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1. Introduction

This paper sets out the overarching strategic communications plan for Europeana Awareness Work Package One, which will run until the end of 2014. The primary aim of this work package is to create awareness of Europeana at political and grass roots levels in each and every country in the European Union. Each country is allocated time and money to start a process that needs to become embedded into the cultural heritage fabric of that society.

The paper details the strategy in terms of key objectives, messages, targets and timeframes across the key PR platforms, including media campaigns, advocacy events and social media initiatives.

The aim of promoting a coordinated communications strategy is to ensure that the activities of each partner are closely aligned and complementary to maximise the PR impact so that we can deliver optimal value as we seek to raise awareness of Europeana across target audiences.

2. Context

Europeana was established in 2008 as Europe's digital library, museum, archive and gallery. From providing access to two million digitised objects and 75 partners it now has more than 20 million objects and 2,200 contributing organisations across Europe in 27 EU Member States.

Through its near 500 partner organisations, Europeana and the surrounding ecosystem has a key role in promoting digital access to cultural and scientific heritage. The work includes encouraging cultural heritage institutions to contribute content; promoting key digitisation and access issues such as IPR (intellectual property rights) and open data; and supporting and promoting the Digital Agenda of the European Commission.

Europeana sits squarely within the European Commission's Digital Innovation and Growth Agenda and the project should be viewed in this context as an ambitious scheme to harness the full potential of the digital economy, while securing Europe's cultural legacy for the future.

In *'The New Renaissance'*, The Comite des Sages has suggested that Europeana should be seen as 'the reference point for European culture online' and that by 2016, 'countries should provide all their public domain masterpieces to Europeana'.¹

In September 2012, Europeana made the descriptive metadata for more than 20 million objects available under CC0 Universal Public domain licences – allowing free creative re-use of that data.

This represents a major success for the programme and has involved close collaboration with cultural heritage organisations across Europe. It also represents a significant cultural shift for the organisations involved and means that Europe now leads other global regions in its approach to open data for cultural heritage.

¹ [The New Renaissance. Report of the Comite des Sages \(Reflection Group on Bringing Europe's Cultural Heritage Online\), January 2011.](#)

This achievement means that, Europeana may now shift its focus from being an aggregator of metadata pointing towards content to developing added-value outcomes – exploiting the concrete opportunities that exist to promote learning, creativity, innovation and growth.

By greatly broadening access to the reservoir of works and knowledge that these digital collections represent, Europeana will also lay the foundations for future opportunities to create and innovate that we can only guess at today.

In collaboration with partners across the Member States, Europeana aims, together with the partners in the wider ecosystem, to achieve its goals through four main strategic activities:

- Aggregating content to build an open, trusted source on European heritage.
- Facilitating knowledge transfer, innovation and advocacy in the cultural heritage sector.
- Distributing heritage content to users wherever they are, whenever they wish to use it.
- Engaging users in new ways of participating in their cultural heritage.

The resulting outputs will be measured as set out in Europeana's strategic plan² and more specifically in the yearly business plan.³

It is essential that we effectively communicate the effectiveness and value generated by the programme to ensure the continued support and engagement of our partners.

In doing so, we will create a virtuous cycle of engagement, development, growth and innovation.

To facilitate this communication, the best practice network of Europeana Awareness was established, operating through Europeana's partnership structure. Within this network, Work Package One provides a specific focus on a series of public media campaigns to take place in each EU Member State over a period of three years.

3 Communication Objectives

The overarching communication objective for Work Package One of Europeana Awareness is to create awareness of Europeana at the political and grass roots levels in each European Union Member State and to foster conditions that will enable that awareness to continue grow. This will contribute to positioning Europeana as the central resource in the digitisation and online accessibility of Europe's cultural and scientific heritage.

In this context the key communications objectives are to ensure:

- Reach – to promote awareness and understanding of Europeana to as wide a target group of users as possible.

² [Europeana Strategic Plan 2011-2015, March 2012](#)

³ [Europeana Business Plan 2012](#)

- Interaction – to support Europeana’s goal of enhancing the availability and use of digitised heritage content across key targets groups, from cultural heritage professionals to those working in the creative industries.
- Understanding - by communicating Europeana’s strategic approach to aggregation, access and use of open data in a way that fosters support amongst policymakers, partners and politicians; positioning it as the underlying infrastructure, the core platform for others to build upon; and explaining the value and resource it offers in a way that is meaningful to key stakeholders.

4 Strategic Approach

The communications strategy must be consistent with Europeana’s ambitions of driving engagement, collaboration, innovation and economic growth.

To this end the strategic approach to Europeana Awareness will include several key elements:

- Exploiting the inherent strengths and characteristics of Europeana across all communications to illustrate and support key messages. For example, leveraging online platforms and digitised content; emphasising the broad, pan-European nature of the programme; and targeting specialist content at specific public and private sector audiences.
- Fully utilising the potential of Europeana’s extensive networks and partnership structure to articulate and amplify messages at local, national and European level.
- Providing coordinated messaging and a consistent flow of information to partners at national and European level as a means of creating resonance across target audiences.
- Demonstrating the relevance and potential of Europeana at national and European level to drive engagement, development, growth and innovation.
- Providing the channels and feedback to ensure that there is an integrated and coordinated approach to communications across the Europeana Office, as well as cross-fertilising ideas and promoting best practice.

5 Communication Themes, Narrative And Key Messages

Theme: Aggregating metadata to build an open, trusted source on European heritage.

Narrative: Under this theme, the strategic narrative emphasises the collaborative nature of the Europeana ecosystem.

Key messages:

- Europeana is an important platform for collaboration and innovation across Europe.
- By providing an open and engaging platform to bring a diverse set of partners together, Europeana will aggregate, standardise and enrich trusted content to inspire innovation, engagement and further collaboration.

- Promoting collaboration at all levels across the public and private sphere will drive the development of new and trusted resources for potential users of heritage content.

Delivered to: key policy makers; national initiatives; aggregators; politicians.

Theme: Facilitating knowledge transfer, innovation and advocacy in the cultural heritage sector.

Narrative: Under this theme, the strategic narrative emphasises the potential for innovation from metadata re-use.

Key messages:

- Europeana provides an easily accessible professional platform - pro.europeana.eu for knowledge sharing across Europe.
- By encouraging new channels for engagement and the development of knowledge-sharing networks, Europeana provides a platform for innovation and growth.
- Europeana is positioned to be a core platform for cultural heritage in Europe. A platform that gives access to material, that holds tools and services, that holds content that can be reused, to underpin the activity of vertical and national portals as well as research and education worldwide.
- will help showcase the wealth and depth of resources available across the heritage sector and leverage the full potential of the available content across new networks and channels.

Delivered to: key policymakers; the wider Europeana ecosystem; other portals, aggregators, national initiatives; politicians.

Theme: Distributing cultural heritage content to users wherever they are, whenever they wish to use it.

Narrative: Under this theme, the strategic narrative emphasises ease of placing Europeana metadata into other systems and applications, contributing to innovation and economic gains.

