness Day:**

As part of the Europeana Awareness Day held in Brussels on 09/05/2012, Cultural Ministers from each EU country were invited to choose their own personal favourite item to represent the national objects that could be found on from Europeana. These stories provided a consistent theme and a strong individual national hook for each WP1 national coordinator.

MS4: Annual report on campaigns and ongoing advocacy and PR by national coordinators

National coordinators promoted the story through their own organisational and national media channels, focusing on their respective national choices and taking advantage of the individual blogs provided by each national minister to do so. The result was a consistent message and story on Europeana disseminated by national coordinators in each EU member state at the same time. This story highlighted political interest in and support for Europeana while reaching both political and policy groups and resonating with a broad public audience.

- Europeana 1914-1918; first wave of user generated content

To promote the success of the first wave of Europeana 1914-1918 roadshows across Europe, Europeana ran a campaign highlighting some of the stories that had been shared. The stories featured came from a number of countries and not only highlighted the variety of user-generated content that people across Europe have contributed to the project, but focused on the very human element of those involved in the conflict on all sides. It included the extraordinary stories of ordinary people and the ordinary stories of extraordinary people and ranged from a postcard from Hitler to a life-saving bible. A common press release and centralised messaging supported by case studies from Europeana Communications were disseminated and promoted across Europe by national coordinators. The result was Europe-wide coverage, covering print, broadcast and online aimed at and striking a chord with the general public.

- Move to CC0 Waiver:

In September 2012 Europeana opened up the descriptive metadata for Europe's digitised treasures under the Creative Commons CC0 Public Domain Dedication, meaning that anyone can use the data for any purpose - creative, educational, commercial - with no restrictions. The move was the largest one-time dedication of cultural data to the public domain using CC0; offered a new boost to the digital economy; and represented a step change in open data access. Europeana Foundation coordinated a publicity campaign aimed particularly at its key technological and professional target audience, working with key technological networks and political supporters. This campaign was amplified by the efforts of national coordinators particularly through the use of social media profiles and online channels. This coordinated timing amplified and provided resonance for the messaging across Europe.

4. Impact

4.1 Media Monitoring

All media coverage of Europeana generated by Awareness activity - print, broadcast and online - is captured by each WP1 partner and the respective PR agencies in a standard manner and form and on an ongoing basis. The gathering and an overview of these results is managed by the Europeana communications team. The complete table of coverage generated is publicly accessible on an ongoing basis at <http://publish.smartsheet.com/7dd82f5e5f474c6e951dd08091cb471c>

