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ENUMERATE

Revised Dissemination Plan Year 2

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1 Introduction

1.1 Background

This deliverable was not in the original *Description of Work* for the project. However it was thought that an annual revision to the dissemination activities of ENUMERATE was necessary. To make this process more 'concrete' it was decided add this deliverable and another at the beginning of the 3rd period, to the amended the project's *Description of Work* in order to refocus this area of work.

In addition the review of 1st period of the project commented:

"The dissemination strategy does not provide details on the messages that will be directed to the various stakeholders, although the Formal Project Management Documentation identifies 'value propositions'; however, those are not visible to the outside world.

From the documentation, it appears that the 'network' concentrates on the consortium members themselves and the national coordinators, while there is less detail on how a wider community will be engaged in two-way communication after their participation in the surveys to ensure that this community will be vibrant and sustainable." (p2)

And:

"Related to the networking and dissemination aspects, the deliverables of WP1 as submitted for review did not contain sufficient details. For example, the dissemination strategy does not identify what would motivate the various audiences to participate and what kind of "value propositions" the project is planning to develop. The strategy does not identify the external events that will be important for the project to attend, which is especially important given limited financial resources. There are few details on what the actual activities as part of a social media strategy are." (p4)

And:

"The role of the Annual Stakeholder Report (D4.6) is not clear: there is no description of its role and objective in the Description of Work and it is not mentioned in either the Dissemination Strategy or the Marketing Materials." (p4)¹

And finally:

"A possible improvement could also be the use of the "value propositions" in external communications." (p7)

This deliverable will address these comments and suggestions. Taking these into account has meant there has been a delay in creating this deliverable; also the much more intense nature of the dissemination activity has meant consultation with partners on an individual basis. However all partners are aware that they should be carrying out the dissemination tasks outlined in this deliverable

1.2 Overview of D1.1 – Dissemination Strategy

D1.1 – *Dissemination Strategy* was sent to the Commission in August 2011. In summary it contained:

Introduction

This looked at:

- The ENUMERATE project;
- Background;
- The project consortium;
- WP1 – people (community engagement)
- Interdependencies

¹ This was because the *Stakeholder Report* is a 'new' deliverable which was part of the amended *DOW*, and therefore did not exist at the time the *Dissemination Strategy* and *Marketing Materials* deliverables were created.

Dissemination strategy

- Goal setting;
- Target groups, roles and responsibilities ;
- Dissemination and networking;

Dissemination channels

- Internal communication flows;
- External communication flows;
- Dissemination events;
- Outline timetable;
- Monitoring and evaluation;

Finally there was an Annex which contained a dissemination activity reporting form.

The results of the dissemination of the first period can be found in the *Appendix* at the end of the deliverable.

1.3 Dissemination Mission and Objectives

The mission of ENUMERATE is the same as the first period:

- To raise awareness and profile of the work of the network;
- To promote engagement with its outcomes;
- To ensure widespread participation and data sharing.

To achieve this mission the project aims to:

- Foster the involvement of the stakeholders in the project's surveys;
- Spread awareness and understanding of:
 - The survey methodology;
 - The outcomes of the surveys;
 - The other results of the project.
- Advocate for the importance of statistical data in the framework of programmes and projects for the digitisation and online access to cultural heritage.

In more detail, the main objectives are:

- Clear and effective communication about the aims of ENUMERATE to the Thematic Network members, and to external stakeholders;
- Participation and engagement in the network by a representative sample of European cultural institutions, to be engaged through the National Coordinators;
- Commitment of cultural heritage institutions, intermediate stakeholders and national governments to participate;
- Alignment with other data collection actions (e.g. EGMUS, TEL) in order to share data and expertise and build upon each others' experience;
- Liaising with standard organisations and other networks active in the field of digital cultural heritage;
- Establishment of a community of practice committed to sharing knowledge about digitisation and related activities across EU Member States.

Although mission and objectives remain the same more detail, particularly in the area of the implementation of the strategy, will be given here. Also there will be a special focus on the active engagement and participation of stakeholders who will potentially change their institutional practice as a result of the work of ENUMERATE.

2 Message – Value propositions and benefits

Harmsworth and Turpin² identified three ‘levels’ of dissemination with different kinds of audiences:

1. Dissemination for awareness

This lowest level of dissemination is aimed at those who do not need a detailed knowledge of a project, but would find it useful to know about its activities and results. This will be to build the project’s identity and profile in the community. This kind of dissemination may have a ‘word-of-mouth’ aspect and a serendipitous nature.

For ENUMERATE awareness includes:

- What the ENUMERATE Thematic Network is;
- Who is involved;
- What is the work being carried;
- Where to find information about the results of the work;
- How the Network is funded.

