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Dissemination and Publication Plan

D01 - Deliverable 8.3.2

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0 REVISION AND DISTRIBUTION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

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1 OUTREACH AND DISSEMINATION GROUP (ODG)

The Outreach and Dissemination Group (ODG) of the OpenUp! project has 14 members. Activities of the ODG are coordinated by Kamil Zágoršek and Patricia Mergen, other members are Jiří Frank from NM Prague (administrator), Anne-Sophie Archambeau from MNHN Paris, Boris Jacob from MRAC Tervuren, Edwin van Spronsen from ETI Amsterdam, Gerda Koch from AIT Graz, Hanna Koivula from UH Helsinki (Finnish Museum of Natural History), Henrik Enghoff from UCPH Copenhagen (Natural History Museum of Denmark), James Morley from RBGK Kew, Jan Sklenář from NM Prague, Kai Vellak from UT-NHM Tartu, Nina Reinecke from BGBM Berlin-Dahlem, and Renate van den Elzen from ZFMK Bonn.

2 INTRODUCTION

2.1 *OpenUp!*

OpenUp! is a Best Practice Network co-funded by the ICT PSP Programme of the European Commission.

Natural history museums and botanical gardens hold a large and increasing amount of multimedia data in their collections, which have not yet been made accessible to the wider public and scientific community.

The OpenUp! project addresses a number of key issues that deal with opening access to digital content, particularly, the technical interoperability, metadata standards, adaptation of Europeana workflow and harvesting procedures. It also looks at IPR management of natural history multimedia.

In addition, OpenUp! will enrich the content with multilingual terms and thus create (through Europeana) a multilingual search engine for the distributed natural history multimedia content. Access will be through the Europeana portal, based on the established technical infrastructure of the Biological Collection Access Service for Europe (BioCASE) within the Global Biodiversity Information Facility (GBIF).

The Botanic Garden and Botanical Museum Berlin-Dahlem (Freie Universität Berlin) co-ordinates the project co-funded by the ICT PSP Work Programme. The project started in March 2011 and runs until February 2014.

Expected results and goals:

- Distributing natural history multimedia content through Europeana
- Mapping and enrichment of metadata towards compliance with Europeana standards
- Adding a substantial amount of multimedia content from the natural history domain
- Incorporating multilingual metadata, in particular common names of the most familiar organisms
- Developing a sustainability plan for network maintenance by January 1, 2013
- Developing a consistent copyright strategy for participating data providers.

2.2 Purpose of this Dissemination and Publication Plan

The major purpose of this Dissemination and Publication Plan is to describe:

- The objectives of the Dissemination and Publication Plan
- The targeted audiences
- The dissemination activities that are to be carried out according to the Description of Work, under Work Package 8
- How to reach the audience
- What sort of information should be published
- Whose responsibility it is to provide fresh content
- How to identify agreed-upon procedures for the maintenance and updating of the project website, including the Project Newsletter
- How to cooperate and schedule work with other work packages
- How to modify co-operation with eContentPlus projects, i.e. the Europeana Group of Projects
- The overall planning and reporting framework for dissemination to be used by all OpenUp! project partners
- Specific dissemination activities for OpenUp! partners and other interested persons.

2.3 Objectives

The objectives of the OpenUp! dissemination activities are:

- Developing a dissemination strategy; raising awareness 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 communications 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
- Ensuring the dissemination of project results in the educational sector and among amateur communities and individuals interested in biodiversity

2.4 Dissemination audiences of OpenUp!

Two major target audiences (groups) have been identified as beneficiaries of the project: the public as content users and technicians as well as scientists as technology users. Therefore, our activity will also be targeted to disseminate the results of the project to the public (i.e. the content in Europeana)



and to disseminate the project itself to technicians and scientists (i.e. the procedures to mobilise the content).

European citizens as the first group of users will be mainly interested in the content itself. Schoolteachers, students, and amateurs interested in biodiversity, natural scientists and artists will use data provided by OpenUp! to Europeana for their own activities.