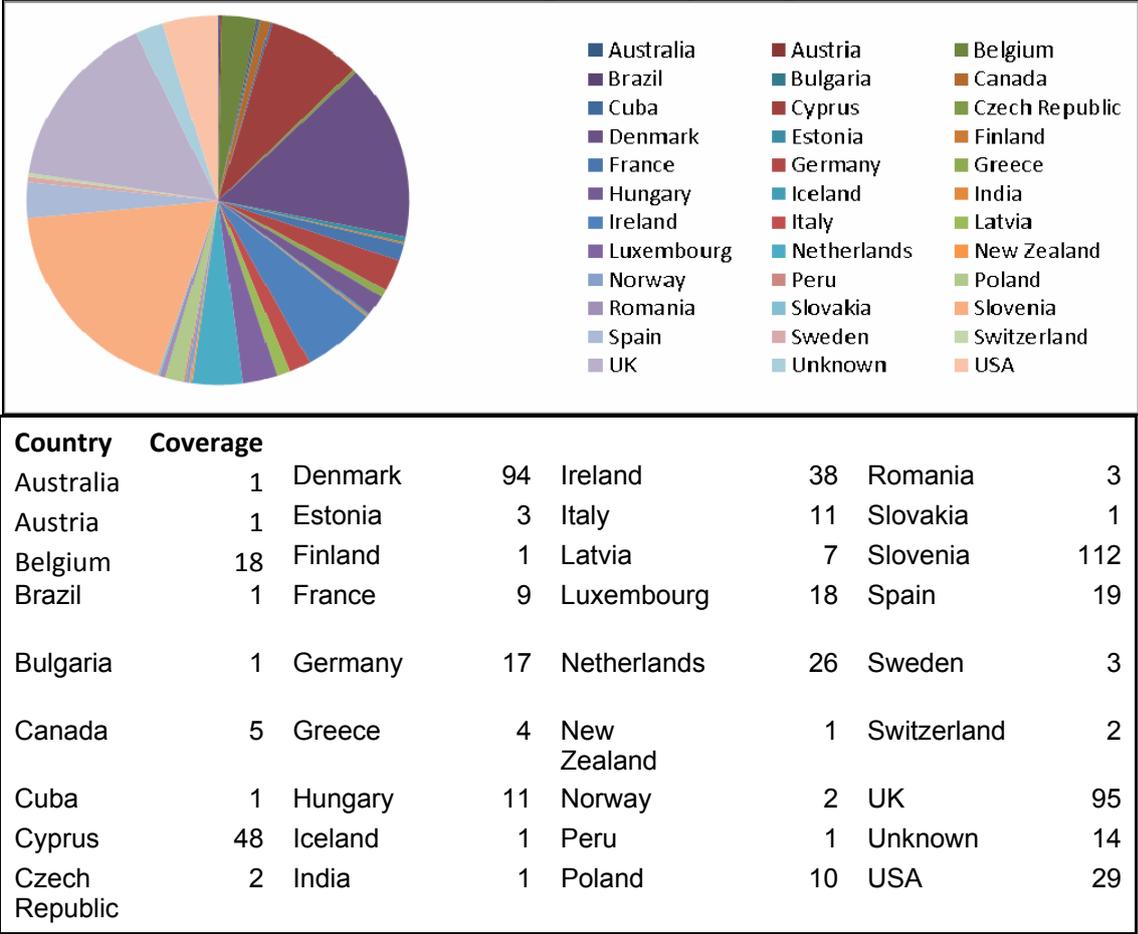
The Cyprus campaign is still ongoing and final figures for that coverage may not yet be complete. The Belgian campaign has just started and only initial coverage is available. The figures below reflect this position.

The media coverage recorded illustrates the reach of national Europeana PR campaigns and wider awareness raising activity by national coordinators. WP1 media campaigns and the wider awareness raising have