DELIVERABLE

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D6.6 Final Report of Communication and Dissemination Activities

Revision: Draft 1

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Revision History

Revision	Date	Author	Organisation	Description
Initial Draft	23/10/2012	Friedel Grant & Ina Heinz	The European Library	Copied information from previous milestones and started updating and editing.
Revision	10/12/2012	Ina Heinz	The European Library	Added communication and dissemination activities of 2012
Further Revisions	22/01/2013	Friedel Grant, Nienke van Schaverbeke, Aubéry Escande	The European Library	Expanded upon the information and statistics included in this report, proving the impact of the project.
Review		Susan Reilly	LIBER	Addition of activities

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Table of Contents

1. Introduction

Throughout the two years of the Europeana Libraries project, library professionals in the communications work package (WP6) and across our network have collaborated to achieve the four key promotional objectives outlined in the Description of Work.

These goals can be summarised as:

1. **TO SHARE** the project's achievements and benefits with libraries and end-users, using existing research library networks to spread this news as widely as possible;
2. **TO PUBLISH** standards for supplying metadata and digital content, and to begin embedding these standards in research library practice;
3. **TO PROMOTE** the use and sharing of digitised content by the wider research and educational communities, as well as the general public;
4. **TO INCREASE USE** of Europeana and The European Library.

Guided by the Stakeholder Communications plan (D6.2)[1], Marketing Plan for the service[2] and the End-User Communication Plan (D6.4)[3], we used a variety of methods to reach these goals.

One of our most significant achievements was the complete redesign of The European Library website. Largely unchanged since its launch in 2005, this website required a major functionality and style overhaul to effectively serve researchers as end users. Members from across the Europeana Libraries project worked towards this goal and The European Library website was relaunched in June 2012 at LIBER's annual conference in Tartu, Estonia.

Another notable success of the project was the presentation of its activities, goals and successes through some 250 conferences, interactive workshops, journal publications and press articles. Printed factsheets and brochures have also been distributed by the thousand and sessions from Europeana Libraries network meetings were streamed live and recorded for later playback[4].

This comprehensive campaign to share the purpose and achievements of Europeana Libraries has raised Europe-wide awareness of the project. Our presence at conferences alone promoted the project to as many as 7,000 people in 2011 and 2012[5].

Our work attracted attention at the highest political levels, when Neelie Kroes, European Commission Vice-President for the Digital Agenda, mentioned Europeana Libraries to over 400 attendees of LIBER's 40th annual conference in 2011. She cited the project as one example of how her goal of digitising all of Europe's digital heritage by 2025 could be achieved.

Such a high level of awareness among our target market is critical as the project prepares to successfully transition to the sustainable business model outlined in the Business Plan (D2.3).

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[1] http://www.europeana-libraries.eu/documents/868553/95997e85-4f54-4ae4-b05b-4f82cffd11be

[2] http://www.europeana-libraries.eu/documents/868553/c6c4614f-d63f-494a-b9d2-efe4607ae0e6

[3] http://www.europeana-libraries.eu/documents/868553/3246c2a3-2988-4d4b-8ee2-80e7d88bac8f

[4] http://www.ustream.tv/channel/the-european-library

[5] This is an estimate drawn from the attendance lists for the conferences and workshops in which we participated as well as the known impact of other promotional items (eg. number of views for videos on YouTube).

2. Core Activities

This section outlines how each of the four main communications goals were achieved.

2.1 Sharing Achievements & Benefits

The first communications goal of the Europeana Libraries project, as listed in the Description of Work is to.

> *"Communicate the activities of the Europeana Libraries project using the research library networks in Europe, at both national and institutional level, highlighting the value of the project and its considerable benefits to all stakeholders, including library intermediaries and end users."*

Progress towards this goal was achieved under the leadership of the core Europeana Libraries team based in The Hague, backed up by considerable enthusiasm from project partners across Europe.

In Serbia, project partners led a month-long campaign at Belgrade city library to tell users about the project, Europeana and The European Library (reaching around 1,000 people). The Vienna University Library showcased objects harvested by Europeana Libraries in an online advent calendar[6], while Romania's Sibiu University Library promoted the project to its teaching staff and 15,000 students through numerous website articles, links and newsletters.

These types of activities are evidence of the strong engagement that Europeana Libraries members felt with the project.

A survey conducted at the end of the project[7] revealed that 92**% of Europeana Libraries partners** promoted the 5 million objects assembled by the project, through a website link to The European Library. The survey also showed that:

- **61% promoted** The European Library through social networking
- **46% organised** an event directly targeted at researchers
- **46% distributed** postcards, factsheets and other collaterals to their users

Conference Presentations
Presentations and booths at library and digital culture conferences formed a particularly significant contribution to general project awareness. Europeana Libraries was promoted at prestigious meetings such as:

- **DISH 2011** (Rotterdam)
- **Online Information 2012** (London)
- **Supporting Digital Humanities 2012** (Hamburg)
- **LIBER's Annual Conference** (Barcelona in 2011; Tartu in 2012)
- **IFLA World Library And Information Congress 2012** (Helsinki)
- **Bibliotheca Baltica Symposium** (Tallinn)
- **IGELU Conference** (Zurich)
- **Dublin Core 2011** (The Hague)
- **UNESCO Memory of the World in the Digital Age 2012** (Vancouver)

In total, Europeana Libraries was presented some 130 times in at least 18 countries[8]. By analysing the attendance lists for each event, we estimate the project was presented to 2,500-3,000 people in 2011 and 3,500-4,000 people in 2012.