Natural scientists may be interested in taxonomic information and the distribution of species through space and time, but also in having access to images of various rarely figured taxa. For hobby scientists, hobby gardeners, and regional conservation organisations, the content is an inexpensive and easily available source of information about animals, plants, and fossils occurring in their area. Gardeners and other hobby breeders (aquarium or terrarium keepers) will appreciate access to rarely figured species. Policy makers at various levels (from local to national) may need biodiversity information as a basis for their decisions. Students and learners on various levels (from school to university) can use the content as a primary source for their studies. Teachers will easily be able to complement content of textbooks with images of the most common animals and plants using a search for common names. Artists may find inspiration in the artistic representations of plants and animals. Eventually, every European citizen who is interested in biodiversity and has access to the World Wide Web is a potential user. The consortium partners will help to identify user groups amongst their visitors and engage this large group of target users with the project using their own promotional channels.

The public audience will be addressed mainly through the project website (www.open-up.eu), Facebook (<http://www.facebook.com/pages/Opening-up-the-Natural-History-Heritage-for-Europeana/177485932297521>), press releases or directly by Europeana dissemination activities with leaflets, flyers, and other promotional materials provided by OpenUp!. Natural scientists and scientific institutions may use the content directly or through partner initiatives like EDIT, CETAF, BHL-Europe, GBIF, BioCASE and BioNet-International. Via the OpenUp! Helpdesk Facility amateurs, students, and teachers can also access expert knowledge about the project and the technical infrastructure.

The second group includes technology users and content providers. Technology users are museums, universities, research institutions, biodiversity conservation organisations, and managers of nature reserves or national parks. They are interested in technological outputs from the project, the best practice approach, the quantity and quality of content, but also in unsolved technical challenges of the project. These institutions may also be content providers to OpenUp!. New partners will be involved at a later stage of the project. They are also end-users of the technological solutions and best practice guidelines. They will be able to adopt our established standards and best practices; ensuring efficient digitalization and enabling their connection with Europeana (for a detailed list of target user descriptions, please refer to Table 1).

This group of users will be mainly addressed through Work Package 7 of the OpenUp! project called "Helpdesk Facility and Extending the Network". A test version of the Helpdesk Facility is already available (<http://openup.helpdesk.africamuseum.be/>). We will also provide information through the project website (www.open-up.eu), but also through publication of papers in technological journals, newsletters, and bulletins (for example in the International Innovation Report by the end of this year and in *Acta Musei Nationalis Pragae*, Series B - *Historia Naturalis*). An important event to publicise



technical developments in the project is the annual meeting of the organisation “Biodiversity Information Standards (TDWG)”.

In addition to target users in Europe, the content of OpenUp! is also available for users in other parts of the world, especially in developing countries. We therefore expect that access to the multimedia content aggregated by OpenUp! will provide substantial benefit to scientists, teachers, decision makers, and other audiences, not only for comparison, but also as technology users and potential content providers.

We will focus on communicating the availability of this new biodiversity content to a range of potential users. Europeana (www.europeana.eu) and organisations and projects networking the natural science community (e.g. CETAF, the Consortium of European Taxonomic Facilities, or SYNTHESYS - www.synthesys.info) will give us access to a large number of potential users. However, it will be a challenge to reach the general public and education communities

One of the tasks of the Outreach and Dissemination Group (ODG) will be to establish a communications strategy as soon as OpenUp! has delivered its first content to Europeana 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 to identify related networks or organisations that might be interested in using OpenUp! content or services.