generated coverage across all of the main media channels and in 24 EU countries.

4.2 Reach

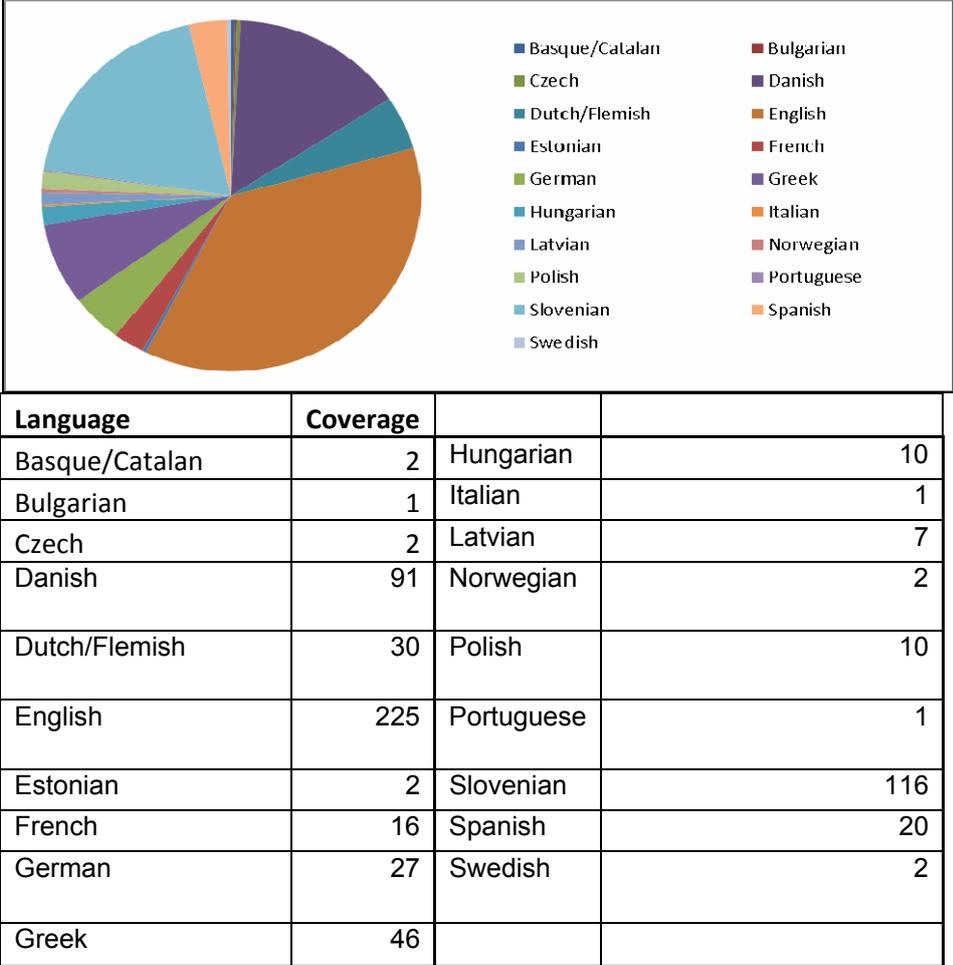
The overall picture for Awareness raising shows: The reach of awareness raising on Europeana is wide with coverage generated in 35 countries, see **table 1**. This includes 24 EU Member States, and Norway, Iceland and Switzerland. It also includes the USA, Canada, Cuba, India, Australia, New Zealand, and South America (Brazil and Peru).