2. Dissemination for understanding

This level is aimed at groups, audiences and individuals who need to have a deeper understanding the project’s work. This is because they can benefit from what the project has to offer.

For ENUMERATE understanding includes:

- Why ENUMERATE is important;
- Which of its objectives are relevant for the a stakeholder;
- How the project’s surveys were created (methodology used);
- How to interpret the results of the surveys, in the context of the stakeholder’s environment;
- How to get involved in the Network and its work.

Nearly all of the first year’s dissemination has been at levels 1 and 2. This is not surprising as this period has been one of setting up of the Thematic Network, and implementing the first Core Survey. These levels of dissemination will continue, but results of the survey give ENUMERATE the opportunity to carry out activity at a higher level.

3. Dissemination for action

This level of dissemination is targeted at the groups, audiences, and individuals who need to be equipped with the right skills, knowledge and understanding in order to really change their practice. However to be effective there is the need to engage with individuals who can influence and bring about change in their institution.

For ENUMERATE to carry out dissemination for action we have decided to use the ‘value propositions’ that were given in deliverable D4.3 - *Formal Project Management Documentation* (p6). Each of the stakeholders identified has benefit which the project delivers to them:

Stakeholder	Value Proposition – ENUMERATE Benefits
European Commission	Provides a comprehensive overview of current digitisation activity in EU Member States, which can be used to: <ul style="list-style-type: none"> • Inform the development of evidence-based policy; • Prioritise future funding initiatives and support programmes.

² Sally Harmsworth and Sarah Turpin (2000). *Creating an Effective Dissemination Strategy*. TQEF National Co-ordination Team. See: <http://www.innovations.ac.uk/btg/resources/publications/dissemination.pdf>

Stakeholder	Value Proposition – ENUMERATE Benefits
Individual cultural heritage institutions	Gives access to data about digitisation activities throughout Europe which can be used to: <ul style="list-style-type: none"> • Support internal and external advocacy; • Benchmark their digitisation activity; • Forecast costs and benefits in support of fundraising.
National cultural heritage agencies	Gives access to data about digitisation activities both in their country, and in others, which can be used to: <ul style="list-style-type: none"> • Develop evidence-based policy; • Benchmark national digitisation programmes; • Assess performance and impact.

However the benefits of the value propositions will only be gained when the stakeholder themselves take action. Enabling this action is the task of the ENUMERATE Thematic Network.

3 Audience – Active Participation

The first dissemination strategy divided the targets of dissemination into four groups:

- **Internal actors**

These are the main actors in the project. They are committed to implementing the dissemination plan.

- **External actors**

These are actors who are not partners of the project, but who work in cooperation with it. They have the shared aim of achieving its objectives.

- **External stakeholders**

Those who might wish to become active in the network, to further disseminate the project's results, or to just be aware of them, and of the importance of statistical data about the digital heritage.

- **Wider community of practice**

Institutions, experts, and individual practitioners who might benefit from the availability and make use of the data and knowledge created by ENUMERATE.

In this period of the project we are adding a fifth group:

- **Targets for action**

This is a special group of stakeholders who we will work with in order to enable the value propositions of ENUMERATE.

The original dissemination strategy (D1.1) then went on to give the members of each group. Here we give similar information, in a table, with the addition of which dissemination levels are appropriate, and notes about the engagement.

3.1 Internal actors

Stakeholder	Dissemination for:			Notes
	Awareness	Understanding	Action	
ENUMERATE Network Coordinator and Manager	✓	✓	✓	These groups are the primary actors in the project and network, and therefore are aware and understand its work. The actions they take are to enable the other stakeholders to benefit from the work of ENUMERATE. They keep a portfolio of information about the dissemination actions that they have taken during this period ³ .
Partners of the ENUMERATE EC-funded project	✓	✓	✓	
ENUMERATE Data Partner ⁴	✓	✓	✓	
Thematic Network members	✓	✓	✓	
Members of the ENUMERATE Advisory Group	✓	✓	✓	

³ See below for details.