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

- Dissemination of the project results through consortium members (using already existing networks of European scientific organisations included in the Project Consortium) and providing them with dissemination and promotional materials
- Dissemination through the project website and other promotional materials for all target users and the European Commission (fact sheets, flyers, self-running demonstrators , multimedia presentations, posters, newsletter, etc.) as downloadable files from the project website
- Dissemination through social media (Facebook, Twitter, Blogs)
- Dissemination through publications in professional journals, short articles in newspapers, texts in various online encyclopaedias and information services (e.g. Wikipedia) and blogs
- Dissemination through presentations and demonstrations at conferences and other relevant events
- Dissemination through Europeana communication streams, e.g. project websites, newsletters, events etc., reaching out to a wider European audience
- Dissemination through partner projects, like BHL-E (for example proposing a joint virtual exhibition on <http://spices.ble.iquentin.cz/>)

Table 1 - Target users:

Target user description	Needs	Involvement & role	Coverage
European natural history collections, including herbaria and botanic gardens	Means to make multimedia data of their extensive collections available online	Content provider and also in many cases technology provider; targets of dissemination and awareness activities (website, promotional material)	EU
Governmental agencies and NGOs	Information gain on wealth and loss of biodiversity	Targets of dissemination and awareness activities (website, promotional material)	Worldwide
Scientists (specifically in taxonomy, ecology, biodiversity conservation, and sustainable land management)	Means to make multimedia data of their respective field of research online available; information gain on current and lost biodiversity	Targets of dissemination and awareness activities (website, promotional material); future content providers	Worldwide
Education (teachers, students)	Taxonomic information; digitised demonstration material, better understanding of the diversity of life and climate change	Targets of dissemination and awareness activities (website, promotional material); future content providers	Worldwide
General public	Direct online access to famous examples of natural and cultural heritage information for a better understanding of the past and future of global biodiversity (and its treatment in science, arts, and literature)	Targets of dissemination and awareness activities (website, promotional material)	Worldwide
Historians	Information on historical biodiversity research and biodiversity heritage curation	Targets of dissemination and awareness activities (website, promotional material)	Worldwide
Artists	Access to a wide range of documented biodiversity heritage objects	Targets of dissemination and awareness activities (website, promotional material)	Worldwide
Publishers, media archives, broadcasters, and image libraries	Information gain on wealth and loss of biodiversity	Candidates for providing content of the project to target audiences and main users including special interest groups	Worldwide
Economy (e.g., ecotourism, pharmaceutical and drug companies)	Taxonomic information; better understanding of the diversity of life and effects of climate change	Targets of dissemination and awareness activities (website, promotional material)	Worldwide
Countries that have been explored or colonized by Europeans	Repatriation of information on items kept in European repositories to their countries of origin	Targets of dissemination and awareness activities (website, promotional material)	Worldwide



2.5 Dissemination and evaluation activities and relevant responsibilities

The OpenUp! dissemination and awareness activities described below are carried out by the National Museum, Prague (NM), Work Package 8 leader, in collaboration with MRAC, RBGE, AIT, NCBN and other partners that are members of ODG.

Responsible persons within the listed institutions are:

- NM: Kamil Zágoršek (kamil_zagorsek@nm.cz)
- MRAC: Boris Jacob (boris.jacob@africamuseum.be)
- RBGE: David Harris (D.Harris@rbge.ac.uk)
- AIT: Gerda Koch (kochg@ait.co.at)
- NCBN: Tom Gilissen (tom.gilissen@ncbnaturalis.nl)

2.5.1 Website, including multimedia presentation

The first main dissemination activity was to establish the OpenUp! project website (www.open-up.eu), where the project's progress is published and project partners can communicate and access all project documents (Fig. 1). The site uses a "Scratchpad", an adaptation of the Drupal content management system hosted at the Natural History Museum in London.

The project website aims to provide information on the project's progress, results and to offer access to all documentation and deliverables produced in the course of the project to all partners in the project. Moreover, the project web space is also the communication and management tool for the Steering Committee and for all work package management.

The website also addresses the end users audiences described earlier, specifically:

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

The following section describes the website as of August 2011. Please note that structure and configuration of the website will continue to be modified upon recommendation by partners or the public, and will be updated regularly.

The OpenUp! project website consists of three partly separate areas: public area, internal area and linkage to the OpenUP! Helpdesk. The public area is administrated by WP8, the internal area by WP8 and partly by all registered users, and the Helpdesk is administrated by WP7.