Table1: Countries where media coverage of Europeana generated



Coverage has been generated in 19 European languages, **see table 2**, including Catalan, with English accounting for 37% (225 pieces) of coverage. The next most prominent languages are Danish, Slovenian and Greek. This breakdown reflects the languages of those countries which have already run their national media campaigns.

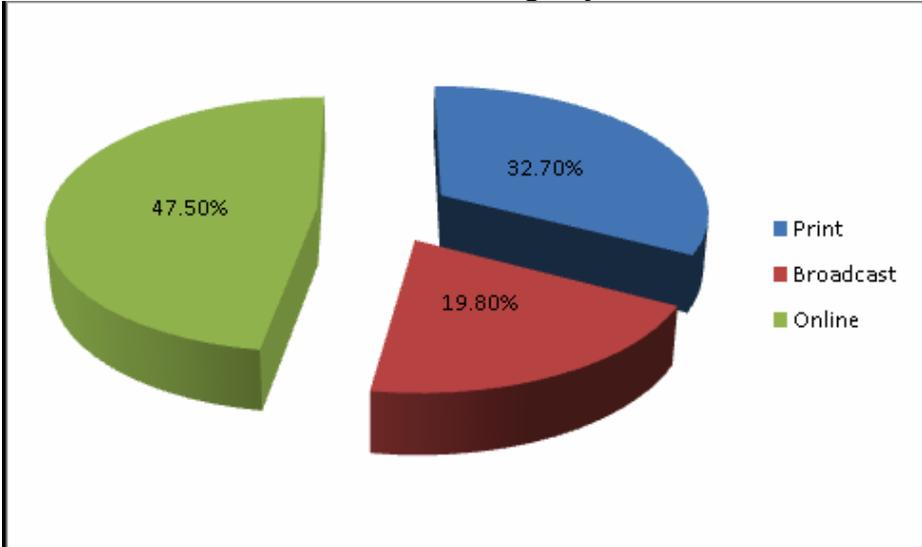
Table 2: Languages in which media coverage of Europeana generated



4.3 Overall coverage

611 individual pieces of media coverage on Europeana have been generated overall in 2012. Print media coverage accounts for almost one third of all coverage generated at 33% (200). Broadcast including both TV and radio is 20% (121) while the changing media landscape is illustrated by the fact that 47% (290) of coverage generated is online. **See Table 3.**