⁴ This is a new stakeholder in this period and subsequently. At the time of writing this is the Dutch company Panteia

3.2 External actors

Stakeholder	Dissemination for:			Notes
	Awareness	Understanding	Action	
European Commission	✓	✓	✓	The EC is also a target for action. See below.
Member States Experts Group on Digitisation and Digital Preservation (MSEG)	✓	✓	✓	Some members of the MSEG are also internal actors because they are partners in ENUMERATE. Others are national coordinators. Therefore see above and below for their actions. The group, as a whole, is briefed during their meetings, usually in Luxembourg.
ENUMERATE national coordinators	✓	✓	✓	They are crucial in the implementation of the ENUMERATE surveys. ENUMERATE will continue to be in close engagement with them, in the same ways (e-mail list, training and support) as the last period. They will act as a bridge between the project and their national communities: <ul style="list-style-type: none"> • Translating survey materials; • Recruiting participants for the surveys; • Supporting participants; • Disseminating ENUMERATE results to their national communities.
Survey participants	✓	✓	✓	They take part in ENUMERATE surveys and receive digests of results, via their national representatives, and can carry out analyses using the Data Platform and Dashboard ⁵ . Some will also be targets for action. See below for how ENUMERATE will begin to implement this.
Statistical specialists	✓	✓		They are national and international experts in the field of statistical monitoring of digitisation.

⁵ See below.

3.3 External stakeholders

Stakeholder	Dissemination for:			Notes
	Awareness	Understanding	Action	

European level

European Statistics Agencies	✓	✓		For example: EUROSTAT. Contacted by WP 1 leader.
Existing survey activities, networks, and bodies	✓	✓		For example: ESSnet Culture Statistics; Eurostat; and European Group on Museum Statistics – EGMUS. Contacted by WP 1 leader.
Europeana	✓	✓		Contacted through WP 1 leader (SPK).
Other large scale projects in the field of digital cultural heritage	✓	✓		Contacted by their national coordinator.
Standards organisations	✓	✓		Contacted by WP 1 leader.
Service providers who may collect and provide statistics about shared cataloguing services	✓			For example: OCLC, TMS and Adlib. Contacted by WP 1 leader.
Bodies representing groups of cultural institutions	✓			For example: CENL, ICOM, and IFLA. Contacted by WP 1 leader.

National level

National ministries (of culture, or other relevant)	✓	✓		Contacted by their national coordinator.
National statistical agencies	✓	✓		Some may also be targets for action. See below for how ENUMERATE will begin implementation in this period. Contacted by their national coordinator.
Bodies involved in comparable surveys	✓	✓		Contacted by their national coordinator.
Major cultural heritage institutions	✓			Some may also be survey participants, and targets for action. Contacted by their national coordinator.
National experts on digital heritage statistics.	✓	✓		Contacted by their national coordinator.

Stakeholder	Dissemination for:			Notes
	Awareness	Understanding	Action	

Local level

Cultural heritage institutions (not taking part in the surveys)	✓	✓		Contacted by their national coordinator.
Local Statistical bodies	✓	✓		For example, statistics offices of the German Bundesländer. Contacted by their national coordinator.
Individual practitioners	✓	✓		Contacted by their national coordinator.

3.4 Wider community of practice

Stakeholder	Dissemination for:			Notes
	Awareness	Understanding	Action	
Statistical analysis practitioners	✓	✓		It is likely that these would already be part of institutions already covered above. Additional persons would have to be identified by national coordinators.
Digital content creation practitioners	✓	✓		
Digital content preservation practitioners	✓	✓		
Academics and researchers	✓	✓		Those not covered by institutions covered above, may contact project participants in an <i>ad hoc</i> manner.
Artists and creators	✓			Contact is likely to be episodic and initiated by the stakeholder.
Formal school education actors	✓			
General public	✓			
Commercial sector	✓			

3.5 Targets for action

The stakeholders below are those which have associated value propositions. We are including an additional stakeholder, suggested by the technical reviewers, i.e. national statistical agencies. All of the levels of dissemination are relevant for these stakeholders:

Stakeholder	Notes
European Commission	<p>The aim is to enable and evidence actions which:</p> <ul style="list-style-type: none"> • Inform the development of evidence-based policy; • Prioritise future funding initiatives and support programmes. <p>The ENUMERATE Coordinator (CT) will identify, and engage with the relevant sections and persons in the EC.</p>
Individual cultural heritage institutions	<p>The aim is to enable and evidence actions which can:</p> <ul style="list-style-type: none"> • Support internal and external advocacy; • Benchmark their digitisation activity; • Forecast costs and benefits in support of fundraising. <p>It is impossible to disseminate for action with all institutions in Europe, so a sample has to be selected. One relevant sample is that of the respondents to Core Survey (c2000). It is conceivable that all respondents will be able to gain some benefits, but it is suspected that not all will. The sample could be reduced by taking those organisations who are suitable candidates for the Thematic Survey.</p> <p>To manage the engagement, each national coordinator, which can include ENUMERATE partners, will select, identify, and engage with a selection of institutions who took part in the survey.</p> <p>The process will be managed by the WP 1 Leader (SPK).</p>
National cultural heritage agencies	<p>The aim is to enable and evidence actions which:</p> <ul style="list-style-type: none"> • Develop evidence-based policy; • Benchmark national digitisation programmes; • Assess performance and impact. <p>To manage the engagement, each national coordinator will identify, and explore the possibilities of engagement with a relevant agency in their country.</p> <p>The process will be managed by the WP 1 Leader (SPK).</p>
National statistical offices	<p>The technical reviewers of the first period of ENUMERATE suggested that the project should contact national statistical offices in all the countries of the project participants, with that aim of having them actively engage with the project.</p> <p>All project partners will identify and contact their national agency with the aim of recruiting them to engage with the project. The successful approaches will be used.</p> <p>The process will be managed by the WP 1 Leader (SPK).</p>