Fig.1: Screenshot of public website home page

The website is structured in several parts: top primary menu with top banner, including logo and name of the project; left and right columns with additional menus and central body, including the content highlights picture and main text.

2.5.1.1 Description of the public area

2.5.1.1.1 Top primary menu



The "Home" menu and OpenUp! logo both lead to the home page.

"Content Highlights" are selected specimens from the OpenUp! content accompanied by a short description, story, and further information in a question-and-answer like form. The Highlights inform the audience about the OpenUp! content and simultaneously function as an eye-catcher, especially for the public area. The content of the Highlights will be changed each month.

"About us" includes basic information about the project, its tasks, project management and coordination team, and a group photo of project members.

"News" is for informing the audience about the project news events via published pages (articles). News is connected with the menu "Recent news" in the left website column, where titles of the last five actual news events are published.

"Events" informs the audience about "Events Outlook" and "Carried Out Events".

"Partners" displays a list of all partner institutions' names and links to their sites.

"Related projects" lists all related projects with their logos and links.

"Forum" is visible to the public, but login is required to view the content. The forum rooms are for internal communication only, so the content of the rooms is visible only to registered users.

"Contact us" includes a contact form with four fields: name, e-mail address, subject of inquiry and body message (text). The inquiry goes to the web administrator (Jiří Frank, NM), and to the project coordination team.

"Helpdesk" is linked to the OpenUp! Helpdesk website maintained by WP7.

2.5.1.1.2 Left menu column

"Search" leads to direct searching of the Europeana content, including items from the OpenUp! project. This will be implemented using the Europeana API when the OpenUp! content will be available through Europeana; for the time being the OpenUp! site can be searched ("Search this site").

Content Highlights

invertebrate collection

INSECTS



Login to post comments Read more 355 reads
Menu: Home

Goliathus atlas

The type specimen of a goliath beetle *Goliathus atlas* Nickerl, 1887 deposited in the collections of the National Museum (Prague) and its original type labels.




Did you know that...?

- The Goliath beetles are among the largest insects on Earth?
- The Goliath beetles are named after the biblical giant Goliath?
- The Goliath beetles are native to Africa?
- The Goliath beetles live in Africa's tropical forests?
- The Goliath beetles feed primarily on tree sap and fruit?

"Outcomes" includes four tags: **Promotion materials**, **Documents**, **Presentations**, and **Deliverables and components (PU)**. "**Promotion materials**" contains the official OpenUp! posters, leaflets, project demonstrations and other promotional materials downloadable by the public.



"**Documents**" includes all publications about the project, like press releases, different newsletters informing about the OpenUp! project and similar materials. All documents are downloadable and free to use.

"**Presentations**" contains all project PowerPoint presentations from meetings and conferences that are public information.

"**Deliverables and components (PU)**" links to a table with components and deliverables which are open to the public. These documents are downloadable in PDF format via the item links integrated in the table.

"**Recent blog posts**" and "**Recent news**" show the five most recent actual blogs or news items. Unregistered users will see only blogs and public news. Logged-in members will see all posted news and blogs.

At the bottom, below these menus are **logos** of the most important partners and institutions.

Login option for registered members is the last item on the left side. The registration system is not open to the public. Users (potential/additional project participants, e.g. new content providers) who would like to be registered on the website must contact the website maintainer via the "Contact us" form.



2.5.1.1.3 Right menu column

The "**Calendar**" module shows the current month with highlighted events. Users can click on an event to see event details and change the Calendar view to year, month, week, and day period.

The "**Upcoming events**" menu under the calendar shows the five closest OpenUp! upcoming events. These events also include milestones and deliverables. Clicking on an event shows detailed information about it.

2.5.1.2 Description of the internal area

Access to the internal website is restricted to project members.

