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D6.2: Stakeholders Communication Plan

Authors:

Susanna Lob (Consultant)
Jon Purday (Europeana)
Louise Edwards (The European Library)

Revision History

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0.1	24/05/2011	Susanna Lob	Only Connect	Initial Draft
0.2	25/05/2011	Jon Purday	Europeana	Structural and Content Suggestions
0.3	26/05/2011	Susanna Lob	Only Connect	Main Body of Text
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1.0	17/10/2011	Louise Edwards	TEL	Circulation to WP6 for comments
1.1	24/10/2011	Friedel Grant	TEL	Proofreading & Comment Integration
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1.3	03/11/2011	Friedel Grant	TEL	Final incorporation of comments
1.4	03/11/2011	Jon Purday	Europeana	Final approval for submission to the European Commission

1.   Introduction

The *Europeana Libraries* project aims:

- To create the conditions for national, research and university libraries to work together in the development of interoperable digital resources

- To create an efficient aggregation model that can be used by libraries across Europe to make significant quantities of digitised material available henceforward

- To prove the concept by putting online 5 million new digital objects via The European Library and Europeana websites

The project is also acting as the catalyst in the transformation of *The European Library* from a general purpose site to one which offers content and functions tailored to researchers, particularly in the humanities and social sciences. The integration of bibliographic records, datasets and digitised content, including full-text, will be complemented by tools and services developed for the research environment.

The launch of this new service in early 2012 is the first step in a longer-term plan to provide a specialist research portal, linking content from different domains such as archives and audiovisual collections. This will be the research-level equivalent of the broader public portal, Europeana.eu. The new research portal is likely to be called *Europeana Research*, and will represent an evolution of *The European Library* service.

This Stakeholders Communication Plan aims to ensure that all parties understand the vision and goals of the Best Practice Network of *Europeana Libraries*, and will engage and involve their networks in the ongoing digital collaboration.

The core report on which it is based, Deliverable 6.1: Brand Strategy has been discussed and validated by the Boards of the stakeholder associations (*CENL*, *LIBER*, *CERL* and the *Europeana Foundation*). The outcomes of these discussions are reflected in this Stakeholders Communication Plan.

2.   Related Deliverables

Deliverable	Number	Status
Brand strategy	D6.1	Delivered
A redesigned and re-launched portal for *The European Library*	D6.3	Due month 10. Private alpha release to partners of *Europeana Libraries* and *The European Library*, to be followed by testing prior to official launch in 2012
End-user communications plan	D6.4	Due month 10. To be drafted by month 10 and then validated and submitted in month 11.

The European Library standards handbook	D6.5	Due month 12. Wiki and associated documentation to be launched in month 12, followed by the Handbook in 2012
Business and network development plan	D2.3	Due month 18
Final report of communication and dissemination activities	D6.6	Due month 24

3. Overview of Communications Objectives

3.1 Building awareness of the *Europeana Libraries* project and clarifying branding

Objectives are:

- To promote broad awareness and understanding amongst stakeholder groups of the aims of the *Europeana Libraries* project and *The European Library* service including the relationship to other services, through clear and informative communications.

- To prepare the ground for the evolution of *The European Library* into *Europeana Research*.

- To promote understanding of the distinction between the agreed target markets for *Europeana* and *The European Library*, by developing and communicating clear brand statements.

3.2 Promoting the benefits and achievements of pan-European and cross-sector library collaboration

- To make all stakeholder networks aware of the benefits of the *Europeana Libraries* project as a Best Practice Network. This will be done by developing and communicating messages according to the identified target group.

- To promote the use of *The European Library* as the libraries aggregator for Europe, focusing on Europe's national and research libraries. The aggregation infrastructure will be capable of extension to other types of library, should this be a cost-effective solution for them. A workshop to draft a content development strategy for *The European Library* will be held at the *Europeana Libraries* meeting in November 2011. This will prioritise scholarly material from across the libraries sector.

- To further joint development by the Best Practice Network of *The European Library* and, subsequently, of *Europeana Research*.

3.3 Promoting the achievements of cross-sector library collaboration

- To keep project partners and other members of stakeholder groups updated on achievements, through effective communication about project developments and milestones.

- To pay specific attention to the national libraries, which are being asked to donate their work on the current *The European Library* portal to the wider libraries community, and to ensure that their needs are understood and appreciated.

3.4 Maximising the multiplier effect

- To encourage members of stakeholder groups to disseminate key messages to their colleagues and to the wider community of decision-makers, influencers and practitioners in the research and national libraries sector. This will be achieved via face-to-face (briefings, conferences etc.) and through the development of effective communications tools, resources and strategies (including social networking).