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[6] http://bibliothek.univie.ac.at/adventkalender/
[7] See Appendix 2 for the full survey results.
[8] See Appendix 1 for a full list of presentations, publications and other promotional events.

The geographic focus of this promotional activity was Europe, although our reach extended to events as far away as Israel and the United States. In addition, some key events were live streamed and recorded for future playback, including the launch of The European Library portal and the final network meeting in Madrid.

Beyond the conference scene, the project was promoted through media outlets such as open-access journals, library websites, newsletters, radio shows and magazines. These included:

- Articles in widely-distributed journals such as LIBER Quarterly[9];
- Interviews for broadcast media such as This Week In Libraries[10], a global library internet TV show;
- Feature-length articles in the magazines of both the Serbian and Estonian[11] national airlines
- Multiple blog posts on the websites of cultural heritage organisations, both inside and outside our immediate network.

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[9] http://liber.library.uu.nl/publish/articles/000513/article.pdf
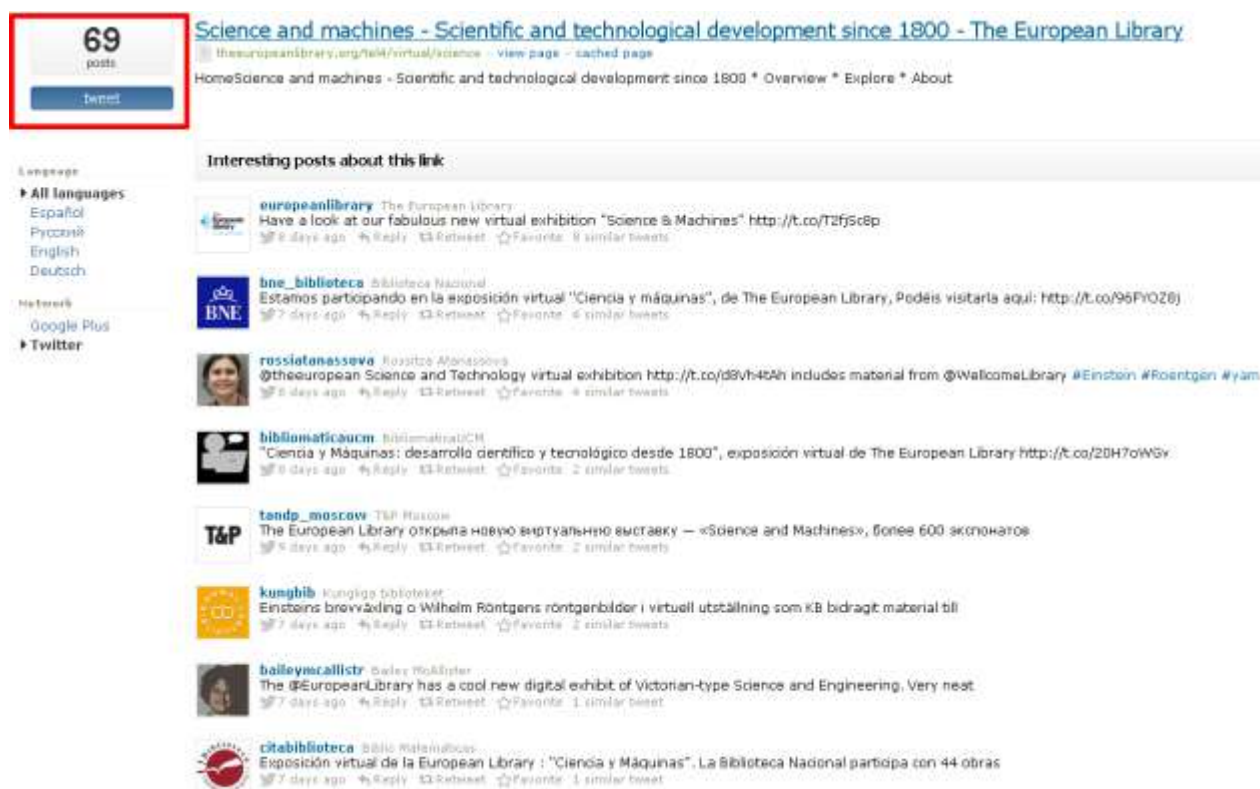[10] http://www.thisweekinlibraries.com/?p=460
[11] http://www.utlib.ee/liber2012/img/in_time_mai_2012.pdf

Social Media

Awareness of the project and its content was further heightened through regular social media promotion, mainly via the Facebook and Twitter forums of the main project participants: The European Library, LIBER, CERL and Europeana. They have the following number of followers[12]:

	Facebook	LinkedIn	Twitter
CERL	32	39	
Europeana	15,182		8,328
LIBER		1,350	716
The European Library	2,207	627	1,080

Posts to Facebook and Twitter were often relayed by project partners and the wider internet community. In the week following the launch of the Science and Machines virtual exhibition[13], at least 69 tweets were sent that included a link to the exhibition[14].

