

DELIVERABLE

Project Acronym: Europeana 1914-1918

Grant Agreement number: 270894

Project Title: Europeana 1914-1918: Remembering the First World War – a digital collection of outstanding sources from European national libraries

D4.1 Awareness and Dissemination Plan

Revision: 1.5

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| Project co-funded by the European Commission within the ICT Policy Support Programme | | |
| Dissemination Level | | |
| P | Public | x |
| C | Confidential, only for members of the consortium and the Commission Services | |

Revision History

| Revision | Date | Author | Organisation | Description |
|----------|------------|---------------|--------------|--|
| 1.5 | 20.06.2012 | Jamie Andrews | BL | Update on joint communication with other WW1 Europeana projects. |
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Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1. Introduction to Europeana 1914-1918

1.1 Europeana 1914-1918 will create by 2014 – the centenary of the outbreak of the First World War - a substantial digital collection of material from national library collections and other partners in eight countries that found themselves on different sides of the historic conflict. The project consortium will digitize more than 400.000 relevant items that will span the full range of national library collections including books, newspapers, trench journals, maps, children's literature, posters, pamphlets, propaganda leaflets, medals and coins. The digital collection will go far beyond any existing digital collection on the topic in terms of size, quality and diversity, and make Europeana the first stop for quality content on the War.

1.2. It is envisaged that the content generated will boost interest in Europeana and encourage the contribution both of user generated content. The material will highlight the importance of World War One (WWI) for a common European identity, and be reflective of the different experiences of individuals and groups on all sides of the conflict including different ethnic, linguistic, political, social and religious communities and those opposed to the war.

1.3. Partners in the project are:

- STIFTUNG PREUSSISCHER KULTURBESITZ (SPK)
- BIBLIOTHEQUE NATIONALE DE FRANCE (BNF)
- BIBLIOTHÈQUE NATIONALE ET UNIVERSITAIRE DE STRASBOURG (BNU)
- BIBLIOTECA NAZIONALE CENTRALE DI ROMA 'VITTORIO EMANUELE II' (BNCRM)
- BIBLIOTECA NAZIONALE CENTRALE FIRENZE (BNCF)
- BIBLIOTHEQUE ROYALE DE BELGIQUE-KONINKLIJKE BIBLIOTHEEK VAN BELGIE (KBR)
- THE BRITISH LIBRARY (BL)
- DET KONGELIGE BIBLIOTEK, NATIONALBIBLIOTEK OG KOBENHAVNS UNIVERSITETSBIBLIOTEK (KB)
- OESTERREICHISCHE NATIONALBIBLIOTHEK (ONB)
- NARODNA BIBLIOTEKA SRBIJE (NLS)
- HUMBOLDT-UNIVERSITÄT ZU BERLIN (UBER)
- ISTITUTO CENTRALE PER IL CATALOGO UNICO DELLE BIBLIOTECHE ITALIANE E PER LE INFORMAZIONI BIBLIOGRAFICHE (ICCU)

2. External Communications.

2.1. Introduction to principles.

2.1.1. As leaders of Work Package 4 in relation to external communications, the British Library Press Office, will work with partners to coordinate regular external communications, via a variety of traditional and new media.

2.1.2. Targeted communities will include academic level researchers and — in line with the stated aims of the project to appeal to all EU citizens — general interest users (including learners, ‘culturally curious’, and family historians). While the ambitions for the project’s audiences are large, we recognise that some segmentation is desirable, and therefore two elements of our plan - Learning Microsite and Dissemination Workshops - are targeted closely at Schools and Higher Education audiences respectively (see 2.5 and 3.1 below).

2.1.3. All external communications will adhere to the following principles:

- Templates will be proposed in English language, and (where appropriate) translated locally.
- BL will allow at least one week for partners to comment on proposed draft communications.
- Wherever possible, template communications will allow for local flexibility to tailor communications for local audiences.
- Press releases will be issued by partner press offices to local media outlets, with the date of release coordinated by BL.

2.2. Press briefings.

2.2.1. Formal press releases will be issued at key milestones throughout the project: i) PROJECT START; ii) REPORTS OF IMAGES CREATED END OF Y1 AND Y2; iii) LAUNCH EVENTS (see 3.2, below).

2.2.2. Press releases will be accompanied by a selection of rights-cleared images provided by each partner.

2.2.3. All formal press releases will be archived on the project website.

2.2.4. Links to online press coverage will be recorded on the project website, and a formal report summarising press and media coverage will be submitted at the end of each year.