4. Success indicators

Indicators include:

- Number of enquiries from other research libraries about participating in the new service (at least 100 research libraries should be aware of the project by the end of Year 1; all 400 libraries of the *CERL* and *LIBER* networks by the end of Year 2)
- Number of presentations and workshops about *Europeana Libraries* at relevant conferences, meetings and events by members of stakeholder groups
- Number of articles published about *Europeana Libraries* in the library press and scholarly journals

5. Target groups

- Boards of stakeholder organisations
- Directors of European national libraries
- Directors of *CERL* and *LIBER* member libraries
- All working groups and contributors to *The European Library*, including the Libraries Coordination Group and the Marketing & Editorial Working Group
- Technical, subject specialist and cataloguing staff working at the member libraries of *CENL*, *CERL* and *LIBER*
- *Europeana Foundation*, and the professional associations across all domains which they represent
- European Commissioners for Digital Agenda, Education, Research and Culture and their directorates
- Members of all *Europeana Libraries* work packages and their colleagues
- The professional library network beyond *LIBER*, *CERL* and *CENL*, particularly across Europe, but also globally
- Professional library media, including blogs and social networks

Communications Objectives

6. Maximising the communications multiplier

Throughout the project, our communications initiatives will be designed to fully exploit the "communications multiplier".

Our efforts will build awareness about *Europeana Libraries*. At the same time, we will encourage members of target groups to act as advocates and to disseminate key messages to the wider community of library professionals for the new end-user portal, initially launched as *The European Library* but evolving into *Europeana Research*.

We will put greater effort into creating awareness of this new service, which will be one of the major results of the project, than into promoting *Europeana Libraries*.

Europeana Libraries should remain a platform for knowledge-sharing and Best Practice Network for libraries across Europe, and should therefore be promoted to stakeholders and not end users.

In terms of the potential power of the "communications multiplier", it is significant and can be seen in several areas:

6.1   The defined target groups have access to extensive networks and are therefore vital channels in terms of promoting widespread awareness and understanding of the aims of *Europeana Libraries* in the libraries community.

6.2   In addition, the project and its key stakeholders – *CENL*, *The European Library*, *CERL*, *LIBER* and the *Europeana Foundation* – are able to reach key opinion-formers in specialist sectors important to the project.

   For example:

   - *Europeana Libraries* work packages comprise experts in strategically important areas such as metadata standards, library aggregation and business modelling.
   - Stakeholder organisations have long experience of bringing people with specialist knowledge together in working groups that focus on current concerns and issues. Throughout the project, the appropriate work packages and their stakeholders will be encouraged to act as champions and to communicate information about specialist deliverables such as the publication of *The European Library* standards handbook.
   - There is a close connection with the CCPA (Council of Content Providers and Aggregators) of the *Europeana Foundation*. A number of people active in *Europeana Libraries* are also actively involved in the CCPA.

6.3   Once the new research portal is launched, partner networks will also become important channels to end users (research students, and the higher education teaching and scholarly communities). Members of target groups are in an excellent position to act as advocates for the service. Our messages and approach to end-user communities will be set out in the End-User Communications Plan in October / November 2011.

6.4   Methods of onward communication will include forwarding messages to mailing lists, making presentations at conferences and workshops, writing journal articles and exploiting stakeholder-targeted social networking opportunities in blogs and Twitter. A range of resource materials will also be produced to help facilitate onward communication, such as presentation templates, fact sheets in different languages, and press releases.

7.   Key messages

7.1   Building awareness of the Europeana Libraries project and clarifying branding

It is vital that the nature and scope of the *Europeana Libraries* project, and its relationship with *Europeana* and *The European Library*, is widely understood by members of stakeholder groups.

As was clear from Deliverable D6.1: Brand Strategy, there is currently considerable confusion about the difference between *Europeana* and *The European Library*, including the relationship between the two organisations and their respective target user groups.

There is also confusion about how the *Europeana Libraries* project fits into the current landscape.

Addressing these issues is a priority for the communications strategy.

7.1.1   *Europeana Libraries* is a project not a service.

- *Europeana Libraries* is a 2-year project will which result in 5 million digitised objects from 19 leading European research libraries being made available online through *The European Library* and through *Europeana*.
- Once the role of *The European Library* as the library aggregator has been established over the life of the project, it will be fully capable of extension to other libraries across Europe, including members of *LIBER* and *CERL* (over 400 libraries in more than 40 countries across Europe).