4 Engagement – Methods and tools

4.1 The engagement path

We define a three stage path, **monitored by SPK**, for engagement with ENUMERATE’s audience and stakeholders:

- **Identification**

The simplest type of identification will be ‘self-identification’. Here the potential audience member or stakeholder initiates contact with ENUMERATE themselves, for example by signing up for the newsletter, or by sending an enquiry to the ENUMERATE project coordinator, project partner, or national coordinator.

The other type of identification is where an ENUMERATE partner locates a potential stakeholder on behalf of the project. There are a number of stakeholder institutions that the project wishes to communicate, and, in some cases, act with. It will be necessary to identify the ‘significant’ person(s) in the institution. This is especially the case where ENUMERATE wants to work closely with the institution to show the benefits of work, and ultimately demonstrate the value propositions given above by changing its practice.

To carry out the second type of identification ENUMERATE is carried out by the project partners and the national coordinators.

- **Knowledge gathering**

This stage is the key to targeting ENUMERATE’s dissemination. For each identified individual will discover which ENUMERATE dissemination tools they would like use to interact with the project. So each stakeholder individual identified will be asked, usually electronically, for this information.

There are two benefits gained by this process: First it will maximise the ‘reach’ of ENUMERATE dissemination and networking, with potentially stakeholders interacting in ways that they had not thought of. Secondly ENUMERATE will have much better knowledge about which methods of dissemination will be most effective – “the biggest bang for the buck (Euro)”.

- **Action enabling**

This is the ultimate goal for ENUMERATE dissemination and networking. In order to make this successful it will be necessary to work with the ‘argets in a much more personal way. It begins in the first stage of engagement with the identification phase where ENUMERATE must identify individuals who actually can make change happen in their institution. This is backed up gathering knowledge about what kind of dissemination works best for them.

The final stage will be implemented by ENUMERATE internal actors, and possibly some national coordinators, who will begin and maintain a personal relationship with the target. The aim of this relationship is to ensure that ENUMERATE meets the needs of the target in order that they can effect change in their institution.

For ENUMERATE the process has the objective of delivering on the value propositions that the project is putting forward. Therefore it is vital that the project records all action enabling interactions. This is in order to validate the project.

4.2 Project dissemination tools

ENUMERATE has at its disposal a range of different dissemination tools. The listings below give information about four parameters for each tool:

- **Purpose** – Why it is being used;
- **Nature** – What it is;
- **Intended audience** – Who it is aimed at;
- **Dissemination level** – what type of dissemination is it being used for.

ENUMERATE Identity

Parameter	Information
Purpose	To have a: <ul style="list-style-type: none"> • Distinctive and consistent ENUMERATE brand; • Set of basic tools for low level dissemination.
Nature	<p>Consists of:</p> <p>Logo and guidelines for the ENUMERATE identity:</p> <div style="text-align: center;">  </div> <p>The guidelines, are a simple set of usage rules to ensure that the ENUMERATE identity is applied consistently throughout print and online communication, are thoroughly described in a dedicated deliverable.</p> <p>Presentation materials. A set of standard presentation materials which are developed according to the identity guidelines. They will include:</p> <ul style="list-style-type: none"> • ENUMERATE PowerPoint presentation template; • Standard PowerPoint presentation; • Short project description and factsheet template. <p>Promotional and advocacy material. Includes:</p> <ul style="list-style-type: none"> • The project leaflet and other marketing materials (D1.4); • The project cards, to be distributed a conferences; • Posters.
Intended audience	<ul style="list-style-type: none"> • Internal actors; • External actors.
Dissemination level	<ol style="list-style-type: none"> 1. Awareness; 2. Understanding.