2.3. Social media (*informal communications*).

2.3.1. Between each formal press release (i.e. after months 6; 18; 30), BL will coordinate a social media press release, typically consisting of a video that can be streamed via youtube and embedded in other websites featuring a focus on a particular item or collection included in the project.

2.3.2. The first social media press release will be accompanied by a Europeana 1914-1918 twitter feed to allow for regular informal updates regarding items being digitised. Single twitter feeds can be managed by several users, and the partners will agree approved colleagues to update the feed.

2.3.3. Social media activities will take place in co-ordination with other WWI-projects.

2.4. Updating networks.

2.4.1. BL will compile a centralised ‘master-list’ of relevant academic-level networks with dedicated communication channels to add to mailing list for project updates. This list is going to be updated continuously. A first version is attached in **Annexe Four**.

2.4.2. Clio-online, the leading online-portal for professional historians and interdisciplinary historical research in the German-speaking countries with strong international connections through H-NET, will conduct a survey of European historians and educators, aiming to identify types of source material that are of particular relevance to current and future research as well as educative purposes in the run-up to 2014.

2.5. Learning.

2.5.1. The British Library Learning team will lead the project’s work supporting the education sector and lifelong learning.

2.5.2. The project learning microsite will help students and teachers develop the skills they need to incorporate primary source material into their teaching and learning and will include activities relating to research skills, critical evaluation of sources and the work of historians.

2.5.3. Consideration will be given to international use of the website, which will include multilingual features and content provided by all partners, and specific references to the UK school system will only appear within the teachers’ notes section.

2.5.4. BL Learning will lead consultation into the application of material created by the project in classrooms, particularly focusing on students age 14 – 18. A number of features and tools will be used to make the material accessible, including: interactive timelines; geographic interfaces to capture the international aspect of the conflict; transcriptions and translations of selected sources; appropriate mediation for students; use of video and audio to highlight different interpretations of the sources; notes and guidance for teachers.

2.6. Extension of the network

2.6.1. Based on the outcome of the selection criteria workshop (WP2). the project will develop a strategy to extend the network and to engage with further institutions who can contribute to the network, including:

- partners from other Europeana projects, such as EuropeanaLocal
- other national libraries from countries not yet represented in Europeana 1914-1918 through the Conference of European National Libraries (CENL) and bilateral cooperation
- other libraries with relevant content, especially with content that supplements topics and materials not yet broadly represented in the consortium
- other types of memory institutions such as museums, archives, history societies etc. with relevant materials

2.6.2. This engagement strategy will address both the needs of the consortium’s content, but also demonstrate the importance of the new partner’s material being located alongside this major new corpus.

2.7. The consortium acknowledges the importance of Europeana’s themed portals/ virtual exhibitions for the focussed dissemination of content created. Following discussions with



Europeana and The European library, a separate chapter will be added in v2.0 of the present document (to be submitted at Reporting meeting end of Y1).

3. Events, seminars, workshops.

3.1. Five regional dissemination workshops are planned in Y3 with up to five invited speakers from libraries and/or research organisations, or educational institutions, to be led by the National and University Library of Strasbourg (BNU). The purpose is to disseminate the project among key research communities. The workshops will highlight the digitised content and its relevance to target groups in different parts of Europe. Workshops will be held in Strasbourg, Copenhagen, Rome, Belgrade, and other partner cities. Where possible, the partners will aim to record extracts of the talks to be posted online, via the project website.

3.2. The completion of the project in April 2014 will be marked by four major launch events in London, Berlin, Paris, Brussels. Each event will be staggered at weekly intervals in April 2014, and will be accompanied by a coordinated press release and campaign.

3.2.1. The launch events are intended to highlight the range of content available on Europeana created by the project.

3.2.2 The launch events are also intended to begin to demonstrate ways in which the newly created content can be used in the future, and as such will feature brief presentations by leading academics and writers incorporating the new content.

3.2.3. The launch events will be accompanied by a display of physical items in the respective libraries, alongside the launching of the digitised content.

3.3. Each partner institution will begin to define local dissemination events for Y3, details to be included in v2.0 of the present document (to be submitted at Reporting meeting end of Y1).

3.4 The project will be presented to external events in the Cultural Sector. A first list of potential events at which to present Europeana 1914-1918 has been attached in **Annexe Five**. This list will be updated regularly.

4. External identity.

4.1. A dedicated logo has been designed for Europeana 1914-1918 by the Danish National Library (KB), see a draft version in **Annexe One**. Before the logo can be used officially it will be agreed with the Europeana foundation and from then feature on all internal reports and external communications.