Key messages:

- As an online resource, heritage content will be available anywhere at any time for any number of potential users. This will promote and facilitate exciting new uses for heritage content that will spur the development of new resources and applications and drive cultural and economic development across the sector.
- Europeana can be integrated into searches in other portals or become part of a mobile app with ease.
- Europeana creates virtual access to national objects held in other institutions.
- Europeana looks for opportunities to create thematic and audience access to encourage use and understanding.

Delivered to: other portals; aggregators; national initiatives; developers; mobile app developers; tourism; education.

Theme: Engaging users in new ways of participating in their cultural heritage.

Narrative: Under this theme, the strategic narrative emphasises social and cultural literacy gains.

Key messages:

- Europeana gives users access and use of heritage content in exciting new ways.
- Europeana encourages interaction with digital cultural content via interactive blogs, exhibitions, user generated comment and content.
- Europeana engagement programmes aim to improve the digital literacy of the older generations while increasing the knowledge of our cultural diversity in the younger.

Delivered to: end user groups; politicians; journalists; media.

6 Considerations around key audiences

Europeana's key audiences for communication cover an extremely broad base. They include policymakers, NGOs, politicians and the media at both national and European level; cultural heritage organisations; and a wide spectrum of end-users from the creative industries to historians, cultural tourists, schools and public libraries.

The key external audiences identified for Work Package One of Europeana Awareness are opinion formers and key influencers:

- Politicians and policymakers
- Media
- Cultural heritage organisations.

It is essential to create broad awareness of Europeana and attract buy-in for its objectives among these groups. Doing so will allow Europeana to deliver on the ambitions set out for the programme – to drive learning, creativity, innovation and economic growth.

However, a purely 'top-down' focus on communicating with these key audiences will not suffice. While end-users are more naturally the focus of Europeana's Awareness marketing activity in Work Package Two, Work Package One must also consider the end-user perspective to demonstrate that concrete benefits and outputs will be produced for and by end-users who access and re-use and create the content. Demonstrating the utility of Europeana collections will be a key element in securing the support and buy-in for the programme across key audiences and opinion formers.

Consequently, communications should reflect and take advantage of the important relationship and synergies between the 'top down' and 'bottom up' elements of the programme wherever possible. This will mean close collaboration with Marketing Communications and with Work Packages Two to Five which address: end-user engagement; developing new partnerships; connecting cultural content with tourism; and copyrights and related rights framework respectively, drawing on their outputs to shape and illustrate stories that will resonate with key opinion formers.

For example, user generated content arising from activities such as the WW1 Family History Collection Days can illustrate key messages on engagement and collaboration. Equally, the commercial applications developed in recent hackathons are critical in illustrating the

dynamism and interactivity inherent in Europeana, which reinforces key messages on innovation and growth.

6.1 Politicians and policymakers - Politicians and policymakers at the national and European level are key influencers for Europeana. It will be important that messages are articulated in a tailored and compelling manner to each group's interests. As these groups are an audience in each EU member state, messages will also need to chime with national priorities and progress. This is particularly important against a challenging economic environment when such groups are acutely aware of the need to be accountable and deliver value.

6.2 Media - Both general and specialist media are important opinion formers for Europeana. This is the case at national and European levels, as well as across sectors. Europeana can provide stories of interest to all of these groups. However, it will be important to identify and tell the most relevant stories to each audience to gain maximum impact.

6.3 Cultural Heritage Organisations - The range of cultural heritage audiences we may address is highly diverse, but they have several common characteristics in the context of Europeana. For the purposes of the PR strategy, it is vital that we understand this commonality in terms of promoting an understanding of heritage and provide consistent, clear messaging to promote engagement.

6.4 End-users – Both the creative industries and members of the public with an interest in cultural heritage are significant end-users for Europeana. As outlined, opportunities to address these groups directly and indirectly should be exploited where relevant, and communicating the outputs of their interaction with Europeana will be key to effective communications with other audiences.

6.5 Internal – The internal audience incorporating all the wider actors involved directly and indirectly with the Europeana team. While the main focus of Work Package One communication activity is primarily external, this audience of Europeana's working partners will be essential in determining the success of our communications strategy. Winning engagement throughout the communications process will be extremely important and our approach should recognise this element.

7 Key engagement points

An online activity planner has been developed to provide a broad overview of planned and potential cultural, scientific and sporting events that we might use to promote Europeana across EU Member States. The planner has been developed in conjunction with colleagues in each Europeana partner country. It is a 'living document' that will be updated on an ongoing basis.

The activity planner highlights opportunities for country specific PR campaigns under Work Programme One, as well as opportunities for the broader ongoing promotion work around Europeana by national partners.

In addition, the planner includes events arising from Europeana Awareness Work Packages Two to Five, Europeana Foundation events, European Institution events and other European level events. (NB The current iteration of the online planner can be found in Appendix 1.)

Drawing on this activity outlined and working in conjunction with national partners, Europeana has established a rolling programme of PR campaigns in 30 countries from 2012-2014. (NB This programme can be found at Appendix 2.)

Communication coordinators in each country will work together with the central Europeana communications team and further supported by external PR agencies, to develop and roll out these campaigns and to create conditions that will allow awareness to continue to grow. Guidance on hiring and working with PR agencies will be given to national coordinators. (NB guidance on developing a PR agency brief can be found at Appendix 3.)

Campaigns will be built around activities and events that, in addition to providing a suitable hook on which to build PR activity, meet one or more of the following criteria:

- the activity has a national significance for the partner country;
- the activity is relevant to the values, activities or resources offered by Europeana;
- the activity relates to outputs events or meetings generated/delivered by Europeana Awareness Work Packages Two to Five;
- the activity is relevant to the target audiences for Europeana.

Given the long-term nature of the timetable set out for this programme of campaigns, the activity will be indicative in some cases. It is possible that proposed campaigns will be revisited to take account of developments in policy, the political, professional and technological landscape, best practice and to build on other Europeana successes.

To ensure the maximum impact of the PR campaigns, engagement must not be limited to 'key points' in the calendar and we should ensure that they take place in the context of a regular flow of information, wherever possible supported by national partners and coordinators.

8 Tactics

The multi-layered and pan-European nature of Europeana, its partnerships and wider network, will be reflected in its communication tactics. Different tactics will be appropriate at the European and national levels and these will inform, support and feed into each other.

National level tactics will be formulated at a granular level in conjunction with partners on the ground in accordance with the Tactical Template as set out in Appendix 4.

At the European level, the principle tactics that will inform our approach across all channels and throughout all PR campaigns are to:

- develop clear, consistent, robust messaging that demonstrates Europeana's key themes and messages.

- effectively manage and share information across network, partners, projects and Work Packages.
- identify and leverage best practice.
- adopt a holistic approach to communication that looks to marry top-down and bottom-up approaches wherever possible.
- develop case studies and a supporting narrative to showcase successful outcomes and drive advocacy and engagement.

There is a great deal of overlap across the channels, but some of the tactics appropriate to specific channels are set out below across general media, social media, the wider web, partnerships and other external stakeholders.