Website

Parameter	Information
Purpose	To act as the central, online, information, collaboration, and action hub for ENUMERATE.
Nature	<p>Address: http://www.enumerate.eu</p> <p>Provides awareness and understanding on the project's:</p> <ul style="list-style-type: none"> • Organisation; • Aims; • Progress; • Activities; • Outcomes. <p>Tools and resources are available in the password protected area of the site. This includes all the identity materials and project related documentation.</p> <p>The main <i>dissemination for action</i> tool is hosted by Digibis, with input from Panteia, in the Data Platform and Dashboard⁶. Here institutions are able to take part in ENUMERATE Surveys (with fully multilingual interfaces), view their own results, and carry out a range of relevant analyses.</p>
Intended audience	<ul style="list-style-type: none"> • Internal actors (accessing the password protected area); • External actors; • External stakeholders; • Wider community of practice; • Targets for action (using the Data Platform and Dashboard).
Dissemination level	<ol style="list-style-type: none"> 1. Awareness 2. Understanding 3. Action (using the Data Platform and Dashboard).

Newsletter

Parameter	Information
Purpose	To inform the widest range of stakeholders about the recent activities of ENUMERATE, with calls to action where necessary.
Nature	<p>A variable length e-newsletter giving (for example):</p> <ul style="list-style-type: none"> • Basic project information; • Work carried out by the project; • Results of the project; • Links to further information; • Information about project partners and other participants; • Calls to action (e.g. to take part in surveys).
Intended audience⁷	<ul style="list-style-type: none"> • Internal actors; • External actors; • External stakeholders; • Wider community of practice; • Targets for action.
Dissemination level	<ol style="list-style-type: none"> 1. Awareness; 2. Understanding; 3. Action⁸

⁶ It will be fully available in September 2012.

⁷ Both internal and external actors are automatically sent the newsletter, while others are invited to subscribe.

⁸ Some targets for action will be sent it to with addition emphasis on their participation in action.

Annual stakeholder report

Parameter	Information
Purpose	A yearly 'executive summary' of the work and achievements of ENUMERATE.
Nature	A printed, glossy, 'annual report' written for senior and medium management in: <ul style="list-style-type: none"> • Cultural heritage institutions; • Cultural and other ministries; • Direct funders of cultural heritage institutions; • Project based funders of cultural heritage institutions.
Intended audience	<ul style="list-style-type: none"> • External stakeholders • Wider community of practice
Dissemination level	1. Awareness. ⁹

Social media

Parameter	Information
Purpose	To engage with those audience who use social media as a regular part of their work practice.
Nature	ENUMERATE uses the following social media tools and platforms: <ul style="list-style-type: none"> • RSS feed – News; • Twitter – Push of news, information and updates; • LinkedIn – News, information, updates and discussion. <p>The start of a social media interaction will usually be a item of news initiated by ENUMERATE.</p>
Intended audience	<ul style="list-style-type: none"> • External stakeholders; • Wider community of practice.
Dissemination level	<ol style="list-style-type: none"> 1. Awareness (particularly Twitter); 2. Understanding (particularly LinkedIn, through discussions).

⁹ However some of the institutions receiving it will also be targets for action.

Specialist meetings

Parameter	Information
Purpose	The collection of expert knowledge which will be used to inform the development of the ENUMERATE Thematic Survey.
Nature	<p>A set of four, one day, meetings to discuss the issues around:</p> <ul style="list-style-type: none"> • Growth of digital collections; • Usage of digital material; • Costs of digitisation; • Digital preservation practices. <p>The participants of these meetings will be project partners and experts (e.g. statisticians), who are able to make a contribution to the development of the survey.</p>
Intended audience	<ul style="list-style-type: none"> • Internal actors; • External actors; • External stakeholders.
Dissemination level	<ol style="list-style-type: none"> 2. Understanding; 3. Action.

National coordinator workshops and e-mail list

Parameter	Information
Purpose	<ul style="list-style-type: none"> • To recruit ENUMERATE national coordinators who will implement the project's surveys; • Inform the MSEG¹⁰ about the work of ENUMERATE; • Use the group's expertise to inform the work of the project, and especially the surveys. • Support national coordinators in the implementation of the surveys.
Nature	<p>Each year of the project ENUMERATE will organise a workshop for national coordinators in the framework of the regular meetings of the MSEG. They will cover such topics as:</p> <ul style="list-style-type: none"> • The surveys; • The sample methodology • The input and output measures • How to liaise with other relevant statistical surveys and other stakeholders. <p>The second tool is an e-mail list dedicated to the national coordinators and those members of the MSEG who are not coordinators.</p>
Intended audience	<ul style="list-style-type: none"> • Internal actors; • External actors¹¹.
Dissemination level	<ol style="list-style-type: none"> 2. Understanding 3. Action

¹⁰ Member States Experts Group on Digitisation and Digital Preservation.