2.5.1.3 Functionality of the website

The main purpose for having active web pages (instead of passive ones, like BHL-E and similar projects) is to make communication easier and more comfortable for all participants. Using the



communication tools incorporated in the website, two different target audiences can be addressed in different ways (public and project members).

The public audience (anyone who opens the page www.open-up.eu) can be addressed by using blogs, news, events, documents, presentations (all parts in the Outcomes menu), newsletter and content highlights on the home page.

The blog is used to request comments from the public or members. In other words, it is a broader expression of user opinion expecting comments.

News (page) has mainly an informative character. Content can include pictures, photos and attachments, and may also be opened for comments.

Login

Username: *

Password: *

Log in

Publicly available documents may be freely downloaded, to be used as promotion material, information about the project, or press release material (leaflets, posters, PowerPoint templates, ...).

Images of highlight objects from their own collection and information about them will be provided by all members of the project, especially those included in ODG. The pictures will be used as eye-catchers on the home page of the project.

2.5.2 The Logo of the project

The OpenUp! project shall bring the abundance of specimens stored within natural history collections "to life" and this new life is symbolized by a small bird, an intermediate creature something between a tiny phoenix, a revived study skin and the spirit of discovery. This optimistic, promising symbol is shown escaping a box, represented by the OpenUp! lettering: a box being opened as the imperative claims. This box as a symbol acts for all the barriers that have made collection materials inaccessible. These obstacles are to be set aside, as the lid of the box is. The left-hand orientation of the symbol allows its use at the beginning of headings, particularly in front of the "OPENING UP THE NATURAL HISTORY HERITAGE" lettering, giving it slight feeling of motion, as if it had just struck the box, previously closed up to that very moment.



**Opening Up the Natural History Heritage
for Europeana**

2.5.3 OpenUp! newsletter

Working closely with other partners, NM edits and publishes an electronic newsletter twice a year. It aims to communicate news and achievements of OpenUp! to the public, as well as publish

information on progress of technical implementation of data, uploading multimedia content to Europeana, and other relevant issues.

Each consortium member will use their own channels to distribute the Newsletter and to offer subscription of it to relevant colleagues and institutions. Pooling existing contacts of consortium members and additional research will result in a comprehensive mailing list to be used for the project's networking activities, maintained through the newsletter.

RESPONSIBILITY: NM to edit and finalize the content of the newsletter with input from all partners.

2.5.4 Database of relevant conferences/events

NM and leading project partners such as the Work Package leaders 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 within the project web page in the "Upcoming events" section.

A series of presentations and production of posters at conferences early in 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 OpenUp! at their national level and undertake appropriate advocacy.

RESPONSIBILITY: NM assisted by other project participants.

2.5.5 OpenUp! Dissemination and Publication Plan

Production of a Dissemination and Publication Plan (D1/8.3.2), 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 website and post updates.

RESPONSIBILITY: NM, ODG

2.5.6 OpenUp! promotion kit

Production of promotion kit consisting of corporate design, poster templates, flyers, stand-up with input from partners who agree to participate in building multilingual versions.





The corporate design is based on the idea, that the OpenUp! project shall bring the abundance of specimens stored within natural history collections "to life". These particular collections are symbolised by outlined specimens: of a beetle for entomological collections, a frog for the rest of the zoological collections, ginkgo leaf and trilobite for botanical and palaeontological collections, respectively.

Using a mixture of these four pictograms allows us to create a universal common design for any of the project materials, either web graphics, any printed materials or PowerPoint templates.

RESPONSIBILITY: NM, input from all consortium partners

2.5.7 Assess the impact of dissemination activities.

Measuring the number of visitors (traffic) of OpenUp! content on the Europeana portal and evaluate the impact of the OpenUp! project on user communities (deliverable D22 /C8.5.1: month 34).

RESPONSIBILITY: RBGE

2.5.8 Report on outreach to educational sector

Identifying the users of OpenUp! content on the Europeana portal, Facebook and Twitter, and provide a case study, which will help us to clarify usage of the project results in the educational sector. Two reports on the evaluation of usage of content will be produced. (Second report is deliverable D14 / C8.6.2: month 23).