7.1.2   *The European Library* as an outward-facing service will evolve into *Europeana Research* at a future date. The name *The European Library* will be retained as the name of the service for the duration of the *Europeana Libraries* project.

7.1.3   *The European Library* will act as the aggregator for libraries material in Europe.

7.1.4   *Europeana* and *The European Library* have different target markets.

- The target market for the *Europeana* portal is the general public. This includes the lifelong learner, school students, college students, special interest groups and expert amateurs. In order to reach groups such as teachers and students, *Europeana* is entering new partnerships with groups including the schools network EUN and various cultural tourism sites. *Europeana Research* is seen as another such

partnership for *Europeana* because the Europeana API can be developed to place relevant data from *Europeana* directly in the researcher's workflows.

- The target market for *The European Library* is the research community, particularly researchers in the social sciences and humanities.
- To make this distinction clearer, *The European Library* will be publicly re-launched in the first half of 2012, following a testing period. The new portal will include new content from research libraries delivered by the *Europeana Libraries* project, research-oriented access to *Europeana* content, and will also offer enhanced functionality.

7.1.5   Content available through *Europeana* and *The European Library* is used differently.

- *The European Library* will include research-oriented content available in other services, including *Europeana*, but will offer specialist functionality designed to meet the needs of the research community.
- *Europeana* holds content that is useful to researchers but they cannot access it in ways that are useful to them. It targets the general public and therefore has a different look and feel.

7.1.6   The content available through *Europeana* and *The European Library* is used differently.

- *The European Library* will include research-oriented content available in other services, including *Europeana*, but will offer specialist functionality designed to meet the needs of the research community.
- *Europeana* holds content that is useful to researchers but they cannot surface it in ways that are useful to them. It targets the general public and therefore has a different look and feel.

7.1.7   *Europeana Libraries* is the catalyst for change to *The European Library*.

- *The European Library* will become the basis of a new site, which will be launched to a network of partners in October 2011, and publicly available in the first half of 2012.
- The existing union catalogue of *The European Library* will be a primary collection within the new research portal. For national libraries, the creation of a union catalogue was the major achievement of *The European Library* and must not be lost. It is *The European Library's* unique selling point and a valuable resource for researchers.
- Information on national and research libraries will be encompassed in the new site, as will services for national and research librarians.
- *The European Library* service will evolve into a new service, *Europeana Research*. The libraries network established through *Europeana Libraries* will partner with other domains to seek funding to establish this service.

7.2   Promoting the benefits of pan-European and cross-sector library collaboration

Pan-European collaboration between research and national libraries to aggregate their digitised content and make it easily accessible online implies a wide range of benefits for all participating libraries. These benefits include increased discoverability and use of content, as well as considerable efficiency gains and economies of scale.

Benefits for the research community worldwide are also significant. The ability to search a critical mass of authoritative content from Europe's libraries opens up new opportunities for cross-disciplinary and cross-border research. The use of new tools and methodologies such as Linked Open Data also has the potential to generate innovative research.

This material, combined with other material from *Europeana.eu* that is of use to the researcher, will create a user-driven site for humanities, social science researchers and others, with access to the digital corpus, the union catalogue of Europe's libraries and other institutions.

7.2.1 Increasing opportunities for discoverability of content

- Research library content will be accessible alongside content from national libraries via *The European Library* as well as via *Europeana*.
- Content will be actively pushed out to research networks and other sites in the European information space.
- The critical mass of content available as a result of the *Europeana Libraries* project will benefit Search Engine Optimisation (SEO) for *Europeana* and *The European Library*. It will also increase opportunities for inclusion of content in research discovery services such as Summon and Primo, and for the re-use of content in research networks.

7.2.2 Enhancing profile

- Participation in *Europeana*, the European Commission's digital content showcase, enhances the profile of participants and demonstrates their strategic leadership in digital innovation in support of the knowledge economy.

7.2.3 Maximising efficiency gains and economies of scale

- Centralising services such as data manipulation and semantic enrichment will save time for individual libraries and deliver improved data back to libraries.
- The more libraries that share centralised services, the lower the costs per library are likely to be.
- Work to make data compliant with the Europeana Data Model can be achieved through common development of metadata standards and digitisation practices, as part of the *Europeana Libraries* project.
- A cloud repository of data will be provided. This is of particular value for smaller libraries with fewer resources than their larger peers.
- Libraries will benefit from a collaborative platform that can help 'manage' their data for a variety of purposes.
- Centralised marketing services and initiatives will complement libraries' own marketing efforts.
- Tools and services specifically designed to support the needs of researchers such as advanced bibliographic searching, citation export and content alerts for specified searches will be developed.