4.2. Dedicated branding has been developed for use as templates for all written documentation (Word template), draft version attached as **Annexe Two**.

4.3. All presentations will be archived on the project wiki, and may be reused by consortium members as part of promotional work for the project.

4.4. All official documentation to be disseminated (including but not restricted to reports, presentations, promotional material, publications) must acknowledge the European Union as co-funder by including a suggested statement (see 4.4.1) and the EU flag.

4.4.1. Suggested statement: "Europeana 1914-18 project is partially funded under the ICT Policy Support Programme (ICT PSP) as part of the Competitiveness and Innovation Framework Programme by the European Community (<http://ec.europa.eu/ict_psp>).

4.4.2. The European flag must be given appropriate prominence when displayed together with the project logo. The flag can be found at: <europa.eu/abc/symbols/emblem/graphics1_en.htm>.

4.4.3. The following disclaimer must be applied for all external communications (reports etc.): "This [report etc.] reflects the author's views and the European Community is not liable for any use that might be made of the information contained therein."

4.4.4. Leaflets and flyers will be designed by KB in Y3 to introduce users to the range of content made available by the project, and will be distributed in the months prior to the official launch by partner countries.

4.4.5. Example poster is attached in **Annexe Three**.

5. Internal communication between consortium members.

5.1. Project management

5.1.1. The Project Consortium has set up the Project Management Board and the Executive Board at the Kick-off meeting held in Berlin (18-20 May), the list of members will be published in the internal area of the project website.

5.2. Communication between meetings.

5.2.1. List of partner contact details will be published in the members area of the project website.

5.2.2. Daily or weekly communications will be by phone or email list.

5.2.3. Monthly Work Package control meetings will be coordinated on Skype. All consortium partners will confirm Skype user names with Project Manager by end month two. Contact details will be published in the internal area of the project website.

5.2.4. Shared documents will be added to the project wiki by the Project Manager, and an email distributed to members advising them of new material.

5.3. Physical meetings.

5.3.1. The Project Management Board and General Assembly of all partners will meet once a year.

5.3.2. The Executive Board of Work Package Leaders will meet twice a year.

5.3.3. Work package workshops will be arranged by Work package leaders as appropriate to focus on particular topics. Next Work package workshop currently being arranged for first two weeks of September 2011.

6. Project website

6.1 A project website is going to be released until the end of month 3 (see Deliverable D4.2).

6.2 It will inform on the project, its aims and the project consortium. The project partners will publish information material like presentations or leaflets on the website. The project website will be a tool for communication to the general public and especially to the network partners. It will inform on dates of events and present further information related with the project.

6.3 Discussions are ongoing with senior leaders at Europeana regarding branding questions in relation to other World War One themed projects. Meetings have taken place in Den Haag (20/21 June); Luxemburg (28 June) and by phone (w/c 27 June). At the time of submission an agreement with Europeana has been made which will have to be confirmed by the project management board. Version 2.0 of the current document will include confirmed details regarding the web presence for the project, as agreed with Europeana.

6.4. Following agreement with Europeana, the project website was launched at:
<http://www.europeana-collections-1914-1918.eu/>

7. Europeana World War One communications

7.1 Several other projects have been funded by Europeana relating to the period 1914-18 (see 6.3 above). After discussions within the Project team, and at Europeana, it was agreed that a coordinated approach needed to be taken to communications to end users across the range of 1914-18 projects.

7.2 A number of skype meetings were followed by a meeting with Jill Cousins and others at the Hague (March 2012), and alongside the Europeana Plenary in Leuven (June 2012).

7.3 As a result of these meetings, and the appointment of new Europeana Communication Officers based at the British Library and the Hague, communication around 1914-18 has become more closely aligned.

7.4 It has been agreed to produce a joint leaflet to be distributed at Europeana Collection days, synthesising all Europeana 1914-18 activity (led by each Communication WP leader).

7.5 Access has been given to the Europeana Editorial Calendar to plan future 1914-18 communications; and identify opportunities for highlighting 1914-18 activity at the corporate Europeana level. Europeana Collections will prepare internal timetables to present 'collection stories' already gathered on this blog space. All blog posts will be submitted by the Collections project and edited before go-live by Europeana editorial team.

7.6 In addition, agreement has been reached for WP4 Leader and Project manager to have administration rights to the Europeana 1914-18 Facebook and twitter feeds. Research has demonstrated that a blog post's hits are significantly increased by linking to a tweet, as the majority of traffic for Library related blogs come from twitter and other third party sites.