Posts were also shared on Facebook, such as this one linking to a website article about the achievements of the Europeana Libraries project.

A typical Facebook post about the Europeana Libraries project.

Many partners also carried out their own social media activity. The National Library of Wales, for example, released five images a week from the Europeana Libraries project to its Flickr[15] account. Each image description included link to the Europeana Libraries homepage.

Additional information about our social media impact can be seen on analytics site Topsy[16]. It shows articles and moments throughout the history of the project that were relayed by a significant number of influential players from the social media world.

On the Europeana Libraries website, for example, we raised interest within our core target audience of researchers with an article about 10 Things That Humanities Researchers Want. This was heavily relayed on Twitter, including by respected digital humanities expert Dan Cohen[17].A post on the Europeana Pro blog about the legacy of the Europeana Libraries project[18] was also popular.

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[15] http://www.flickr.com/photos/llgc/
[16] http://topsy.com/s/europeana+libraries?window=a
[17] http://topsy.com/www.europeana-libraries.eu/home/-/blogs/10-things-that-humanities-researchers-want
[18] http://topsy.com/pro.europeana.eu/pro-blog/-/blogs/europeana-libraries-rich-legacy

2.2 Publishing Standards

The second communications goal of the Europeana Libraries project, as listed in the Description of Work is as follows:

> *"Publish and communicate standards established for metadata and digital content provision and to begin to embed them into research library practice."*

The European Library Standards Handbook[19] is the main contributor towards this goal. It gives data providers a detailed explanation of how they can use the aggregation infrastructure of The European Library to make digital items available via both The European Library and Europeana.

> *"By using one aggregation system to reach complementary portals and services, content providers will benefit from the widest possible exposure of their materials. The Europeana Library portal will show off their objects to an audience of dedicated researchers, particularly in the social sciences and humanities.Europeana will reach the general public, including lifelong learners, students, special interest groups and expert amateurs."*

The handbook was drafted by technical experts from Work Package 5 and completed by Work Package 6. Since being finalised and placed on the Europeana Libraries website, it has been downloaded more than 3,200 times. An accompanying video made available on YouTube[20] has nearly 400 views.

In addition, there were 14 presentations that focused exclusively on the metadata and content provision work done within the Europeana Libraries project. This included talks at the 2011 Supporting Digital Humanities conference in Copenhagen, Denmark and the Digital Humanities 2012 conference in Hamburg, Germany.

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[19] http://www.europeana-libraries.eu/documents/868553/50dd6233-7780-42fa-8e36-9678a0ee03cd
[20] https://www.youtube.com/watch?v=k1A9A6e7LFY

2.3 Promoting Digitised Content

The third communications goal of the Europeana Libraries project, as listed in the Description of Work is as follows:

> *"Promote the use and reuse of integrated digitised content by researchers, innovators, the education sector and special interest groups among the wider public."*

The presentations and articles detailed Section 2.1 contributed to a general awareness of the Europeana Libraries project and its content. Material from the project was also actively promoted through two key products:

1. An API (Application Programming Interface)

The API enables libraries to take content from The European Library, including the 5 million objects assembled by Europeana Libraries, and integrate that content in their websites. Developers can also use the API to embed library content in mobile applications.

Partners in The European Library network are being strongly encouraged to install the API on their websites. The API is already included in search facilities such as the popular CERL Thesaurus[21] and on the Belgrade University Library "Svetozar Markovic" website[22].The general public also has access to the API. A key is provided to every registered user of The European Library website.

Additionally, the API registered interest in countries such as China, India, Nepal, Brazil and Iraq. A factsheet and information on The European Library website is expected to generate further interest.

In the long term, the API should have an increasing effect on the use and reuse of digital content as it is installed on an ever-wider range of websites. It will continue to be actively promoted as part of our new membership programme.

2. Virtual Exhibitions

Two virtual exhibitions were launched on The European Library website in 2012 and both featured content from partners in the Europeana Libraries project.

The first, Manuscripts and Princes in Medieval and Renaissance Europe[23], showcased 34 significant manuscripts from the collections of Carolingian Emperors, the Aragonese kings of Naples and French King Charles V and his family.

This exhibition generated a high level of interest. When The European Library linked to the exhibition on Facebook, for example, the post was shared over 60 times. Some 5,700 people visited the exhibition between its launch in July 2012 and the end of the project (January 2012).

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[21] http://www.cerl.org/resources/cerl_thesaurus/main
[22] http://www.ubsm.bg.ac.rs
[23] http://www.theeuropeanlibrary.org/tel4/virtual/regia

A Facebook post promoting the Manuscripts And Princes exhibition.

The second exhibition was "Science and machines - Scientific and technological development since 1800"[24], with more than 600 images, videos and historical documents. Twenty-two research and national libraries contributed material.