7.2.4 Promoting sustainability and greater inclusiveness

- The greater the number of libraries that collaborate and share costs, the more sustainable the resulting service is likely to be.

- A shared infrastructure offers smaller and less resourced libraries the chance to benefit from services that might otherwise be beyond their means.

7.2.5 Strengthening the strategic position of libraries in the *Europeana* aggregator landscape

- A single library aggregator, represented by *The European Library* and combining research and national libraries, has a stronger voice within *Europeana*.
- *Europeana Libraries* offers libraries a platform to fine-tune the Europeana Data Model. This ensures their content is presented to the best advantage.

7.2.6 Exploiting synergies

- The target user group of *The European Library* is researchers, particularly in the social sciences and humanities. The primary audience for content from research libraries is also the research community. Offering cross-searchable access to content from both research and national libraries offers an opportunity to exploit this synergy.

7.2.7 Promoting the European research agenda

- Through the *Europeana Libraries* project, national and research libraries are working together. They share the common goals of opening up access to their collections, promoting knowledge sharing and interdisciplinary research, and supporting research-led teaching.

7.2.8 Attracting end users and increasing usage

- Being able to search a critical mass of content from both national and research libraries will be an attractive proposition for target users.
- Through collaboration, better functionality and a wider range of tools and services can be offered than would be possible for individual and smaller groups of libraries.
- Traffic will be driven to the content holders' site because *Europeana* and *The European Library* hold the metadata only, and link back to the originating website for full information.

7.2.9 Transformation of *The European Library* (national library stakeholders only)

- *The European Library* offers an important channel to the identified target market of researchers and will form the core of a new site in the future, *Europeana Research*.
- The collections of *The European Library* will continue to be maintained and marketed as the union catalogue of Europe, alongside material from research libraries.
- *CENL* will benefit from association with the new site, which will be a powerhouse for researchers. Prominence will also be given to CENL's achievements in relation to the work of *The European Library*.
- National library material will gain new audiences by being aggregated into *Europeana* and redistributed into other services such as school and tourism sites.
- *The European Library* is recognised as the libraries aggregator for *Europeana*.
- Information about the national libraries which have built *The European Library* will remain prominent in the new site.
- *The European Library* aggregator will feed metadata to *The European Library*, *Europeana* and, in the future, *Europeana Research*.

7.3   Promoting the achievements of cross-sector library collaboration

Active promotion of key milestones and deliverables throughout the *Europeana Libraries* project is vital to the effective delivery of the communications strategy. We will use our completed milestones and deliverables to remind target groups of the benefits of the project, and to encourage onward dissemination of information to networks and peers.

8.   Communications methods and materials

We will employ relevant opportunities and channels to achieve the communications objectives for the *Europeana Libraries* project.

We have consulted with stakeholder organisations to build detailed information about channels, both internal and external, and we will liaise with organisations and their sub-groups (for example, metadata specialists) throughout the *Europeana Libraries* project to ensure that we continue to disseminate key messages as widely as possible.

The following methods will be employed to communicate key messages to target groups:

- Email campaigns to stakeholder and library mailing lists
- Conference presentations
- Workshops themed around key project topics
- Social networking – blogs, Twitter, Facebook, LinkedIn, etc.
- Information on Basecamp
- Articles by core team and partners in newsletters and journals
- News items in stakeholder newsletters
- Press releases and press interviews
- White papers and similar high-level publications on the project website
- Information on the *Europeana Libraries* project website and on stakeholder websites
- Links from other key websites

The following materials will be created to support communications initiatives:

- Factsheets translated into multiple languages, which can be customised with messages for specific target groups at particular times
- Templates that will enable posters to be easily generated for conference sessions
- Powerpoint templates including essential information about *Europeana Libraries* that can be adapted as necessary for particular events
- We also have a video showing essential highlights of the project, which has been viewed over 1,000 times and is available for promotional purposes: http://www.youtube.com/watch?v=l5XjMUl5wvA&feature=channel_video_title

9.   Timeline

An active programme of campaigns to build awareness of *Europeana Libraries*, to clarify branding within the European information space, and to promote the benefits of cross-sector library collaboration will be undertaken throughout the life of the project.

Milestones and deliverables will provide opportunities for specific campaigns tailored to general and specialist audiences as appropriate.

As the project nears completion and the new portal launches, we will undertake communications initiatives targeted at end users. Messages and approaches will be set out in the End User Communications Plan, in October / November 2011.