RESPONSIBILITY: NM, RBGE, ODG with participation of all partners

2.6 Main dissemination activities

A set of communication activities will run to ensure that the project results become known and used:

- Deliver awareness of the project results by website and other promotional materials (self-running presentation, newsletter, etc.) to the target users. On the homepage (www.open-up.eu), an eye-catching picture will be selected each month, with a description of how it became a part of the project. The first version is included in the description of the website (section 2.5.1 of this plan).
- Prepare leaflets informing the audience of aims of the project. The leaflets will be distributed by partners (using existing networks of European scientific organisations included in the OpenUp! consortium and within the considerable number of professional and special interest organisations where they are members), in conferences and in any meetings, where we will disseminate the project to the public.
- Focus the project website on the two main target groups of the project: content holding institutions such as museums, libraries and botanical gardens, and demand side users such as researchers, scientists, students, and hobby scientists. The website will also inform them on how to connect their collections to the OpenUp! network. The website will offer special features for example RSS newsfeeds to optimise linkages to specific audiences (using Google).

- Address other organisations such as publishers, media archivers, broadcasters and image libraries who are likely candidates to provide content of the project to the target audiences and main users, including special interest groups.
- Disseminate through traditional channels such as conference posters, presentations in relevant sessions and workshops, proceedings papers and other relevant events and through direct invitation of selected parties to the cluster meetings. The following types of conferences and events have been identified as relevant for OpenUp! to present its results: annual meetings of large national and European scientific societies (e.g. Systematic Association, Linnaean Society, European Society for Evolutionary Biology) and meetings and conferences of important community based projects (e.g. Europeana, GBIF, EDIT, SYNTHESYS, 4D4Life)

2.7 Planning and reporting framework for dissemination

All OpenUp! partners are requested to report on their dissemination activities to the Work Package 8 leader and to ODG. Inputs from all partners will feed into a final dissemination report.

3 DISSEMINATION MATERIALS IN DETAIL: THEIR OBJECTIVES AND TARGET AUDIENCES

3.1 Conferences, promotional presentations

Conferences will be used to:

- Stimulate interest in OpenUp! project methodologies, its realised software implementation and its results
- Stimulate interest in Europeana - the European Digital Library, through which the multimedia content of OpenUp! will be delivered
- Reach wide and varied audiences: publishers, researchers in relevant disciplines, users from the educational sector
- Stimulate discussion and feedback from users
- Promote the use of OpenUp! content on the Europeana portal on a regular basis by its target audience.

Performing OpenUp! related presentations is a task that may be carried out by every partner, for their own exploitation and publicity. Nevertheless, there are some minor restrictions:

- Presentations should always make a clear reference to the OpenUp! project, the source of funding, and to Europeana as the delivery portal.
- Existing presentations can (and should) be reused, after notifying their creators and obtaining approval for any modifications. Therefore, all presentation will be uploaded on the project website under the promotional material for later use of other partners (<http://open-up.eu/category/menu/outcomes/promotion-materials>)
- Making a public presentation of someone else's work (i.e., work not produced or owned or assisted) by a partner should always be approved by the interested parties. In other words,



public presentations should be approved by all partners that are involved in the work being presented.

3.2 Publications (promotional kit, posters, leaflets, PowerPoint presentations...)

Publications will be one of the primary channels that the project uses to communicate results and conclusions to the outside world. The objectives of publications are to:

- communicate project results widely and explain how to use content delivered to the Europeana portal
- reach specific audiences that will benefit from the results (researchers, teachers, general public interested in biodiversity)
- stimulate interest in OpenUp! project methodologies and its software
- promote Europeana as the core portal to European multimedia data.