8.1 General Media

- To identify suitable opportunities to convey Europeana's key messages through national, European, specialist and general media where appropriate.
- To identify related external opportunities that media approaches can be hung on.
- To promote the development and proactive use, of shared planning grids that highlight events and platforms at national, European and organisational level to identify communication opportunities and synergies and avoid clashes.
- To tailor the narrative and messages to relevant audiences.
- To relate the overarching narrative and key messages to the wider news agenda and national perspectives.
- To coordinate the use of all Europeana communication channels and forums to ensure consistent and targeted messaging to the media.
- To explore the use of all national partner communication channels and forums to ensure the greatest potential reach to targeted media.

For example the Irish campaign which was built around the WW1 Collection Days, tapped into the 'hidden' national history of Irish participation on the Western Front resulting in the largest turn out to date for a Collection Day in Europe and widespread media coverage of Europeana.

8.2 Social Media

- To reinforce narrative and key messages through the widespread dissemination of information and news.
- To encourage debate on open access and reinforce our voice in the wider agenda debate.

- To demonstrate contribution to innovation and growth by linking to online examples of benefit and value.
- To gauge external reaction to our narrative from influential stakeholder forums and voices and to respond with targeted messaging where necessary. Proactively capitalise on positive stakeholder blogs and tweets within social media protocol.
- To foster a sense of a community amongst the wider Europeana 'family'.

For example, an event specific hashtag was created for the Europeana plenary which allowed members of the network and other external commentators not attending to contribute in real time to the debate on re-use.

8.3 Wider Web

- To fully exploit and effectively coordinate the use of all Europeana and partner online channels and forums to ensure the greatest possible reach and create resonance and amplification of messaging.
- To clearly signpost, articulate and demonstrate the benefit of Europeana in online material
 - access to digital cultural heritage
 - innovation and growth

For example, the Bibliotheque nationale de France features Europeana prominently on its website and has developed an ongoing programme of online activity to reinforce Europeana messaging.

8.4 Networks and Partnership

- To work closely with partners and across the wider network, to ensure that messaging is shared and consistent.
- To ensure that ongoing initiatives are aligned to specific national and local agendas, as well as sitting within the strategic communications agenda of the programme.
- To leverage best practice, in particular through the communications network
 - capture and use national partner experience and input to inform the Europe-wide approach wherever possible
 - ensure that national partners are informed in advance of all proposed communications related activity and information to allow them to effectively contribute to said activity, and to foster an inclusive rather than centralised approach
 - foster a sense of community and provide forums that will allow partners to proactively contribute and share ideas and experiences, as well as exploiting opportunities to promote Europeana.
 - development of a communications tool kit that supports national coordinators in their Europeana Awareness communication efforts.

For example, a Communications Workshop was held for WP1 communication coordinators in June 2012 with a focus on best practice and networking which allowed the Slovenian

coordinators to share the very successful Slovenian PR campaign as a best practice case study with more than 50 network colleagues.

A more detailed description of the proposed platforms for the sharing of information and best practice across the communications network is in Appendix 5.

8.5 External Stakeholders

- To help reach and reinforce links with influential advocates on the benefits of accessible digital cultural heritage.
- To ensure that messaging is consistent and that all opportunities to reach stakeholders are explored.
- To exploit appropriate use of spokespeople, both internal and external and identify and encourage third party advocacy where possible.
- To demonstrate relevance of Europeana to wider agenda and illustrate contribution to debate on IPR and open data.

For example Europeana has begun to identify and appoint public figures as ‘ambassadors’ or ‘Influential friends’, who are well positioned to publicly support various aspects of Europeana in different member states.

9 Challenges and Risks

9.1 Challenges

There are a number of challenges for the programme, spanning cultural, technological and logistical obstacles. Some of the main challenges that could impact communications are outlined below.

- Europeana draws heavily on its ability to access the world of cultural heritage, utilise technology and engage with European programmes. As such, the programme will rely on engaging clearly and consistently with a host of diverse groups and interests across 27 Member States and 2200 contributors. This means that it is essential the language employed across the communications spectrum must avoid jargon, be accessible, and be appropriate in both tone and pitch for each target audience.
- Across our communications partners within the EU Member States there is great diversity in terms of priorities, culture, political and technological capabilities. This means that a ‘one-size-fits-all’ approach will be highly inappropriate for national PR campaigns.
- The digital nature of Europeana means that the programme operates in a fast-moving technological environment amid a shifting legal landscape.
- Europeana is pan-European in nature, and as a result its partners, stakeholders and target audiences use multiple languages. Recognising this and seeking opportunities to communicate in a number of languages where feasible will be important. Social media could offer a natural and low cost channel pursue this.

- Europeana benefits from a professional central team and secured funding. However, the level of staff and budget presents constraints given the communication challenge at hand.

9.2 Risks

A full risk register with proposed mitigation has been drawn up by Europeana. Some of the challenges facing the programme can be overcome with the right strategic approach and a focus on delivery. However, there are other areas where we either do not yet have enough information to make a proper assessment of the risks or where we simply cannot predict outcomes. Some of these which impact communications are outlined below:

- Europeana may be perceived as too centralised in its approach to communications. As such, the programme will not fully reflect or benefit from the wider structure, strength and reach of its partnerships and network across Europe.
- The rolling programme envisaged may not be sustainable due to budget or resource constraints at national level. Individual countries may demand an extremely high degree of support, which will impair opportunities to spread message and secure awareness and buy-in from key target audiences in certain locations.
- Europeana's key goals involve a significant cultural shift for cultural heritage organisations in certain partner organisations. They may simply not engage with the narrative underpinning the programme.

9.3 Solutions

Some of these challenges and risks above – and those yet to be identified – may prove insurmountable. However, understanding the issues and developing mitigation strategies will help overcome many of the issues.

Among the critical to bear in mind will include:

- developing and employing clear, consistent, and coordinated messaging expressed in accessible language;
- optimising the impact of communications activity through early engagement with partners and across the network to multiply efforts, maximise voice and create resonance at national and European level;
- ensuring that we work with, and through, national partners at all stages of the process to identify synergies and create opportunities for two-way dialogue that allows for a free flow of both inputs and feedback to establish and promote best practice; and
- developing clear priorities and tactics. This will be essential if the large number of campaigns is to be successfully realised within the timeframe. One focused campaign that fits within the European level narrative and has national resonance for the country in question will deliver greater value and a strong platform for ongoing work than a piecemeal approach that strains resources, for example.

10 Evaluation

Europeana will employ both quantitative and qualitative Key Performance Indicators (KPIs) in a range of monitoring and evaluation approaches relating to awareness raising channels and campaigns to establish as full a picture as possible of the reach and impact of awareness raising activity.

Monitoring and evaluation will be an ongoing process; results and learning from each stage will be captured in regular reports and fed into future campaigns and activity to promote and facilitate best practice.

10.1 Media coverage

Europeana will ensure ongoing monitoring and analysis of media coverage generated by awareness raising activity through agencies, partners and the Europeana communications team.

The PR Agencies engaged for campaigns will be tasked to evaluate the range and impact of awareness raising activity in the media. AVE (Advertising value equivalents) and OTS (Opportunities to see) are standard quantitative KPIs employed. Coverage will also be considered in a qualitative context e.g. editorial and tone of voice.

Partner organisations will also monitor coverage on an ongoing basis using existing channels and tools e.g. adding Europeana search terms to their own media monitoring channels.