10.   Resource allocation

The communications work for *Europeana Libraries* can call on considerable professional skills in online and offline communications from its membership. This is complemented by significant support from stakeholder groups, which offer specialist knowledge of the sector and various channels and networks to build awareness.

10.1   The Communications work package is led by the *Europeana Foundation*, and the work package group is chaired by Jon Purday, Communications Advisor to *Europeana*.

Other team members include:

- Paul Ayris, President of *LIBER*
- Hans Petschar, Director of the Picture Archives and Graphics Department at the Austrian National Library, Member of The European Library Management Committee
- Louise Edwards, General Manager of *The European Library*
- Aubery Escande, Communications and Editorial Manager of *The European Library*
- Friedel Grant, PR Officer at *The European Library*
- Marian Lefferts, Executive Manager of *CERL*
- Susanna Lob, Marketing Consultant to The Europeana Library and formerly Sales and Marketing Director of Oxford University Press
- Susan Reilly, Project Officer at *LIBER*

10.2   *LIBER* and *CERL* each have 4 project months dedicated to communications activity.

10.3   All partners have 2 project months allocated to the communications work package to enable them to act as champions for the project in their extensive networks.

10.4   Budget resources for travel to conferences to give presentations and organise workshops are held by individual partners. The work package can also make requests to the project co-ordinators for special funding for conference attendance or for the production of promotional materials.

Appendix 1: Channels by Stakeholder Group

Through our stakeholder groups, we have a fully inclusive list of channels which can be used to promote awareness of *Europeana Libraries*. The table (below) shows the various channels available to us, categorised by organisation:

	Total Members	Key Committees	Mailing lists
Consortium of European Research Libraries (*CERL*)	*CERL* has **57 Full, Special and Group members** and **122 cluster libraries** (brought in by full member libraries).	• **Board of Directors:** 11 senior representatives from the *CERL* membership. Its role is to sign off the Annual Report (consisting of the Annual Financial Report and the Chairman's report), advise *CERL* Secretariat on formulating long- and mid-term strategy and policies. • **Executive Committee:** 12 representatives from the *CERL* membership (middle management). Its role is to monitor and shape the implementation of short- and midterm policy, oversee income and expenditure. This committee plays an active part in communicating *CERL* activities to members and potential members. • **Advisory Task Group:** 11 representatives from the *CERL* membership with a solid technical background, and/or a playing an active role in delivering services to the readers in their institutions. Its role is to advise the Executive Committee on the development of the services available through *CERL*.	• Member institution mailing list – 255 subscribers (members only) • *CERL* newsletter – 620 subscribers • LinkedIn Group – 12 subscribers

The European Library	**48 members** from National Libraries in Council of Europe states.	• **Management Committee:** 10 senior members of national libraries (including many directors and executives). Members shape the strategic direction and policies of *The European Library*, set subscription fee levels and monitor the organisation at a high level. • **Library Coordination Group:** 48 senior heads of services and deputy directors from national libraries. Members coordinate *The European Library* activities, submit strategic recommendations to the Management Board and produce new ideas for the service. • **Technical and Interoperability Working Group:** 48 technical IT and metadata experts from national libraries. Members focus on metadata standards, search and retrieve protocols, the functionality of the portal and testing new collections • **Marketing and Editorial Working Group:** 48 heads of collections and subject librarians from national libraries. Members update the Collections, Libraries and Exhibition sections of *The European Library* website, and relay communications to both their own institutions and relevant networks.	• Newsletter mailing list – 5,463 subscribers (general public, issued twice a year, will be redesigned for a research audience) • Press list – 75 subscribers (anyone can sign up, only for press releases and big announcements) • *The European Library* Network – 256 subscribers (members only, staff of national libraries, sent once a month) • Library Coordination Group (LCG) – 68 subscribers (members only, updates sent on an ad hoc basis) • Marketing and Editorial Working Group (M&EWG) – 70 subscribers (members only, updates sent on an ad-hoc basis) • Twitter – 357 followers • Facebook – 898 fans • YouTube – 145 subscribers
Conference of European National Librarians	**49 members** from 46 European countries	• **Board of Participants:** 49 National Library directors, representing institutions in 46 countries across Europe. The role of the board is to increase the role of national libraries in Europe, maintain national cultural heritage and support research and development activities.	Not Applicable

| Ligue des Bibliothèques Européennes de Recherche (LIBER) | Over **400 national, university and other libraries** from 46 countries. | • **Communication & Marketing Committee:** 10 members from the *LIBER* board and *LIBER* secretariat. This committee is responsible for *LIBER* communication, dissemination and marketing strategies, as well as the *LIBER Quarterly* journal.
• **Digitisation & Resource Discovery Steering Committee:** includes 2 large working groups on digitisation and preservation and on Europeana. Its role is to collect and disseminate information on digitisation guidelines and reports. The committee also updates and implements the *LIBER* Digitisation Roadmap, and organises the *LIBER/EBLIDA* Workshops on Digitisation of Library Material. | • *LIBER*-news list
• *LIBER*-all list (members only)
• OPEN Atrium (shared workspace for *LIBER* members and individual working groups)
• APARSEN (digital preservation)
• ODE (data exchange)
• Linked-In – 691 members
• Twitter – 291 followers |