This exhibition has already noticeably impacted on traffic to The European Library website, pushing daily visitor numbers to a 4-month peak shortly after the launch (see section 2.4 for details). A video on YouTube about the exhibition received 700 views in the week following the exhibition's release.

Awareness about the exhibition was raised by participating libraries, who translated and distributed the press release to their users. The European Library and Europeana also informed press and general users about the exhibition.

A Facebook post, promoting the virtual exhibition "Science and Machines".

Other activities to promote the use of Europeana Libraries content included:

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[24] http://www.theeuropeanlibrary.org/tel4/virtual/science

- Asking the 48 national library members of The European Library and the 19 members of Europeana Libraries to distribute postcards about the service to their users.
- Promoting specific items and collections via social media and blogs (e.g. posting about the history of an individual object on the Europeana Libraries website, or tweeting about interesting items as they became available on The European Library website).

2.4 Increasing Use of Europeana and The European Library

The fourth communications goal of the Europeana Libraries project, as listed in the Description of Work is as follows:

> *"Increase usage of Europeana and The European Library by researchers, librarians and end-users."*

The Europeana Libraries project has contributed in many ways to the increased use of both The European Library and Europeana.

A complete redesign of The European Library website was one of the most important outcomes of the project. Members from across the Europeana Libraries project worked to draft and build the new website. This included identifying features of most use to researchers and testing the finished website with end-user communities.

Traffic levels initially doubled when the new European Library website was launched in mid 2012. Since that time, the number of visitors to the website has remained higher than before the redesign. Comparing the last six months of 2012 with the same period in 2011, we can report:

- Unique visitors **up 16.3%**
- Page views **up 43.2%**
- New visitors **up 13%**

Other promotional activities, such as presentations and exhibitions, also had a measurable impact. One example of this can be seen in the following graphic.
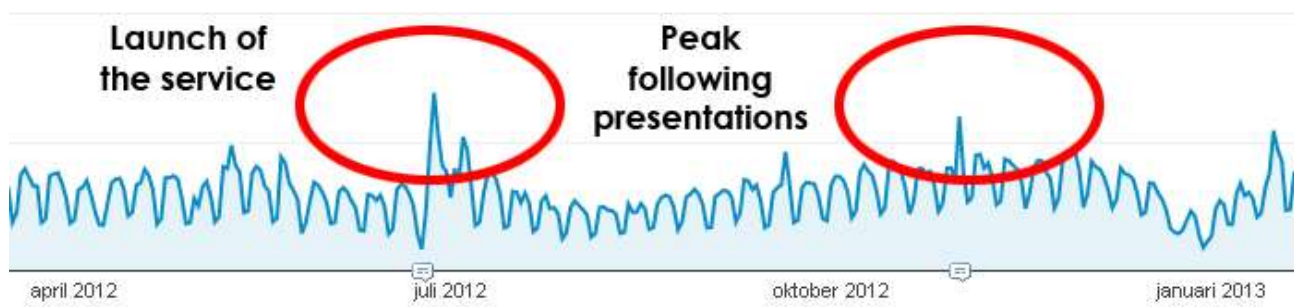
It shows traffic at a **3-month high** on November 1, 2012, following concurrent presentations in Wales, Slovakia, Estonia, and Cyprus. This also represented twice the normal daily amount of visitors and was the busiest day for the website since its launch in late June of the same year.

The launch of the "Science and Machines" exhibition had a similar impact on traffic.
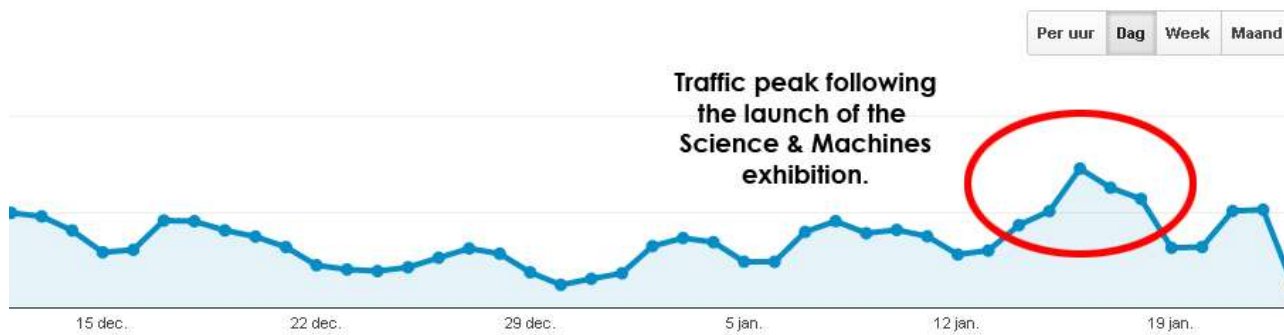
The Europeana Libraries project has also made a significant contribution to Europeana. The 5 million digital objects amassed via the project represent 2.6 records, which in turn represents **11 percent** of the 23.6 million records currently in Europeana.