To enable ongoing and consistent monitoring and analysis by national coordinators of media coverage across Europe resulting from awareness raising activity, Europeana has developed and distributed an online media monitoring template to all WP1 communication partners. Partner feedback was requested in the development and reflected in the final version. The online template captures all the necessary information to allow for an analysis of coverage within partner countries and on a pan-European basis. The monitoring template can be found at Appendix 6.

10.2 Shifts in Awareness

Measuring shifts in awareness amongst key target groups will be essential to evaluating the success of awareness raising. An external research agency will be engaged to measure the change in awareness amongst key target groups and across different countries and to deliver statistically robust findings.

Rolling this exercise out across all of the partner countries would be prohibitively expensive; the agency will provide a robust sample analysis using indicative countries and stakeholders. Europeana will work with the agency to ensure the approach is representative of our networks and reflects key target groups.

10.3 Social Media

Europeana employs a number of social media channels including Blogs, Twitter, Pinterest, Facebook, LinkedIn and partners will be encouraged to share this approach.

To create a consolidated report across all owned social media channels, a range of quantitative metrics for measuring social media activity and engagement will be employed for

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individual campaigns and across Europeana Awareness activity. The main four categories of quantitative social media metrics (for owned channels) that will be employed measure social activities, traffic generated, reach and network size.



Appendix 1:

Europeana Awareness online activity planner

An online activity planner has been developed to provide a broad overview of planned and potential cultural, scientific and sporting events that might be used to promote Europeana across EU Member States.

The planner has been developed in conjunction with colleagues in each Europeana partner country. It is a 'living document' that will be updated on an ongoing basis.

The activity planner highlights opportunities for country specific PR campaigns under Work Programme One, as well as opportunities for the broader ongoing promotion work around Europeana by national partners.

Partners can navigate to the online activity planner directly through the url: publish.smartsheet.com/fe4154202944b039f03382feb7bf699

Or by clicking on one of the activity planner links on the 'Events' page of Europeana Pro (pro.europeana.eu/events)

Firefox ▾ Europeana Professional - Events +

pro.europeana.eu/web/guest/events ☆ Google

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Events Listings

We regularly organise and participate in a number of events related to preservation and access of cultural heritage. For more information on these events:

- [See Confirmed Events Details »](#)

The [Europeana Awareness project](#) is running an [Activity Planner](#). This is a work in progress showing PR opportunities, suggested events and anniversaries. To contribute ideas to this Planner, please contact [eleanor \[dot\] kenny \[at\] bl \[dot\] uk](mailto:eleanor.kenny@bl.uk).

- [See the Europeana Awareness Activity Planner »](#)

D1.2 Communications Strategy Europeana Awareness

Firefox Awareness Events

publish.smartsheet.com/fe4154202944b039f03382feb7bf699

Google

Awareness Events

Description	Start Date	End Date	Status	WP	Country	City	Category	Type	Annual?	Suggestion made by: Institution	Suggestion made by: Person	remarks or links
1 Campaign for Sofia - Varna Cultural Capital of Europe 2019	01/01/12	31/12/12	Suggestion	1	Bulgaria		Event		no		Radka Valcheva	
2 Year of Ivan Mestrovic (famous Croatian sculptor), 50th anniversary of his death	01/01/12	31/12/12	Suggestion	1	Croatia		Event	Anniversary	no		Aleksandra Uzelac	
3 200th anniversary of Helsinki as Capital of Finland	01/01/12	31/12/12	Suggestion	1	Finland	Helsinki	Event	Anniversary	no		Heidi Partanen	
4 Year in memory of Theodore Aggelopoulos (???)	01/01/12	31/12/12	Suggestion	1	Greece		Event	Person	no		NTUA	Name of person difficult to decipher, no mathos
5 Dublin City of Science	01/01/12	31/12/12	Suggestion	1	Ireland	Dublin	Event		no		Chris Flynn	
6 Year of Museums (various public events)	01/01/12	31/12/12	Suggestion	1	Lithuania		Event	Institutions			Sandra Lekmickizme	
7 Interactive training courses "Discover Europeana": Inviting public library users	01/02/12	01/02/12	Suggestion	1	Lithuania		Event		no		Sandra Lekmickizme	
8 Throne change / Abdication of Queen Beatrix of the Netherlands	01/02/12	31/12/14	Suggestion	1	Netherlands		Event		no	KB	Mireille Kok	unclear when exactly this will take place, probab
9 Annual family fair whodoyouthinkyouarelive.co.uk	01/02/12	26/02/12	Suggestion	2	UK		Event		yes		Ytra Berglund Prytz	annual event
10 Community Collection Training Day Oxford	07/02/12	08/02/12	completed	2	UK	Oxford	Event	Collection Day	no			
11 PR activity	27/02/12	27/02/12	confirmed	1	Luxembourg	Luxembourg	Event	Press Conference	no			

Awareness Events Online Activity Planner. Full view

Appendix 2: Europeana Awareness – PR Programme and Progress

Host	2012												2013												2014																	
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D						
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Sweden																																										
UK																																										
Europeana																																										

Key:		
WW1	Red	
E1989	Blue	
Theme tbc	Magenta	
Europeana	Dark Blue	Yellow

Appendix 3:

Europeana Awareness PR Agency Brief



A: Guidance

The PR brief allows a public relations agency to plan (and cost) its proposal. A good brief is the key to receiving high quality proposals from consultants. It should

- provide enough detail that someone with no knowledge of the subject and key issues can understand it; it must be able to be read as a stand-alone document;
- explain why you need a PR campaign and where it fits within your broader communication activity.

Every campaign is different so every brief will be different but there are key points it must include:

Objectives

- Clearly explain why you want a PR campaign and what you want to achieve – in this case raise awareness of Europeana.

Key messages

- What story do you want to tell? Make sure it relates back to these key messages.

Key audiences

- Who are you trying to reach - policy makers, cultural heritage professionals, the general public?

Tasks

- Outline the tasks you expect the successful agency to carry out.

Outputs

- Do you expect the agency to provide you with tangible outputs at the end of the campaign?

Timeline

- Include a clear timeline for the campaign – when does it need to start? Is there a specific event it needs to be linked to?

Supporting information

- Outline any activities which will complement the campaign.

Considerations

e.g.

- Is it linked to a specific location?
- Are there any sensitivities which impact on the campaign?

Stakeholders

- Describe the key stakeholders of the campaign and their role

Evaluation

- How will you measure your success? Think back to your objectives

Costs

- Ask the agency to be clear on this, you need to know what approaches you can afford.

Tender process

- Be clear on what you want them to provide next and by when.

Using this template, Europeana communications staff will work with you to finalise the brief for your campaign.

Attached is an example of a PR Brief for a Europeana Awareness PR campaign that has already taken place with the World War One Collection Days as its theme.



B: Worked Example

Can you help us bring First World War family history into the digital age? Do you have the contacts to get this story into every media outlet in Cyprus?

Europeana - Europe's digital library, archive and museum – has already saved thousands of family letters, diaries, photographs and WW1 memorabilia on to its First World War website www.europeana1914-18.eu

But now it needs a top PR agency to get the people of Cyprus to uncover their family history – and add it to the treasure trove.