Appendix 2: Library journals and related media

We have consulted with members of stakeholder groups to develop a comprehensive list of professional library journals and related media for all European countries (see below).

We will make extensive use of this list to promote awareness of *Europeana Libraries*, and key deliverables and milestones, through an active programme of press releases. We will also contact individual journals and other appropriate media outlets to place feature articles about different aspects of the project, and to set up interviews.

JOURNALS

Country	Journal Name	Email / Contact Person	Address / Phone Number
Austria	Mitteilungen der VÖB	voeb-mitt@uibk.ac.at	
Belgium	Cahiers de la Documentation	genevieve.audenaert@gmail.com (editor)	
	META (Vlaamse Vereniging voor Bibliotheek, Archief en Documentatie)	vvbad@vvbad.be (editor)	Phone: +32 03 281 44 57
Bosnia and Herzegovina	The Herald of the National and university Library of BiH	ismet@nub.ba (Ismet Ovcina, editor)	
Bulgaria	Списание Библиотека (Review Biblioteka - A Bulgarian National Library publication for library and information science specialists)	dipchikova@nationallibrary.bg (Alexandra Dipchikova, editor) and stella.savova@ec.europa.eu (can help establish contact)	+359 2 988-28-11 ext. 206, 327
	Е-бюлетин (E-Bulletin, published by the Bulgarian Library and Information Science Association	bbia@lib.bg	Phone: +359 2 9870734
	Za Bukvit (A publication of the Higher School of Library Science and Information Technologies; dedicated to the history of the Bulgarian language and literature.)	info@zabukvite.org (Evguenia Vassileva, editor)	Phone: +359 2 971 80 17
Croatia	The Herald of the National and Uiversity	glas@nsk.hr (Davorka Psenica, editor)	

	Library of Croatia		
	Vjesnik Bibliotekara Hrvatske	jlescic@nsk.hr (Jelica Lescic, editor)	
Denmark	Danmarks Biblioteker	hn@dbf.dk (Hellen Niegaard, editor)	
	Perspektiv	hermann@bf.dk (Henrik Hermann, editor)	38 88 22 33
	REVY (specifically aimed at research libraries)	rs.lib@cbs.dk (René Steffensen, editor)	
Estonia	Electronic Yearbook of Tartu University Library	Mrs Malle Ermel	Tartu Ülikooli Raamatukogu, W.Struve 1, 50091
	Raamatukogu	ajakiri@nlib.ee (Eesti Raamatukoguhoidjate Ühing / Ene Riet, editors)	+372 6307167
Finland	The National Library of Finland Bulletin	kk-lehti@helsinki.fi	+358 9 191 22722
France	Bulletin des Bibliothèques de France	Yves.desrichard@enssib.fr (M. Yves Desrichard, editor)	17-21, bd du 11 novembre 1918, 69623 Villeurbanne Cedex, FRANCE
Greece	Bibliothikes kai Pliroforisi; official journal of the Greek Association of Librarians and Information Professionals	info@eebep.gr (Xristina Kiriakopoulou, editor and President of EEBEP)	
Italy	AIB Notizie (News of the Associazione Italiana Biblioteche)	aibnotizie@aib.it	
	CIBER	mp.colapenna@caspur.it (Maria Pia Colapenna, editor)	
	Digitalia	venditapubbl@iccu.sbn.it	Phone: +39 06 49.89.484
	JLIS (Italian Journal of Library and Information Science)	info@jlis.it	