¹¹ Communication is also for those members of the MSEG who are not national coordinators.

External events (conferences, workshops, discussions and seminars)

Parameter	Information
Purpose	Making the cultural heritage and statistical communities aware of ENUMERATE, and leading to understanding of its work. Ultimately, perhaps through networking, to action based on the project's work by some participants.
Nature	Presentations about ENUMERATE and its achievements at a limited set of key national and international events. These may use the standard presentation as a starting point, or may concentrate on a particular aspect of the work. Each partner has a list of the key events that they wish to present at. The list is maintained by SPK .
Intended audience	<ul style="list-style-type: none"> • External stakeholders; • Wider community of practice.
Dissemination level	<ol style="list-style-type: none"> 1. Awareness; 2. Understanding (perhaps leading to action see above).

News releases

Parameter	Information
Purpose	To inform the cultural heritage sector media about the major work and outcomes, which, when published, will inform their readership.
Nature	A news release will include: <ul style="list-style-type: none"> • Title – brief and to the point; • Body copy – Date; First short paragraph summarises the release. Rest deals with facts (what, who, why), including links, and perhaps a quote; • Contact information – should include EC-funding acknowledgement
Intended audience	<ul style="list-style-type: none"> • External stakeholders; • Wider community of practice.
Dissemination level	1. Awareness ¹² .

¹² However with the reader following links leading to understanding and in some cases action.

Data platform and dashboard

Parameter	Information
Purpose	To gather data about the state of digitisation and related matters, to display the results to ENUMERATE stakeholders, and to allow them to carry out analyses. The major aim is for stakeholders to effect change in their institutions.
Nature	A software system: <ul style="list-style-type: none"> • To gather survey data in a multilingual stakeholder environment; • To display the results of the surveys; • Allow analysis of the collected survey data at institutional, national, European, and wider international levels.
Intended audience	<ul style="list-style-type: none"> • Internal actors; • External actors; • External stakeholders; • Wider community of practice; • Targets for action.
Dissemination level	<ol style="list-style-type: none"> 2. Understanding; 3. Action.

4.3 Partner-based dissemination

In addition to ‘project-based’ dissemination, i.e. that coming from ENUMERATE directly, each partner and national coordinator¹³ will have a range of dissemination methods similar, but not identical, to the project’s methods. These will be employed by partners to disseminate ENUMERATE messages and benefits to their national stakeholders. The big ‘plus’ here is the enabling of multi-lingual dissemination.

To facilitate the process the project has established and maintains, for each partner, a ‘dissemination profile’. This lists all the methods the institution uses for its dissemination which can also be used for ENUMERATE. The information in the profile is:

- Dissemination method; This can be a third party, e.g. a newsletters not published by the partner.
- The individual in the partner institution that can enable the dissemination. In many cases this will be the ENUMERATE contact, but may not be, e.g. the person who tweets.
- Known publication dates for methods like newsletters and journals;

In practice the partner dissemination will follow the following procedure:

ENUMERATE

1. Will make partners aware that a dissemination event is planned in the near future;
2. Dissemination text, and possibly images, is authored by ENUMERATE in English;
3. Copy is sent to the relevant person(s) in the partner institution.

Partners

1. Usually translate the copy, although this is not mandatory;
2. Publish the dissemination using methods they choose;
3. Inform ENUMERATE about the details of dissemination (methods and audience details, including numbers).

The monitoring of this process is **managed by SPK**.

¹³ In the rest of this section ‘partner’ means ‘partner and national coordinator’.

5 When – Timetable for engagement

5.1 Survey related dissemination

As with the original dissemination strategy, this period's plan is connected to the preparation, launch, implementation, and publication of the results of the ENUMERATE surveys. Each survey will have two phases of engagement:

1. Targeted at supporting the national coordinators and involving in the survey all relevant individuals and institutions.
2. Aimed at spreading the results of the survey.

In this period there will be activity related to two of the surveys:

- **Core Survey 1**

The first of two high-level surveys aimed at establishing a baseline of statistical information about digitisation, digital preservation, digitisation costs and online access to digital cultural heritage. This was implemented across the boundary of the first and second periods of the project.

The results of the survey will be published, and will give ENUMERATE to implement its dissemination for action activities

- **Thematic Survey**

A detailed and in-depth survey aimed both at enhancing the quantitative data and supporting it with qualitative information. This will be prepared, launched and be completed by the end of the second period. Its in depth nature will give ENUMERATE opportunity to work closely with the participants and so increase dissemination for action.

6 Measures – Success Criteria

The implementation of the ENUMERATE Dissemination strategy will be monitored and its effectiveness constantly evaluated.