Background to the project

In the run up to 2014, which marks the 100th anniversary of the outbreak of the War, Europeana is hoping to amass even more items relating to the conflict – from the home front as well as the military operations. The War was a tragedy that shook Europe and had international repercussions. The project aims to put online the family memories of people from across Europe and make them digitally accessible to the world.

Historian Prof Dr Gerhard Hirschfeld of Universität Stuttgart/Bibliothek für Zeitgeschichte said digitisation is essential to keep those stories alive.

“The experiences of ordinary people as well as their fears, hopes and fantasies are normally inaccessible to historians, so it is vital we hold on to private letters and documents to reconstruct the everyday life of wartime and the mindsets of those involved he said. “This project helps give a voice to those who otherwise remain silent.”

In preparation for the 100th anniversary of the conflict, the Family History Roadshows run by Europeana started in Germany in 2011 and 18 roadshows have been held since in England, Ireland, Luxembourg, Slovenia and Denmark. People are invited to bring along WWI memorabilia to be seen by experts and digitised. The Europeana 1914-1918 website also shows people how to upload their own digital scans.

Two thousand people of all ages from across Europe have attended the roadshows to share family stories. Roadshow participants have been joined by online contributors and 60,000 photos of objects, scanned letters and diaries have been uploaded onto the website to date. Most of these are previously unpublished and have never been seen or studied outside the families.

Considerations

A new approach: crowdsourcing

One innovative aspect of the project is the application of crowdsourcing - collecting input from people at large and assembling a wide variety of family memorabilia which is then made accessible to the public and to researchers. Oxford University piloted the idea in 2008, amassing a remarkable

collection of 1914-18 papers, pictures, souvenirs and memorable stories, digitised by people across the UK and the Commonwealth in the Great War Archive - www.oucs.ox.ac.uk/ww1lit/gwa/

PR Campaigns

Specially designed PR campaigns accompanied the series of public events in every country. The roadshows resonated both in local and nationwide media and resulted in extensive coverage. Local newspapers and radio stations were essential in encouraging people to bring their family documents to the public events. In order to convey the message a press conference, press releases and promotional materials (postcards, poster and flyer, see appendix) were produced.

The timeline

From the end of October till December 2012 the spotlight will fall on Cyprus. A PR campaign will be launched to focus attention on the project and attract people to the first public collection event, which will be held in the beginning of December. The online collection campaign will be launched with media event during Euromed 2012 conference in Nikosia on 30 October 2012.

The task

The selected agency will handle all press and media work in Cyprus. They will develop the PR concepts, detailed media plan and press releases. They will work directly with journalists as appropriate, and organise at least one press conference to get the stories into the local and national media in order to reach our target audiences and fulfil project objectives.

They will also encourage press attendance at the public events and work with media contacts that come along to report on the event.

Project partners and supervisors will provide input to the press releases. Partners will also provide experts for interviews by journalists and broadcast media.

A design for the PR flyers and posters already exists, and the imagery will be customised by Europeana's design agency to reflect the local audience. The posters and flyers will be printed locally and distributed by the project partners – see appendix for examples of material printed for the English events.

Objectives

- Create interest in the contribution website so most people submit material online
- Create interest in the public events to bring c.100 with material to each
- Drive traffic to Europeana so people visit and explore the WWI material and other cultural heritage content.

Channels

- National and local press, in print and online

D1.2 Communications Strategy Europeana Awareness

- National and local TV
- National and local radio
- Blogs, Flickr, social networks including Facebook and Twitter

Target audiences

- decision makers and politicians
- Local and family history societies
- Local librarians, curators, archivists and their users
- Veterans' associations and regimental groups
- Local church groups
- Embassies, British Council, Goethe Institute and similar bodies
- School history teachers
- Expatriate communities in the Americas and Australasia
- Individuals, probably aged 40+, with custody of family photographs and stories

Outputs

- All relevant information that will help the project co-ordinator maintain the PR profile of Europeana for the course of the 1914-1918 programme and during the centenary of WW1
- Cuttings file with copies or URLs of all printed, online and broadcast coverage
- Completed media reporting template
- Contact list of all media contacts, bloggers and others who covered the story
- Social networks, hashtags and other resources developed for the campaign
- Lists of policy-makers and politicians with a record of interest, or who have been briefed as part of the campaign

Monitoring and Evaluation

- All media coverage generated by campaign to be recorded, as per outputs above
- Quantitative and qualitative metric analysis of coverage including reach and editorial to be provided.

What we require now

- An outline in English of initial ideas for the main themes of the PR activity
- An estimate of costs

Deadline: 30 September 2012

Contacts

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Appendix 4:

Principal Tactics for Raising Awareness on Europeana

General

- Use clear, consistent, messaging that chimes with Europeana's key themes and messages. Your national story will contribute to a stronger voice at European level.
- Work closely with and share information and resources across the Europeana communications network.
- Use best practice and look to the communications network for advice and examples.
- Adopt a holistic approach to communication that looks to marry top down and bottom up approaches wherever possible.
- Play to your strengths: Europeana is online and digital. This is how people engage and communicate in the 21st century.

Media

- Identify with partners suitable opportunities that provide a 'hook' for the media.
- Look at internal and external activities, events and platforms
- Use the Europeana online activity planner and other activity calendars that are available to you.
- Look at examples from elsewhere in the network for inspiration.

Identify and target key journalists

- Who do you ultimately want to reach? Think about what they read, watch, listen to
- Use the press lists available.
- Build relationships for future contact.

Tailor your story for your audience

- Be clear on the story you want to tell.
- Consider the key points:
 - does it fit with Europeana's and the country's or memory institution's key messages?
 - how is your story relevant to the journalist?
 - is there a national angle or perspective it can reflect?
 - how do they relate to the current wider news agenda?

Make your story stand out – give journalists what they need

- Make it easy for journalists, they are time-poor and need facts and figures, high res images, credible quotes, talking heads.
- Provide supporting material to illustrate what Europeana means in practice e.g. case studies.
- Take advantage of the fact that Europeana is full of digital, visual and audio works – what works for print, TV, radio and online?

Use third party endorsement

- Look for suitable opportunities for third party endorsement- messages are always stronger when someone else is saying them about you.
- Does your country have a Europeana national ambassador yet? If so, consider how they might be helpful

Scope out the channels

- Consider all of the possible channels that you have available to you
- Don't be afraid to use more than one to ensure the greatest potential reach to get your message out.

Timing

- Take advantage of timing – don't forget that some publications have long lead times

Social Media

- Be selective but be read.
- Use social media to:
 - reinforce your story and key messages by sharing of information and news
 - illustrate your key messages by linking to online examples
 - identify relevant social networks, bloggers and tweeters that you want to associate with or comment on you – tweet and retweet
- Always link back to Europeana.