Appendix 1 – Communication and Dissemination Activities

2011

Presentations

Caranfil, L. and Ilie, R. "Financial Management Model for Promoting LRA's Content That Is to Be Aggregated within Europeana Libraries Project (II)", LRA Seminar, Romanian Academy Library, Bucharest, April 2011.

Chambers, S. "The European Library: supporting digital humanities researchers", Europeana and the Digital Humanities, Paris, 4th April 2011.

Chambers, S., Charles V. "Aligning library-domain metadata with the Europeana Data Model", ELAG conference, Prague, 26th May 2011.

Cousins, J. and Escande, A. "Film and Audiovisual Content in Europeana", Cinema Expert Group, Brussels, 19th September 2011[25].

Dragu, M. and Caranfil, L. "The Europeana Libraries Project's Presentation within the 40th Annual LIBER Conference", LRA Seminar, Romanian Academy Library, Bucharest, December 2011.

Dumitrescu, F. "LRA's Approach of the EDM, According to Its Own Needs", LRA Seminar, Romanian Academy Library, Bucharest, December 2011.

Edwards, L. "The Europeana family: supporting European research", ESFRI Social Sciences and Humanities Working Group meeting, Brussels, 18th January 2011.

Edwards, L. "Cyber-infrastructure: libraries, archives, museums", The Digital Humanities Observatory launch, Dublin, 31st March 2011.

Edwards, L. "The European Library: supporting e-research in Europe", Digital Libraries Seminar, Santiago de Compostela, 8th April 2011.

Edwards, L. "The European digital humanities landscape", Digital Humanities Colloquium, Milton Keynes, 8th July 2011.

Escande, A. and Lefferts, M. "Europeana Libraries project – Towards Sustainability", 3rd LIBER-EBLIDA Workshop on Digitisation of Library Material in Europe, The Hague, 5th October 2011[26].

Escande, A. "Exhibitions & special collections set-up: The European Library expertise", Europeana 1914-1918, Berlin, 19th May 2011.

Escande, A. and Lefferts, M. "Digital Curation Workshop", organised by LIBER and EBLIDA, The Hague, 5th-7th October 2011.

Escande, A., Chambers, S., Hopmann, B., Lefferts, M., Schallier W. "TEL / Europeana / Europeana Libraries project session", Koninklijke Bibliotheek Trainee Session, The Hague, 18th May 2011.

Freire, N. "Textual and Bibliographic Data Resources For Digital Humanities Research", Supporting Digital Humanities Conference, Copenhagen, 17th November 2011.

Freire, N., Borbinha J., Calado P. "A Language Independent Approach for Named Entity Recognition in Subject Headings", International Conference on Theory and Practice of Digital Libraries 2011, Berlin, 26th-28th September 2011.

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[25]   http://ec.europa.eu/avpolicy/reg/cinema/experts/index_en.htm
[26]   http://indico.eblida.org/conferenceOtherViews.py?view=standard&confId=22

Grant, F., Escande, A. and Reilly, S. "Europeana Libraries: Repositioning, Realignment and the Researcher", DISH 2011, Rotterdam, 8th December 2011.[27]

Heinz, I. "De « The European Library » à « Europeana » des initiatives européennes", stage enssib, Numérisation et constitution de bibliothèques numériques, Lyon, 20th June 2011.

Huber, A. "From cataloguing to metadata: Resource Description and Subject Classification in a Digital Age", Cataloguing to Metadata, Bodleian Library, Oxford, 22nd November 2011.

Ilie, R. and Caranfil, L. "Financial Management Model for Promoting LRA's Content That Is to Be Aggregated within Europeana Libraries Project (I)", LRA Seminar, Romanian Academy Library, Bucharest, March 2011.

Kovácsné Koreny, A., "Europeana Libraries and the Digitised Parliamentary Database", Library of the Hungarian Parliament, Budapest, 7th March 2011.

Lefferts, M. "Europeana Libraries Project", Dutch librarians conference (NVB), Ede, 17th November 2011.

Lefferts, M., and Edwards, L. "Europeana Libraries: outcomes to date and what's coming up next", CERL Annual General Meeting, Biblioteca Apostolica Vaticana, Vatican City, 5th-7th November 2011.

Lefferts, M. and Purday, J. "Europeana Libraries Brand Strategy", CERL Meeting, Directors' meeting, London, 15th April 2011.

Lefferts, M. "Report to LIBER Steering Committee for Heritage Collections and Preservation Meetings", Barcelona, 28th June 2011, Nijmegen, 13th October 2011.

Macovei, C. and Popescu, A. "Project Presentation on Kick-Off Meeting", LRA Seminar, Romanian Academy Library, Bucharest, February 2011.

Messmer, G. "Europeana Libraries Project Kick-off meeting", Bavarian State Library, Munich, 8th February 2011.

Messmer, G. "Metadata Management and Presentation of Digital Objects", University of Parma, Parma, 8th September 2011.

Messmer, G. "Vernetzte Welt – Bibliotheksmetadaten im Semantic Web", Bavarian Libraries Summit 2011, Goethe-Forum, Munich, 8th November 2011.

Messmer, G. "Metadata Management and Presentation of Digital Objects", University of Parma, Parma, 8th September 2011.