Indicators helping to analyse the extent to which the dissemination strategy is meeting the ENUMERATE objectives will be:

6.1 Internal evidence

One of the key measures of success of the

Success criteria = All partners of ENUMERATE will maintain a detailed portfolio of their dissemination activities

6.2 National coordinators

This number is directly related to the number of countries taking part to the surveys. The ENUMERATE Consortium has partners in 9 EU member states, which will participate to the surveys. The project aims to include all EU Member States:

Success criteria = 15 active national coordinators

6.3 ENUMERATE Newsletter

ENUMERATE is active in a highly specialised sector. In the first period it was expected that 100 persons will register for the newsletter. With the proactive dissemination that is envisaged in this period we are increasing this figure:

Success criteria = 200 registered persons

6.4 Website

With more 'advertising' of the website and as the results of Core Survey 1 are online this should boost visits therefore:

Success criteria = 6000 visits per month to the ENUMERATE website

6.5 ENUMERATE dissemination events and participants

Each partner will participate in about two dissemination events, both nationally and internationally. It is expected that 100 person will attend ad hoc and general events. So:

Success criteria = ENUMERATE will be represented in 15 events

Note that events will include conferences, workshops, and other types of meetings.

Taking the activity in the last section and assuming an average of 35 persons per event then:

Success criteria = ENUMERATE will speak to 500 participants

6.6 Twitter and LinkedIn group

With further exposure it is expected there will be more participation in the ENUMERATE social media:

Success criteria = ENUMERATE will have 300 Twitter followers

Success criteria = ENUMERATE LinkedIn group will have will have 300 members

6.7 ENUMERATE Stakeholder Report

The success of the first year's Stakeholder Report it is expected to continue. Therefore:

Success criteria = Second ENUMERATE Stakeholder Report will be distributed to 1000 relevant institutions

6.8 News releases

These will be related to major events in the project. Therefore:

Success criteria = 12 press releases

6.9 Targets for action

European Commission

As the key stakeholder institution in ENUMERATE and the major funder the project must work with it:

Success criteria = ENUMERATE will evidence active engagement with Commission

Individual cultural heritage institutions

We will target those institutions who took part in Core Survey 1. It is estimated that each country, with a national representative, may be able to establish a relationship with between one and five institutions per country in the. The actual numbers will depend on the availability of suitable institutions and the size of the cultural sector in a country. Therefore assuming an average of c2 targets worked with per country:

Success criteria = 60 institutions in active engagement

National cultural heritage agencies

Ideally ENUMERATE should be able to bring benefit to all of the agencies in Europe. However not all will be able or willing to take part. So the project has a small target of:

Success criteria = 10 agencies in active engagement

National statistical offices

The target suggested by the technical reviewers, based on their knowledge was:

Success criteria = 5 offices in active engagement

Appendix – Dissemination in Period 1

This section gives an overview of dissemination activity in the first period of the ENUMERATE project (February 2011 to January 2012).

Dissemination during the first period of the project was aimed at informing, in a general way, the community about ENUMERATE: what it is, what it will be doing. All this was building up to the launch of the first Core Survey in January 2012.

The following presentations were made during the first period (including some before the official start of the project):

Date	Event Details	Presentation type(s)	No of participants
2010-11	<i>Euromed 2010: Conference on digital heritage, Limasol, Cyprus.</i>	short paper; poster; presentation	c65
2010-11	<i>The European Library Contacts Working Group, Sarajevo, Bosnia.</i>	presentation	c25
2010-11	<i>EU Member States' Expert Group on Digitisation and Digital Preservation, Luxembourg.</i>	presentation	c40
2011-05	<i>The European Library meeting on Content Strategy, The Hague, Netherlands.</i>	presentation	c20
2011-10	<i>Statistics on culture: from a theoretical framework to a production of data: an ambition to confirm?, Luxembourg.</i>	presentation	c40
2012-02	<i>The European Library, Content Strategy Workshop, The Hague, Netherlands.</i>	presentation	c20
Total			c210

All presentations are available on the ENUMERATE website:

http://www.enumerate.eu/en/about_enumerate/conferences_workshops

All partners have links to the ENUMERATE website. For example:

The screenshot shows the Collections Link website interface. At the top, there is a search bar and navigation links: HOME, COLLABORATE, BROWSE BY SUBJECT, BROWSE BY PRACTICE, PROGRAMMES, EVENTS, SUPPLIERS DIRECTORY, SHOP. The main content area is titled 'ENUMERATE - Digitisation Statistics' and contains the following text:

ENUMERATE is an EC-funded project, led by Collections Trust, with the primary objective of creating a reliable baseline of statistical data about digitization, digital preservation and online access to cultural heritage in Europe.