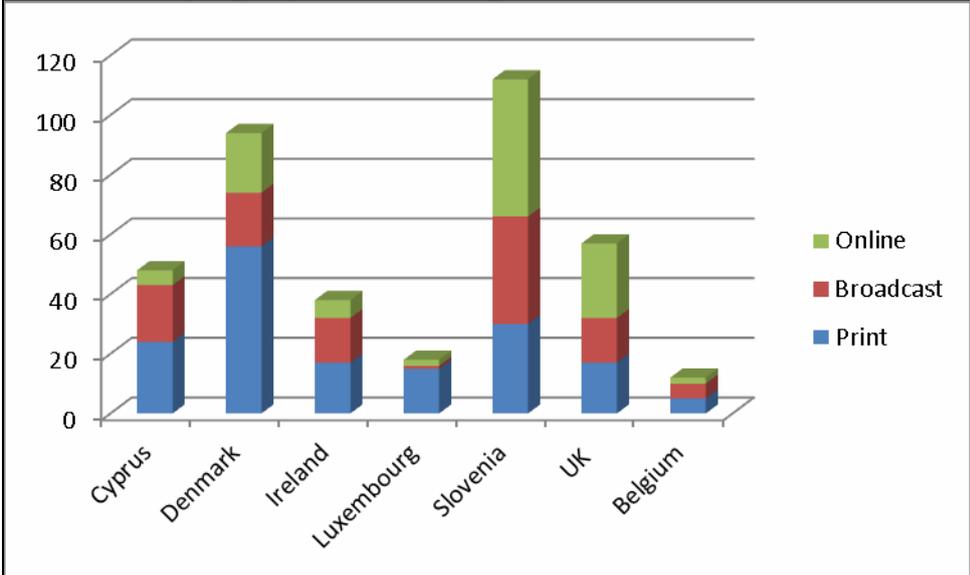
Table 3: Breakdown of overall coverage by media



4.4 Campaign specific coverage

If we look at WP1 coverage to date in terms of campaign related coverage, **see table 4**, we see that 62% of all coverage, 379 individual pieces of media coverage, has been generated in the six countries that have completed national campaigns so far. (NB: The Belgium campaign will continue in 2013.) The largest amount of coverage was generated in Slovenia 29.6% (112 pieces), followed by Denmark 24.8% (94 pieces), the UK 15% (57 pieces), Cyprus 12.7% (48 pieces), Ireland 10% (38 pieces) and Luxembourg 4.8%(18 pieces). The data collected so far from Belgian accounts for 2.9% (11 pieces).

Table 4: Campaign specific coverage 2012, WP1



Country	Print	Broadcast	Online	Total
Belgium	5	5	2	12
Cyprus	24	19	5	48
Denmark	56	18	20	94
Ireland	17	15	6	38
Luxembourg	15	1	2	18
Slovenia	30	36	46	112
UK	17	15	25	57
Total	159	104	104	379

The breakdown of media in countries that have already run their campaigns the media share shifts with print coverage increasing to match online coverage; which is to be expected expect from focused PR campaigns which specifically target the main national and regional print media.

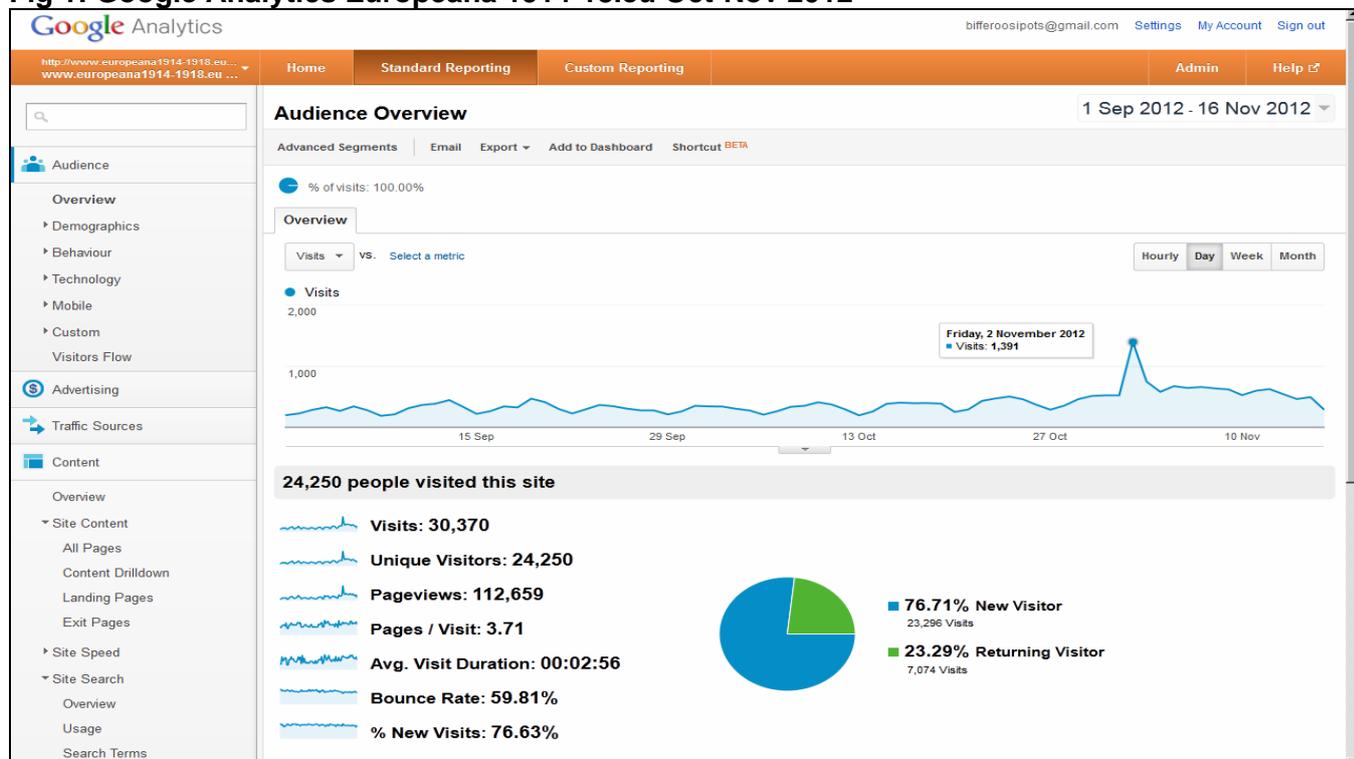
For campaign specific coverage, print media accounts for 44% (164 pieces of coverage); broadcast across TV and radio accounts for 28% (109 pieces) of coverage while online stands at 28% (106 pieces) of coverage. Online coverage remains significant for national campaigns.