Petrovic, V., and Sofronijević, A. "Europeana libraries: new content for the new Europe", Seventh International convention of Slavic Librarians, Sarajevo, 17th-20th April 2011.[28]

Popescu, A. "Presentation of the Europeana Libraries Project", Noaptea Bibliotecilor (Library Night 2011), Bucharest, 1st-2nd October 2011.

Reilly, S. "LIBER's EU Projects focusing on digital preservation", APARSEN project group meeting, The Hague, 8th September 2011[29].

Reilly, S. "Reaching the researcher: Europeana Libraries – a partnership approach", SLA, Belgrade, 27th October 2011.[30]

Rühle, S. "Europeana Libraries", Dublin Core Conference, The Hague, September 2011.

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[27]   http://www.slideshare.net/libereurope/repositioning-realignment-and-the-researcher
[28]   http://www.openbook.ba/images/7ICSL.pdf
[29]   http://www.slideshare.net/libereurope/libers-digital-preservation-projects
[30]   http://www.slideshare.net/libereurope/reaching-the-researcher

Schallier, W. "Europeana Libraries, a pan-European aggregator for libraries", EVA/MINERVA Conference, Jerusalem, 15th-16th November 2011.[31]

Schallier. W. "LIBER and its EU projects", Fredoc, Bordeaux, 12th October 2011.[32]

Schallier, W. "LIBER work on the readiness of European stakeholders to support economic sustainability of Digital Preservation", ESDI Round Table, Tallinn, 26th May 2011.[33]

Schallier, W. "Europeana Libraries: establishing the library aggregator for Europe", CNI Membership Meeting, Washington, 12th December 2011.[34]

Schallier, W. "Online portals: opportunities for library professionals?", London Online, London, 29th November 2011.[35]

Seidler, W. "EDM-datamodelling within Europeana Libraries", Digitale Bibliothek 2011, Graz, 24th -25th November 2011.[36]

Sofronijević, A. "Europeana Libraries", Annual meeting of Association of Serbian Academic Librarians, February 2011.[37]

Sofronijević, A., and Mitrovic, J. "Europeana Libraries Project: Fostering Digitisation Across Europe", Sixth SEEDI Conference, Zagreb, 18th-20th May 2011.[38]

Sofronijević, A., and Mitrovic, J., and Antonic, S. "Fostering Open Access Usage by Creation of the Library Aggregator for Europeana: Project Europeana Libraries", 17th Conference on Professional Information Resources, Prague, 24th -26th 2011.[39]

Sofronijević, A., and Filipovic, D. "Europeana Libraries", European Cultural Days, Belgrade, 17th September 2011.[40]

Sofronijević, A. "Europeana Libraries – Project Overview", 10th Conference New Technologies and Standards: National Heritage Digitisation, Belgrade, 22th -23rd September 2011.

Sofronijević, A. "Europeana Libraries – grounding basis for digitisation projects in academic libraries in Serbia and in the region", 11th International Conference Digitalisation of Cultural and Scientific Heritage, University Repositories and Distance Learning, Belgrade, 30 September – 2nd October 2011.

Visa, I. "Europeana and Europeana Libraries", Library of the Lucian Blaga University of Sibiu, Sibiu, February 2011.

Visa, I. "Informative paper about Europeana", Second International Conference on Information Literacy and Information Science, The Library of the Lucian Blaga University of Sibiu, Sibiu, 14th-15th April, 2011.[41]

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[31] http://www.slideshare.net/libereurope/europeana-libraries-a-pan-europea n-aggregator.
[32] http://www.slideshare.net/libereurope/liber-and-its-eu-projects
[33] http://www.slideshare.net/libereurope/liber-work-on-the-readiness-of-european-stakeholders-to-support-economic-sustainability-of-digital-preservation
[34] http://www.slideshare.net/libereurope/europeana-libraries-building-the-library-aggregator-for-europe
[35] http://www.slideshare.net/libereurope/online-portals-opportunities-for-library-professionals
[36] http://conference.ait.co.at/digbib/public/conferences/2/schedConfs/4/DIGBIB-Herbsttagung_folder_111025-f.pdf
[37] http://www.zbus.rs/pdf/Europeana_libraries_02022011_ZBUS.pdf
[38] http://www.nsk.hr/seedi/Europeana%20libraries.ppt
[39] http://www.inforum.cz/pdf/2011/antonic-sanja.pdf
[40] http://www.unilib.bg.ac.rs/o_nama/Predavanja/index.php
[41] http://bcu.ulbsibiu.ro/conference

Visa, I., Volovici, R. and Obancea, C. "Europeana Libraries - The Aggregation of European Cultural Heritage through Data Standardisation", The Library of the Lucian Blaga University of Sibiu, Sibiu, April 2011.

Visa, I. "150 years in the service of reading - Scientific Session", ASTRA Sibiu County Library", Sibiu, 3rd-5th November 2011.

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British Universities Film & Video Council (2011) "Europeana Libraries Launch", available at http://bufvc.ac.uk/2011/02/04/europeana-libraries-launch [Accessed 11/05/2011].