Network and Partnership

- You are part of a network – use it.
- Look for examples of best practice in network communications

- Be aware of and investigate shared resources and communication tools
- Look at your own channels – are you using your own website, newsletters and publications to talk about Europeana
- Share your experiences and ideas, ask for advice

External Stakeholders

- Within the context of national PR campaigns and on-going awareness raising work:
 - identify appropriate stakeholder platforms to demonstrate goals, values and added value
 - identify opportunities to be part of/contribute to wider debate through external platforms and events
 - relate messaging to the wider agenda and where its appropriate and make sure it has national resonance
 - identify suitable opportunities for third party endorsement. Encourage the identification of national ambassadors of Europeana and opportunities where they could add value to your PR campaign.

Wider Web

- When you feature Europeana through online material make it signposts, articulates or demonstrates the value it provides to promote:
 - access to digital cultural heritage
 - innovation and growth
- Use all your available online channels and forums to ensure the greatest possible reach to target audiences, and amplification of messaging on Europeana.



B: Tactical Communications Plan Template

Europeana Awareness: Tactical communications plan template

Country:

Campaign title:

Lead:

Team:

Agency:

Theme:

Timeframe:

URL:

1. Background
2. Objectives
3. Key messages
4. Target audiences
5. Tactics - channels and approach
6. Budget - promotional costs
7. Timeline and schedule

1. Background

2. Objectives

3. Key messages

4. Target audiences

For each target audience:

- **Target audience**
 - *Relevant key messages*
 - *Relevant channels*

5. Tactics: - channels and planned approach on how to use them

- **Channel**
 - Planned approach
- **Channel**
 - Planned approach
- **Channel**
 - Planned approach

6. Promotional costs

Promo material	Quantity	Cost
e.g. Poster A2	x00	Design €
		Print €
		Total:

7. Time line and schedule of activity

Project Title:

Timeline	Channel	Tactics	Required action	Responsible	Result
2012/3					
August					
September					
October					
November					
December					
etc					

Sample key for timeline:
 Channel = Facebook = FB
 Channel = Pinterest Twitter = TW

Optional: time line in Microsoft Visio



Appendix 5:

Europeana Communications Network: Communication Channels

Ongoing and regular forums for communication and sharing of information across the communications network will be essential to ensure:

- A shared overview of WP progress
- Consistent messaging
- Sharing of best practice
- Cross fertilisation of ideas

Europeana has adopted a number of different approaches to facilitate ongoing communication ranging from the project and campaign specific to the wider world interested in Europeana.

Basecamp project management

All members of the WP1 communication network form part of a specific virtual grouping on Basecamp where information and documents can be shared and items discussed under different conversation threads on an ongoing basis.

This is the principal channel used by the Europeana Communications team to contact WP1 communication partners as a group. It is a two-way channel and can equally be used by WP1 members to start discussions and share information.

Communications Workshops

Where feasible, Europeana looks to physically as well as virtually bring together its communication partners to facilitate network communication and best practice. Such a workshop was held in conjunction with the 2012 Europeana Plenary where partners were already in attendance and a further one will be held to coincide with Europeana's 2012 AGM, again where partners will be present. Europeana will look to replicate this approach over the course of Awareness where logistically possible.

One to one contact

The Europeana Communications team seek to establish and build upon personal contact with all WP1 partners both before and after campaign activity.

Europeana end-user blog

Reach: Average of 150-500 unique views per article

Provides articles around a specific subject related to content available through Europeana. For partners with interesting stories around content, this presents a great opportunity to showcase collections or the efforts/knowledge of their institution. Articles posted regularly, averaging twice weekly.

Europeana Professional blog

Reach: Over 5,000 unique visitors a month

Articles relating to projects or policy, e.g. project updates, lessons learned, project or project member profiles, policy/process discussions. This blog's audience is cultural heritage professionals, including curators, archivists, librarians, technologists and policy-makers. With the involvement of partners, this blog will bring all involved with Europeana and its associated projects closer together. Articles posted regularly, averaging twice weekly.

[Europeana newsletter](#)

Reach: Over 55,000 subscribers

Includes articles around specific projects, collections or Europeana news that is relevant to end-users. Newsletters are published four times a year.

[Facebook](#)

Reach: Over 12,000 followers

End-user blogs are automatically posted on Facebook to our 12,000 followers. Additional Facebook updates are also added regularly. Useful for showcasing partners' collections in Europeana through the use of high quality image galleries or a simple back link with an informative description. Facebook also opens up the opportunity for direct dialogue with end-users.

[Twitter](#)

Reach: Over 6,000 followers

Similar to Facebook, all blog entries are published here as a traffic driver. We also tweet press releases and newsworthy industry updates, and answer questions from users or Europeana Network members.

[Pinterest](#)

Reach: Over 1,000 followers

Together with Europeana, partners can create themed boards around high quality collections that are available through Europeana. Recent Pinterest collaborations involving partners from Spain, Sweden and Bulgaria have been very successful.

[Vimeo](#)

Used to upload and promote videos related to Europeana, from conferences, events and general introductory videos.

[Flickr](#)

Used for uploading of photos from Network-related events, workshops and conferences.

[LinkedIn Group](#)

Reach: Over 1,000 members

A space for Europeana and partners to share news or start discussions.

Appendix 6:

Media Monitoring Template

The Media Monitoring Template is available as an Excel spreadsheet (for PR agencies with bulk entries), and as a Smartsheet populated by an online form.

Partners fill in the online form, with drop-down menus and free-text entry fields, for each press mention achieved. This form, when submitted, automatically populates the Smartsheet, which then becomes a record of all Awareness media, Europe-wide.

The smartsheet can be viewed at:

<https://www.smartsheet.com/b/publish?EQBCT=b77492c4bfb447a8a8a7a49d264c4c4f>

The url for the form is:

<https://www.smartsheet.com/b/publish?EQBCT=9ba832b86cab461eab751fa56e82d411>

Guidelines have been produced to help partners complete the template.

A: Media Monitoring Template - Smartsheet version.