The publications will be available through the web site:

<http://open-up.eu/category/menu/outcomes/promotion-materials>

3.3 Website

The National Museum has developed a project website (www.open-up.eu) based on the Scratchpad platform. This site provides public access to general information on the project (objectives, partners, scope, etc.) and to its public deliverables and presentations. The website is also used for internal communication between partners, for distributing newsletters and promotional material, and to obtain feedback from members of the project as well as from the public. If the public would like to comment the blogs or pages in the public area, they may use the Helpdesk forum facility and/or the direct contact form on the project website. This will provide us with an additional communication tool with target users.

Structure and configuration of the website are modified upon recommendation by partners or the public and will be updated regularly. The project website will directly refer to newly harvested content by Europeana to promote the results of the project and to show different possibilities of usage of the content.

3.4 Social media as modern communication tools

The project has its Facebook as well as Twitter page, where new users may find initial information about the project and its results, including content newly harvested by Europeana. Moreover, they may exchange information about experiences and practices with usage of Europeana content. The social media will informally promote OpenUp! results among the target audiences and ensure wider usage of the content.

The Facebook account: <http://www.facebook.com/pages/Opening-up-the-Natural-History-Heritage-for-Europeana/177485932297521>

The Twitter page: <http://twitter.com/OpenUpNHH/>



3.5 Newsletter

The Newsletter will be published twice a year starting by the end of the first project year. It provides information about the project and achievements of the project. The Newsletter contains mainly

- project news (updates on web pages, newly prepared outreach material, standardisation progress, news from the members)
- reports on newly harvested data by Europeana, with emphasis on highlights and its possible usage
- reports and images from past events
- calendar and announcements of upcoming events.

All partners will collaborate in the preparation of the Newsletter, sending information to NM about news, events, specific needs, progress of the tasks, etc.

3.6 Direct mail campaigns

The direct mail campaigns will be used to notify/inform possible target users and content providers about the main deliverables of the project to ensure wide knowledge about the project progress and to attract new content providers. A parallel mailing list of external experts will be used for communicating ideas, criticism and independent opinions as feedback for further development of the project.

3.7 Press releases and articles

We also plan to disseminate the project results and on-going activities via public media. A specific press release will be prepared for each concluded part of the project. This will be distributed to certain journals, newspapers and press magazines to widely disseminate the OpenUp! project and its website, as well as to promote the Europeana portal as a source of Europe-related cultural and historical multimedia.

OpenUp! will inform the Information Society Newsroom whenever appropriate: http://ec.europa.eu/information_society/newsroom and the Europeana marketing department.



4 SUPPLEMENT: Template for reporting dissemination activities

OpenUp! dissemination activity report

Name of respondent:
OpenUp! partner organization:
E-mail:

1. ATTENDED EVENTS where you promoted OpenUp!

Title of the event:
Date & location:
Name of attendee:
OpenUp! partner organization:
Level of OpenUp! presentation (flyer, poster, talk):
Title of presentation (if applicable):
Web link to documents (pictures, abstracts, program etc.) from the event:

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

Proposed event:
Proposed date & location:
Name of organiser:
Web address (if applicable):
Name of attendee:
OpenUp! partner organization:
Abstract deadline:
Suggested level of OpenUp! presentation (flyer, poster, talk):
Title of presentation (if applicable):

3. ELECTRONIC AND PRINTED PUBLICATIONS (articles, newsletter contributions, press releases etc.)

Author(s):
OpenUp! partner organization:
Full reference (title of publication, journal name, publisher, volume, pages, illustrations etc.):
Web link to document:
Any other relevant information:

4. NEWSLETTERS OF OTHER PROJECTS/SOCIETIES you know (adequate to place information or articles about OpenUp!)

Title of the newsletter:
Contact person:
Web link to document:



5. PUBLISHERS/EDITORS OF PUBLICATIONS/SERIALS RELEVANT to promote OpenUp! (in order to get better opportunities to publish about OpenUp!)

Title of the newsletter:

Contact person/coordinates:

Web link to document:

Deadline for articles:

Thank you very much for your contribution!

Please return this questionnaire to: wp-8@open-up.eu