CEN WS-LT LTSO (2011) "5 Million Manuscripts, Films and Texts for Europeana", available at http://www.cen ltso.net/(S(54rrbpmt3zp5s5bjl15fgr55))/main.aspx?put=1129&n=1&AspxAutoDetectCookieSupport=1 [Accessed 08/07/2011].

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Dam Education (2011) "Europeana – 5 Million Manuscripts, Films and Texts for Europeana – Europeana News – group", available at http://dameducation.com/blog?tag=library [Accessed 08/07/2011].

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Exhibitions and dissemination of promotional material

LIBER Conference 2012, Tartu, 27th – 29th June 2012
Booth, advertisement in conference programme, promotional material: 300 postcards, 300 bookmarks, 300 fact sheets.

Digital Humanities, Hamburg, 16th – 20th July 2012
Presentation, promotional material distributed: 50 postcards, 50 bookmarks, 50 fact sheets.

IFLA Satellite Meeting, The Hague, 8th-9th August 2012
Insert: 50 fact sheets.

IFLA Congress 2012, Helsinki, 14th – 17th August 2012.
Booth, presentation, promotional material: 500 postcards, 500 bookmarks, 500 fact sheets.

Research Library Meeting Denmark, Copenhagen, 12th September 2012.
Insert: 50 fact sheets.

Speaking Truth to Power: Making special collections work in times of recession, Lady Margaret Hall, University of Oxford, 12th – 14th September 2012
Insert: 150 postcards, 150 bookmarks, 150 fact sheets.

UKB Meeting, Utrecht, 13th September 2012
Insert: The European Library Information pack distributed amongst all 14 members of the UKB - Dutch consortium of all university libraries and the National Library of the Netherlands.

Abinia Meeting 2012, Biblioteca Nacional de España, Madrid, 17th-21st September 2012
Presentation, insert: 150 information packs including postcard, bookmarks and fact sheets.

Focus op duurzame bibliotheken en archieven, Antwerpen, 20th September 2012
Insert: 75 postcards, 75 bookmarks, 75 fact sheets.

Ipres 2012, Toronto, 3rd October 2012
Presentation, promotional material: 50 postcards, 50 bookmarks, 50 fact sheets.

6th International Conference European Guidelines for Cooperation of Libraries, Archives and Museums, Sarajevo, 5th-6th October 2012
Presentation, insert 50 postcards, 50 bookmarks & 50 fact sheets.

Frankfurt Book Fair, Frankfurt, 10th – 14th October 2012.
Booth, two presentations, promotional material: 500 bookmarks, 500 postcards, 500 fact sheets.

Deutcher Bibliotheksverband
Direct Mailing to University Librarians Group Germany 250 addresses
250 postcards, 250 bookmarks, 250 fact sheets.

5th Joint Conference of Slovene Special and Academic Libraries, Ljubljana, 17th – 18th October 2012.
Presentation, booth and insert: 75 postcards, 75 bookmarks & 75 fact sheets.

Digital Libraries 2012, Residence Družba Jasná, 22nd – 24th October 2012.
Presentation, insert: 100 information packs including postcard, bookmarks and fact sheets.

European Coordination workshop on access to and preservation of scientific information, Barcelona, 22nd October 2012
Promotional material: 50 postcards, 50 bookmarks, 50 fact sheets.

EUDAT 1st Conference, Barcelona, 22nd October – 24th October 2012
Promotional material: 50 postcards, 50 bookmarks, 50 fact sheets.

Infosession: Een schat aan informatie, University of Gent, 25th October 2012.
Presentation, insert: 50 postcards, 50 bookmarks, 50 fact sheets.

Open Access to Knowledge Meeting, Serbia, 25th-26th October 2012.
Presentation, insert: 200 information packs including postcard, bookmarks and fact sheets.

The 11th International Bibliotheca Baltica Symposium, Tallinn, 25th-26th October 2012.
Presentation, insert: 75 postcards, 75 bookmarks & 75 fact sheets.

Internet Librarian International, London, 30th-31st October 2012
Booth, promotional material: 200 postcards, 200 bookmarks, 200 fact sheets.

CERL Annual Meeting, London, 31st October-1 November 2012.
Insert: 70 postcards, 70 bookmarks, 125 fact sheets.

Online Information, London, 20th – 21st November 2012.
Booth promotional material distributed: 350 postcards, 350 bookmarks, 350 fact sheets.

RLUK Annual Meeting, Newcastle, 14th-16th November 2012
Presentation, advertisement in conference programme, insert: 120 information packs including postcard, bookmarks and fact sheets.

Heritage from Yesterday to Future Society, Barcelona, 27th-28th November 2012
Presentation, insert: 50 postcards, 50 bookmarks, 50 fact sheets.

Hungarian Parliament Library, Europeana Libraries Project Closing Conference, Budapest,
5th December 2012.
Insert: 150 postcards, 150 bookmarks, 150 fact sheets.

Europeana Libraries/The European Library Joint Meeting, Madrid, 3rd-5th December 2012.
Booth, insert: 160 postcards, 160 bookmarks, 160 fact sheets.