	Name of Media Channel	Media Channel	Type of Coverage	Date	Country	Nati	Region of Public	Language	Headline
1	feeds.yur.be	Online	News Article	10/05/12	Belgium	Natic		Dutch/Flemish	Eur
2	Nerikes Allehanda	Newspaper	News Article	25/03/12	Sweden	Regi	Örebro	Swedish	Libr
3	The site of the Swedish Gou	Online	Other	10/05/12	Sweden	Natic	At the	Swedish	Krea
4	www.e24.ee	Online	News Article	25/06/12	Estonia	Natic		Estonian	Eur
5	Eesti Päevaleht	Newspaper	News Article	30/06/12	Estonia	Natic		Estonian	Milj
6	Biblioteka.lv	Online	News Article	03/05/12	Latvia	Natic		Latvian	Hac
7	KAS JAUNS	Online	News Article	16/05/12	Latvia	Natic		Latvian	Latv
8	Krīzdabz.lv	Online	News Article	27/05/12	Latvia	Natic		Latvian	Hac
9	Financenet	Online	News Article	20/06/12	Latvia	Natic		Latvian	Latv
10	DELFI	Online	News Article	21/06/12	Latvia	Natic		Latvian	Kā l
11	Apollo	Online	News Article	21/06/12	Latvia	Natic		Latvian	Kā l
12	Bibliotēku pasaule / Libraries	Magazine	News in Brief (short me	Spring / 2012	Latvia	Natic		Latvian	Ārzc
13	Volkskrant	Newspaper	News Article	09/05/12	Netherlands	Natic		Dutch/Flemish	Digi
14	publiték.nl	Online	News in Brief (short me	09/05/12	Netherlands	Natic		Dutch/Flemish	Eur
15	www.cultuurnetwerk.nl	Online	News Article	09/05/12	Netherlands	Natic		Dutch/Flemish	Pro
16	volkskrant.nl	Online	News Article	09/05/12	Netherlands	Natic		Dutch/Flemish	Digi
17	historiek.net	Online	News Article	09/05/12	Netherlands	Natic		Dutch/Flemish	Mini
18	tijdschriftmomenten.nl	Online	News Article	09/05/12	Netherlands	Natic		Dutch/Flemish	Halt
19	www.nieuws.nl	Online	News Article	09/05/12	Netherlands	Natic		Dutch/Flemish	Eur
20	www.nieuwsbank.nl	Online	News Article	09/05/12	Netherlands	Natic		Dutch/Flemish	Halt
21	nederl.blogspot.com	Online	Blog	10/05/12	Netherlands	Natic		Dutch/Flemish	De r
22	https://pic.slims.com	Online	News Article	10/05/12	Netherlands	Natic		Dutch/Flemish	Halt
23	NRC Handelsblad	Newspaper	News Article	11/05/12	Netherlands	Natic		Dutch/Flemish	Dirk
24	www.metronieuws.nl	Online	News Article	12/05/12	Netherlands	Natic		Dutch/Flemish	Eur
25	mobiel.binnenland.nieuws.nl	Online	News Article	14/05/12	Netherlands	Natic		Dutch/Flemish	Eur
26	Europaportalen: Norwegian	Online	News Article	09/07/12	Norway	Natic		Norwegian	Eur
27	Online publication 'Mandag	Online	News in Brief (short me	20/08/12	Norway	Natic		Norwegian	Del
28									

B: Media Monitoring Template – online form.

The screenshot shows a Firefox browser window with three tabs: 'MMT - Smartsheet.com', 'Smartsheet.com | Europeana Awareness...', and 'MMT - Smartsheet.com'. The address bar shows the URL: <https://www.smartsheet.com/b/publish?EQBCT=9ba832b86cab461eab751fa56e82d411>. The page title is 'Europeana Awareness Media Monitoring'. The form content is as follows:

Europeana Awareness Media Monitoring

In order for Europeana and partners to meet the reporting requirements of the European Commission, we must have accurate information on all awareness-raising activities. For Media Monitoring, use this form to record the external media coverage that results from your communications activity. This can be from any media: newspapers, magazines, radio, TV, online.

All entries made via this form are visible here:
<https://www.smartsheet.com/b/publish?EQBCT=b77492c4bfb447a8a8a7a49d264c4c4f>
Note: this includes entries from all Awareness partners, not just your own.

Keyboard shortcuts – press 'tab' on your keyboard to go to the next field; for drop-down lists, start typing to jump to an option, e.g. 'La' for Latvia, or 'En' for English.

A red asterisk denotes a compulsory field.

Name of Media Channel*
What was the name of the newspaper, magazine, radio station or TV station, or online publication or site? Examples: Liberation, Berliner Morgenpost, The Financial Times, Luxemburger Wort, BBC News, Deutschland Radio Kultur.

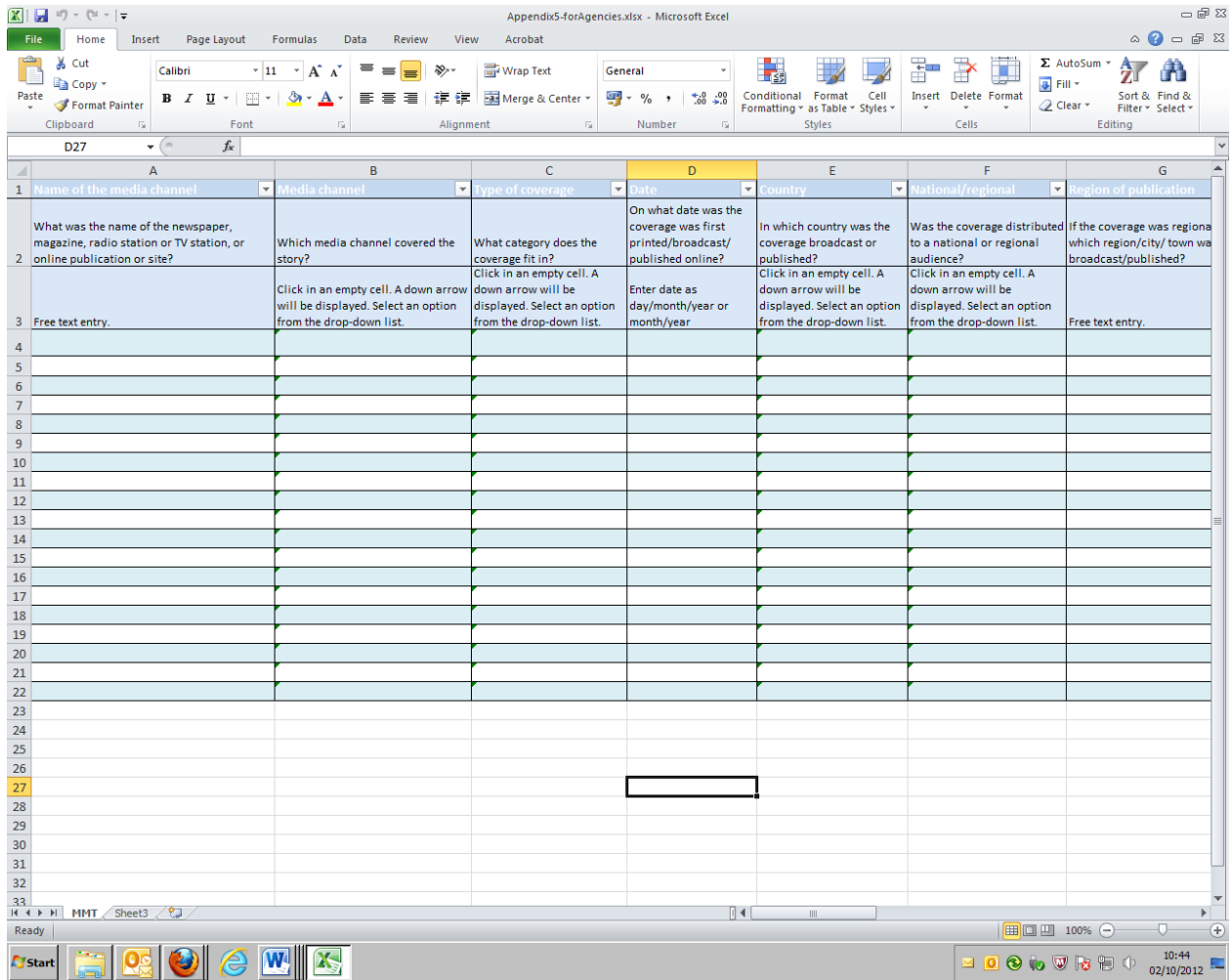
Media Channel*
What kind of media channel covered the story?
(Blank)