Latvia	Bibliotēku Pasaule	marlena.krasovska@lnb.lv (Marlena Krasovska, editor)	
Netherlands	Informatie Professional	marinka.voorhout@capgemini.com	Phone: +31 06 538 02062
Poland	Nowy EBIB (Monthly open-access journal published by the EBIB professional library service)	bozena.michalska@nowyebib.info (Bozena Bednarek Michalska, Editor)	48 56 6114417
Portugal	Jornal da Associação Portuguesa de Bibliotecários, Arquivistas e Documentalistas	editorial@apbad.pt	
Serbia	Bibliotekar (Published by the Serbian Library Association)	milun67@gmail.com (Zeljko Vuckovic, editor)	
	PANČEVAČKO ČITALIŠTE (Scientific journal of theory and practice of librarianship)	goran@biblioteka-pancevo.org (Goran Trailovic, editor)	
	Infotheca (Journal of Information and Library Science); Editor: Cvetana Krstev; Email: cvetana@matf.bg.ac.rs		
	The Herald of the National Library of Serbia	sugricic@nb.rs (Sreten Ugricic, editor)	
	The Library Herald (Published by the Cacak city library and with a wide audience in Serbia)	biblioteka@cacak-dis.rs (Marija Orbovic, editor)	
Slovenia	Library: Journal of Library and Information Science	branka.badovinac@nuk.uni-lj.si (Branka Badovinac, editor)	
Spain	Boletín de la ANABAD	anabad@anabad.org	Phone: +34 91 5751727
	El profesional de la información	epi@elprofesionaldelainformacion.com	
	Revista de biblioteconomia i documentació		
	Revista Española de Documentación Científica		
	Boletín de novedades de SEDIC	sedic@sedic.es	

Sweden	Biblioteksbladet (Main Swedish library journal)	hz@bbl.biblioteksforeningen.org (Henriette Zorn, editor)	
United Kingdom	CILIP Update	info@cilip.org.uk (Elspeth Hyams, editor)	Phone: +44 (0)20 7255 0500
	Rare Books Newsletter	s.mahurter@arts.ac.uk (Sarah Mahurter, editor)	
	SCONUL Focus	sconul@sconul.ac.uk or antony.brewerton@warwick.ac.uk (Antony Brewerton, editor)	
International	D-LIB Magazine	dlib@cnri.reston.va.us	
	LIBER Quarterly	inge.angevaare@kb.nl (Inge Angevaare, editor)	
	OCLC Systems & Services: International Digital Library Perspectives (Current trends, new initiatives and developments in Digital libraries and digital repositories)	eden@library.ucsb.edu (Dr Brad Eden, editor)	

WEBSITES

WEBSITE NAME	MAIN CONTACT
Dan Cohen	Dan Cohen, (influential Digital Humanities professor and blogger), Twitter: @dancohen
Informatie Professional	redactie@informatieprofessional.nl
Library.ie	Alun Bevan, abevan@librarycouncil.ie, or nmcnamara@librarycouncil.ie
Library Journal	Mike Kelley, mkelley@mediasourceinc.com
Research Information	Dr Siân Harris, sian.harris@europascience.com
Research Information Network	Kissley Leonor, Kissley.Leonor@bl.uk
Research Library Issues	Sue Baughman, sue@arl.org

EMAIL LISTS

LIST ADDRESS	ADMINISTRATOR NAME / EMAIL
http://infoserv.inist.fr/wwsympa.fcgi/info/diglib	Terry Kuny, terry.kuny@xist.com
liber-all@jiscmail.ac.uk	Wouter Schallier, wouter.schallier@kb.nl
liber-news@jiscmail.ac.uk	Wouter Schallier, wouter.schallier@kb.nl
rluk-dirs@jiscmail.ac.uk	David Prosser, david.prosser@rluk.ac.uk
lis-sconul@jiscmail.ac.uk	Ann Rossiter, ann.rossiter@SCONUL.AC.UK
lis-m25dirs@jiscmail.ac.uk	Vicky Falconer, m25sgadmin@lse.ac.uk
asl@lists.libraryassociation.ie	
LIR-L@LISTSERV.HEANET.IE	Brendan Devlin
biblist@segate.sunet.se	
ifla-l@infoserv.inist.fr	
LISTSERV@list.cineca.it	Sophie Felföldi, ifla2@aol.com

Appendix 3: Reaching Stakeholders Through Conferences & Workshops

We have consulted with members of the Europeana Libraries' Communications work package, other work package leaders and the project's management board to identify opportunities to promote Europeana Libraries to the stakeholder community.