Appendix 2 – End User Engagement Survey

In order to measure the end user engagement and its impact the 19 Europeana Libraries project partners were contacted and asked to fill in a short survey about their activities in end-user engagement. Thirteen partners took part in the survey.

Survey and Results

1. **Did you post a link on your website that redirects to "The European Library" in the last two years? (if yes and the link is still active, please send us the URL)**

   Yes: 12
   No: 01

   92% promoted The European Library through a link on their institution's website.

   Provided Links:

   www.cerl.org; http://www.cerl.org/publications/newsletter

   http://libraryblog.wellcome.ac.uk/libraryblog/label/europeana-libraries/
   http://www.bodleian.ox.ac.uk/bdlss/projects

   http://ubsm.bg.ac.rs/engleski/strana/35/europeana-libraries

   http://bcu.ulbsibiu.ro

   http://phaidraservice.univie.ac.at/phaidra-network/eu-projekte/europeana-libraries/#c341521

   http://www.doaj.org/doaj?func=loadTempl&templ=about&uiLanguage=en#europeana

   http://www.llgc.org.uk/index.php?id=5728, http://www.llgc.org.uk/blog/?p=2929,
   http://www.llgc.org.uk/blog/?p=3758, http://www.llgc.org.uk/blog/?p=4312,
   http://www.llgc.org.uk/blog/?p=5166
   http://adore.ugent.be/ & http://lib.ugent.be/node/1109
   Link on website http://www.biblacad.ro/index.html
   Link to The European Library presentation (in Romanian) : http://www.biblacad.ro/tel.html
   Link to The European Library meeting in Bucharest (in Romanian) :
   http://www.biblacad.ro/JoinMeetingBucharest.html
   Link on BAR Facebook page (in See more/Vezi mai mult):
   http://www.facebook.com/pages/Biblioteca-Academiei-
   Rom%C3%A2ne/240298342669988?sk=info
   http://www.ucm.es/BUCM/, 10 Posts in La biblioteca informa. Blog of the Library Complutense:
   http://www.ucm.es/BUCM/blogs/posts.php?materia=1850&idpagina=25841&nombreblog=labibliote
   cainforma
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2. Did you inform your end users about The European Library through social networking sites?

Yes: 08
No: 05

61% of the partners promoted The European Library through social networking.

3. Facebook

Yes: 07
No: 06

4. Twitter

Yes: 04
No: 09

5. LinkedIn

Yes: 02
No: 11

6. Flickr

Yes: 02
No: 11

7. Other (please describe)

Yes: 3 (YouTube, pInterest)
No: 10

8. Did you organise an event that was directly targeted at researchers, during which you promoted The European Library?

Yes: 06 (46%)
No: 07

Specification:

University Library in Belgrade was one of the organizers of the The European Library - Europeana Libraries Joint Meeting in 2011 that was held at the National Library of Serbia. Also, within the Open Access Week 2012 at the University Library in Belgrade we had Mr Aubéry Escande as a keynote speaker. He presented TEL services and Europeana portal to researchers and academic librarians http://ubsm.bg.ac.rs/engleski/vest/27/obelezena-medjunarodna-nedelja-otvorenog-pristupa-u-univerzitetskoj-biblioteci
The International Conference on „Information Science and Information Literacy" (annual, organized by the Library of the University of Sibiu

On 10 December 2012 the UB Bienna had a presentation about open access and some EU Projects
 Presentation of Europeana libraries project and launch of The new European Library Portal to UCM Researchers. 28 May 2012
 IV Jornadas de buenas prácticas del Consorcio Madroño (Madrid University Libraries and UNED Consortio). 18 September 2012

9. Did you circulate any of the collaterals - available on Europeana Libraries project website **- that were produced during the project lifespan to promote The European Library (postcard, bookmarks, factsheet, etc.)?**

Yes   06 (46%)
No   07

Specifications:

CERL AGM (50 participants) and CERL Executive Committee meetings (18 participants)
Yes, Alexander Huber circulated Europeana Libraries promotional materials (postcards and info-sheets) at the 2012 Digital Humanities conference (DH2012) <http://www.dh2012.uni-hamburg.de/>, which took place from 16-20/07/2012 in Hamburg. The conference had over 500 registered attendees.
We circulated some of the collaterals (factsheets mostly) during the OA week in 2012, as well as TEL-EL conference in 2011, and other occasions that gathered Serbian academic community.

library info desk, conference map

In every Phaidra-Presentation is, one or two/month we are also talking about Europeana Libraries – also our Adventkalender was based on objects, harvested from Europeana Libraries: http://bibliothek.univie.ac.at/adventkalender/

10. **Did you tell your end users about The European Library in any other way than those mentioned above? (if yes, please describe)**

Yes   06 (46%)
No   07

CERL implemented the TEL API in the CERL Thesaurus test site (evaluated by c. 10 persons and about to be rolled out (CT has c. 20k searches per month)
University Library of Belgrade keeps end users updated via mailing lists and the media (newspapers, radio shows, etc.).

Yes, at the Romanian Library Association – annual meetings

Lunchtime presentations to library users, general public, researchers and staff – part of the NLW's broader events programme.