Type of Coverage*
Which category does the coverage fit in?
(Blank)

Date*
On what date was the coverage was first printed/broadcast/ published online? Enter in the format day/month/year or month/year

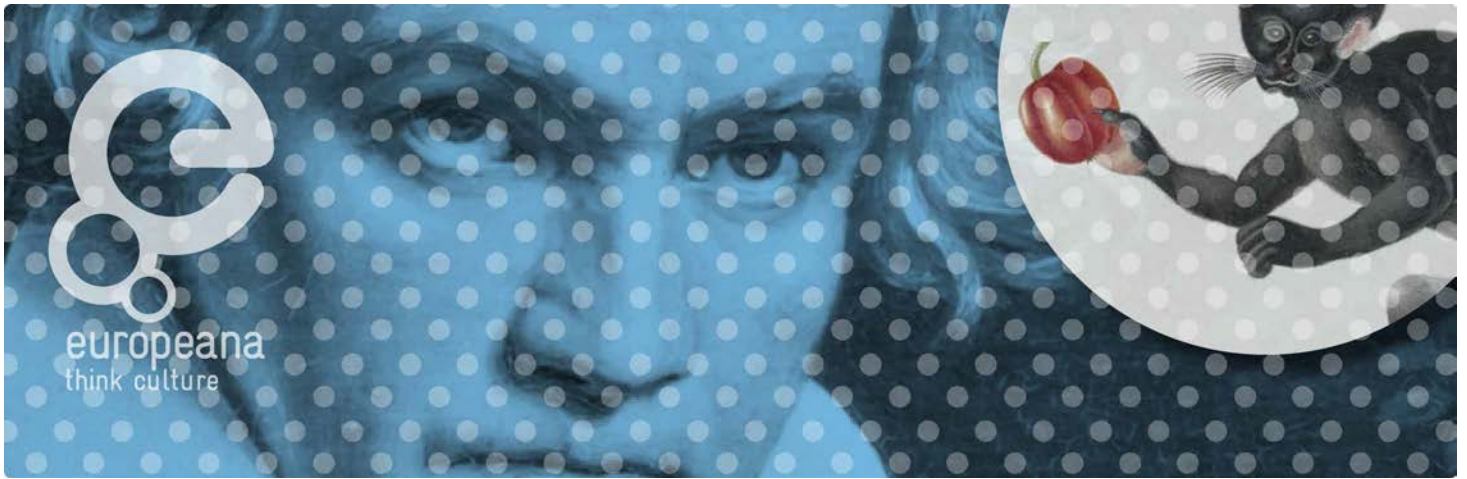
The browser's taskbar at the bottom shows the Start button and icons for Internet Explorer, Firefox, Word, and Excel. The system tray shows the time as 10:19 on 02/10/2012.

C: Media Monitoring Template: Excel version



Appendix6-forAgencies.xlsx

D: Media Monitoring Template: Guide



→ Media Monitoring

In order for Europeana and partners to meet the reporting requirements of the European Commission, we must have accurate information on all awareness-raising activities.

There are two types of reporting that partners need to do:

- In the **Quarterly Report**, under 'activities undertaken and planned', you should **describe the type of awareness raising activity** that you have carried out or plan to carry out. For example:
 - You have participated in a WW1 collections day.
 - You plan to translate and distribute a promotional video about Europeana.
 - You have talked to your national MPs about Europeana
 - You plan to include Europeana in your organisation's newsletter or on its website.
 - You have promoted Europeana at a cultural event in your country
 - You are using social media such as Twitter to promote Europeana.
- 2. For **Media Monitoring**, use the form provided (<https://www.smartsheet.com/b/publish?EQBCT=9ba832b86cab461eab751fa56e82d411>) to **record the external media coverage that results from your communications activity**. This can be from any media: newspapers, magazines, radio, TV, online.



Guide to completing the Media Monitoring form

All entries made via this form are visible here:

<https://www.smartsheet.com/b/publish?EQBCT=b77492c4bfb447a8a8a7a49d264c4c4f>

Note: this includes entries from all Awareness partners, not just your own.

Keyboard shortcuts – press 'tab' to go to the next field; for drop-down lists, start typing to jump to an option, e.g. 'La' for Latvia, or 'En' for English.

An asterisk* denotes an obligatory field.

About media coverage

1. ***Name of the media channel:** What was the name of the newspaper, magazine, radio station or TV station, or online publication or site? Free text entry.

Examples: Liberation, Berliner Morgenpost, The Financial Times, Luxemburger Wort, BBC News, Deutschland Radio Kultur.

2. ***Media channel:** What type of media coverage was achieved? Select an option from the drop-down list.

Examples: newspapers, magazines, radio, TV, online.

3. ***Type of coverage:** What category does the coverage fit in? Select an option from the drop-down list.

Examples: blog, event listing, news article, news in brief (short mention), feature, interview, other.

Online media coverage such as news, articles and blogs is captured by the form. Please note that coverage on your own website or on a ministerial website is not media coverage and should be mentioned in the Quarterly Report, not the media monitoring form.

Social Media

Twitter: if you proactively tweet or retweet about your event/campaign you should highlight your approach in the quarterly report; please do not list tweets in the media monitoring form.

4. ***Date:** On what date was the coverage was first printed/broadcast/put online? Enter a date.
5. ***Country:** In which country was the coverage broadcast or published? Select an option from the drop-down list.



6. ***National/regional:** Was the coverage distributed to a national or regional audience? Select 'national' or 'regional' from the drop-down list.

7. **Region of publication:** If the coverage was regional, in which region/city/town was it broadcast/published? Free text entry.

Examples: Paris, Lancashire, Budapest, Amsterdam.

8. ***Language:** In which language was the coverage written/broadcast? Select an option from the drop-down list.

9. **Headline or title:** What was the exact **headline or title** of the article, if it had one? If no headline/title is known, enter 'Europeana'. Free text entry.

Examples: *War memorabilia needed for archive*; *'Europeana 1914-1918': un défi gagné*

10. **Author:** If known, who was the journalist/reporter? Free text entry.

11. **URL:** Where can the coverage be found online? Enter the web address. Please note this field is obligatory for online coverage.

Example: www.bbc.co.uk/news

12. ***Relates to:** What prompted the media coverage? Much media coverage will be prompted by a particular event/press release/press campaign. If the coverage doesn't relate to a specific event or activity, enter 'Europeana' for general coverage or record the main focus of the coverage e.g. '1914 -18' or 'digital innovation'. Free text entry.

Examples: WW1 collection day, Spanish National Libraries Conference, French National Book Fair.

13. **File attachment:** Upload a copy of the coverage if possible. Click 'Browse' to locate the file on your computer. In the window that appears select the document and click 'Open'. When you have done this, the name of the document is displayed on the form, along with the option to 'Remove'. (It is shown on the Smartsheet table as a paperclip icon in the second column.)

14. **Remarks:** Any other information

About you

Completing this section means we can contact you if we have any queries about the data you have entered above.

15. ***Name:** Enter your name. Free text entry.

16. ***Institution:** Enter the institution/company you work for. Free text entry.