So far in 2011, we have introduced the project to stakeholders via the following events:

- **Europeana and the Digital Humanities** (4 April, 2011. Paris, France).
    - o Sally Chambers (*The European Library*) gave a presentation entitled "*The European Library*: supporting digital humanities researchers". It highlighted what *The European Library* will offer to digital humanities researchers in future, thanks largely to the work of the Europeana Libraries project.
- **LIBER 40th Annual Conference** (29 June – 2 July, 2011. Barcelona, Spain).
    - o Representatives of some 50 institutions registered to attend a workshop on Europeana Libraries.
    - o Neelie Kroes, EU Commissioner for the Digital Agenda, mentioned Europeana Libraries in her video address to the conference.
    - o Paul Ayris (*LIBER*) mentioned Europeana Libraries in his address to the conference.
- **Cinema Expert Group** (19 September, 2011. Brussels, Belgium).
    - o Aubéry Escande presented the film and moving image content of the Europeana Libraries project to policy makers and heads of institutions.
- **International Conference on Dublin Core and Metadata Applications** (21-23 September, 2011. The Hague, Netherlands).
    - o Sally Chambers (*The European Library*) presented work being done as part of the Europeana Libraries project on converting library metadata to the EDM format. She also distributed 75 Europeana Libraries factsheets to the audience.
- **3rd LIBER-EBLIDA Digitisation Workshop** (5-7 October, 2011. The Hague, Netherlands).
    - o Representatives of some 50 institutions registered to attend a workshop on Europeana Libraries. The workshop was given by Marian Lefferts (*CERL*) and Aubéry Escande (*The European Library*).

We have presentations scheduled at the following conferences:

- **The World and European Horizons of Librarianship in the Digital Age** (27-28 October, 2011. Belgrade, Serbia).
    - o Susan Reilly (*LIBER*) will present the paper *Reaching the Researcher: Europeana Libraries- A Partnership Approach* at this conference.
- **EVA/MINERVA** (15-16 November, 2011. Jerusulem, Israel).
    - o Wouter Schallier (*LIBER*) will give a presentation entitled *Europeana Libraries, a pan-European aggregator for libraries*.
- **Supporting Digital Humanities** (17-18 November, Copenhagen, Denmark).
    - o Nuno Freire (*The European Library*) will present a poster outlining highlights of the work being done by *The European Library* and the Europeana Libraries project, and the relevance of this work for digital humanities researchers.
- **Digital Strategies for Heritage: DISH 2011** (6-9 December, 2011. Rotterdam, Netherlands).
    - o Aubéry Escande (*The European Library*), Friedel Grant (*The European Library*) and Susan Reilly (*LIBER*) will present the Europeana Libraries project at this conference.

We are planning to attend the following conferences, and to make presentations, where possible.

- **Bielefeld International Conference** (24-26 April, 2011. Bielefeld, Germany)
- **Digital Humanities 2012** (July 2012. Hamburg, Germany)

Appendix 4: Maximising the communications multiplier – some examples

As mentioned in Section 6, Europeana Libraries and European Library partners are closely networked into the research library infrastructure within their country. They are therefore very important channels in terms of promoting widespread awareness and understanding of Europeana Libraries in the library community.

To illustrate this point, here are two examples, a national library and a university library:

National library

The British Library is:

- Host to the strategic Research Information Network of the UK
- Supported in projects by JISC, the Joint Information Systems Committee of the Higher Education Funding Council (England)
- Co-opted to the Executive Board of SCONUL, the Society of College, National and University Libraries
- A member of Research Libraries UK
- Has Independent Research Organisation status in the Arts & Humanities Research Council (AHRC)
- Collaborates closely with the national policy body, Universities UK

University library

The Library of Leuven University is:

- Host to the Council of Academic Libraries of Flanders and Elektron, the buying consortium for electronic resources of Flanders.
- A founding member of the Flemish Heritage Library consortium, responsible for carrying out research and cultural programmes with other institutions at local, provincial and national level.
- A partner in many European projects and also bilateral projects currently in Romania and Ecuador.
- A library with an ICT division that provides library and archive management systems and long-term digital preservation services to a wide network of libraries, research institutes, government and banks in Belgium and Germany.
- A member of the League of European Research (LERU) Libraries initiative on Open Access, launched in Brussels on 17 July 2011.

Appendix 5: Milestones and Deliverables

Active promotion of key milestones and deliverables throughout the Europeana Libraries project is vital to the effective delivery of the communications strategy.

2011	
October	Launch of *The European Library* alpha site
November	Library-domain aggregation workshop
December/January	Drafting and publication of *Europeana Libraries* Annual Report
	Publication of The European Library Standards Handbook wiki
2012	
February	Library-domain aggregation workshop
April	APIs for *The European Library* and *Europeana*
May	IPR requirements for full-text delivery
June	Business and network development plan
June	Virtual Exhibition
Exact date to be confirmed	Public launch of the redesigned and redeveloped *The European Library* portal
December	Report on a sustainable library-domain aggregator infrastructure for Europe
December	Final dissemination conference/aggregator launch
December	Final report