4.5 Quantitative and qualitative indicators

The monitoring figures given provide quantitative indicators of impact of campaigns, showing that, as you would expect, coverage generated to date is greatest in those countries that have carried out their national campaigns. It also shows that this coverage has been generated across all main media channels.

Consideration of the qualitative nature of coverage is also important to paint a full picture of the impact. For example, in the UK, one piece of broadcast coverage relating to the WW1 Family History Roadshow in Banbury on BBC1's top weekly family show 'The One Show' broadcast on 02/11/2012 reached 4 million viewers. The relevant Google analytics for Europeana.eu show a significant spike in traffic to Europeana1914-1918.eu coinciding with that one broadcast and a continued lift in traffic afterwards, see **figure 1**.

Fig 1: Google Analytics Europeana 1914-18.eu Oct-Nov 2012

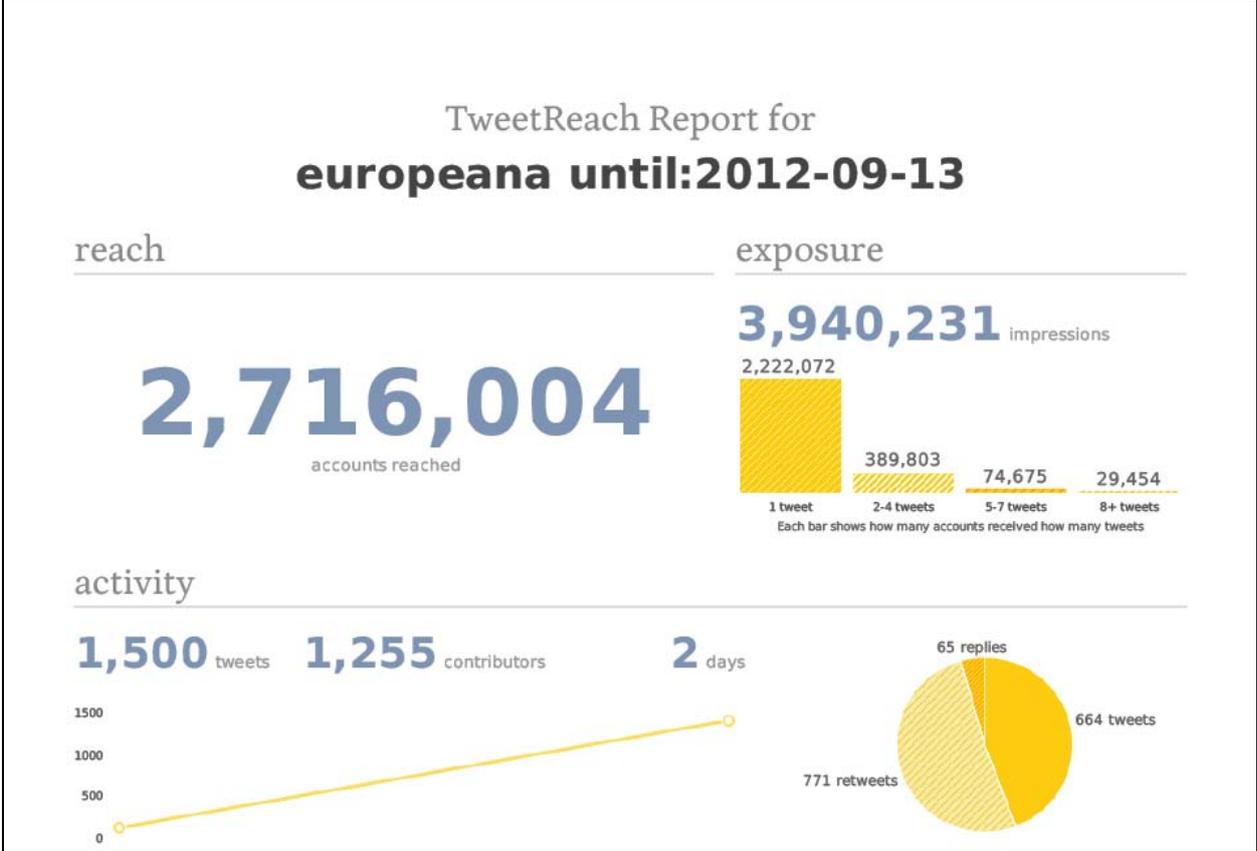


4.6 Social media

Social media coverage is a new element in the mix of media with monitoring tools constantly evolving. As a result, data is harder to measure and capture consistently. Key tools that are used include Google analytics and TwitterReach. Again the qualitative element of measuring social media is important. With social media, 'conversations' can be generated online that not only reach key groups but which also leverage the interest of the media and can generate further traditional media coverage.

A particularly illustrative example of how social media has worked effectively for Europeana Awareness is the social media element of Europeana's CC0 announcement in September 2012. Europeana collaborated with key relevant figures and organisations with high social media profiles and large followers to tweet and retweet the announcement. The result was that almost 3 million unique twitter accounts received the news of Europeana's shift to CC0 from sources they recognised and trusted. **See figure 2**. The tone of messages was also hugely important with the announcement broadly welcomed.

Fig 2: TweetReach Report Europeana 13/09/2012



Using the Danish and UK campaigns as examples, 97 and 57 significant social media mentions were recorded in addition to online media coverage. The use of tools such as Storify can help to capture the tone and spirit of such conversations. For example [Storify for Europeana 1914-1918](#)

4.7 Measuring shifts in awareness

Measuring shifts in awareness amongst key target groups will be essential to evaluating the success of awareness raising. An international external research agency Insites Consulting has been engaged to measure the change in awareness of Europeana amongst a key target group and across different countries in a statistically robust manner.

Rolling this exercise out across all of the WP1 partner countries would be prohibitively expensive; the agency will provide a statistically robust sample analysis using indicative countries and stakeholders. Europeana is working with the agency to ensure the approach is representative.

The first wave of evaluation will include a benchmark of awareness of Europeana and competitive set, usage and recommendation across 1,500 respondents in three countries, to be followed by a second wave, post campaigns to measure shifts in the same in 2013 and 2014.

5. Deliverables

The stated deliverables relating to WP1 PR campaigns are:

D1.1 Online activity planner; and

D1.2 Strategic Communications Plan

D1.1 Activity Planner can be found at

<http://publish.smartsheet.com/fe4154202944b039f03382feb7bf699>

D1.2 Strategic Communications Plan can be found on [Europeana Pro](#)

http://pro.europeana.eu/web/guest/search?p_p_id=3&p_p_lifecycle=0&p_p_state=normal&p_p_mode=view&_3_struts_action=%2fsearch%2fsearch&_3_keywords=d1.2