Currently, statistical data on Europe's digital heritage is tentative and scattered at best. For the European Commission and many of the agencies and actors in the field of culture there is no consistent evidence base for making strategic decisions on investments in digitisation.

ENUMERATE will bring about major improvements in the quality and availability of intelligence about digital heritage.

Collections Trust coordinates, and project manages, the project, especially communicating to the European Commission the successes of the project.

FACT FILE

On the right side of the page, there is a 'Join Collections Link today' button with the text 'It's free & simple to do!'.

<http://www.collectionslink.org.uk/programmes/european-projects/1115-enumerate-digitisation-statistics>



<http://www.digibis.com/medios-comunicacion/notas-prensa/125-enumerate-comienzan-los-trabajos.html>

There have been two newsletters during the first period.

Issue 1 (August 2011) – Introduced the project to its stakeholders with articles on:

- ENUMERATE’s mission, objectives, stakeholders, and activities;
- Overviews of the partners in the project, with their experience, and logos;
- National coordinators – introduces their role;
- ENUMERATE / MSEG workshop – report on the most important meeting that took place in the first six months of the project.

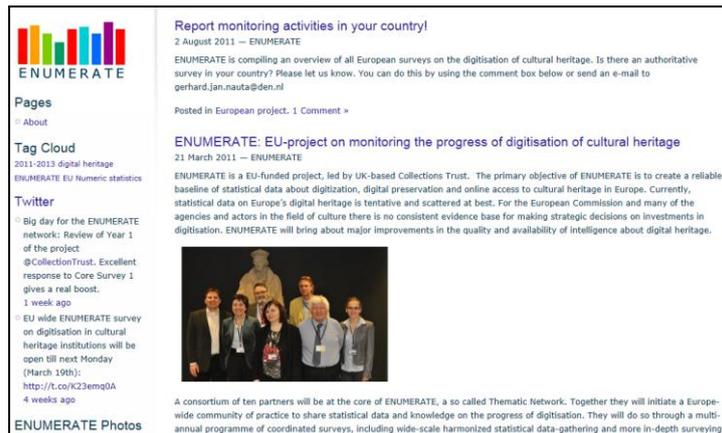
Issue 2 (January 2012) – Main aims were to inform stakeholders, and in particular cultural heritage organisation, about the Core Survey 1 and encourage them to take part. Articles on:

- Announcement of the first Core Survey of the project, gives information on the survey, and calls for participation;
- List of national coordinators is now complete. The article lists them by country and gives contact details
- Information on the Advisory Group’s responsibilities, and short biographies on the current members.
- ENUMERATE Data Partner – Announcement that the project has hired a company to carry out the statistical analysis of the data collected from the surveys.
- Meet the team – ‘Gordon McKenna’ – The first of series of articles about the individuals who are participating in the project: what they do and their experience.
- Social Media – A short article advertising the social media channels that ENUMERATE uses. Invites users to get involved.

Total newsletter usage: **c600 downloads**

Development and use of the website

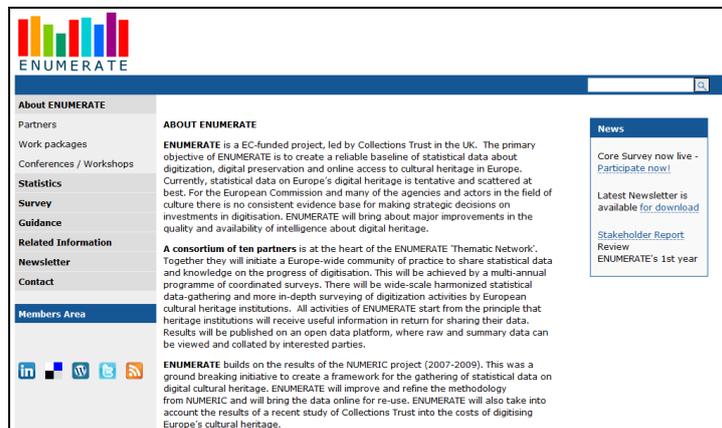
The first version of the ENUMERATE was launched shortly after the first Core Group meeting in March 2011:



1st version of the website (based on Wordpress)

It used the *Wordpress* system, and its purpose was to give a brief introduction to the project for those wanting information at an early stage of the project. In particular it announced the launch of the project and gave the list of partners.

The ‘full’ version, based on the open source *Typo 3* CMS, was launched in August 2011. At the same time social media, *Twitter*, *Delicious*, and *LinkedIn*, were launched:



Current homepage of the website (based on Typo3)

By the end of the first period the website had been developed to include:

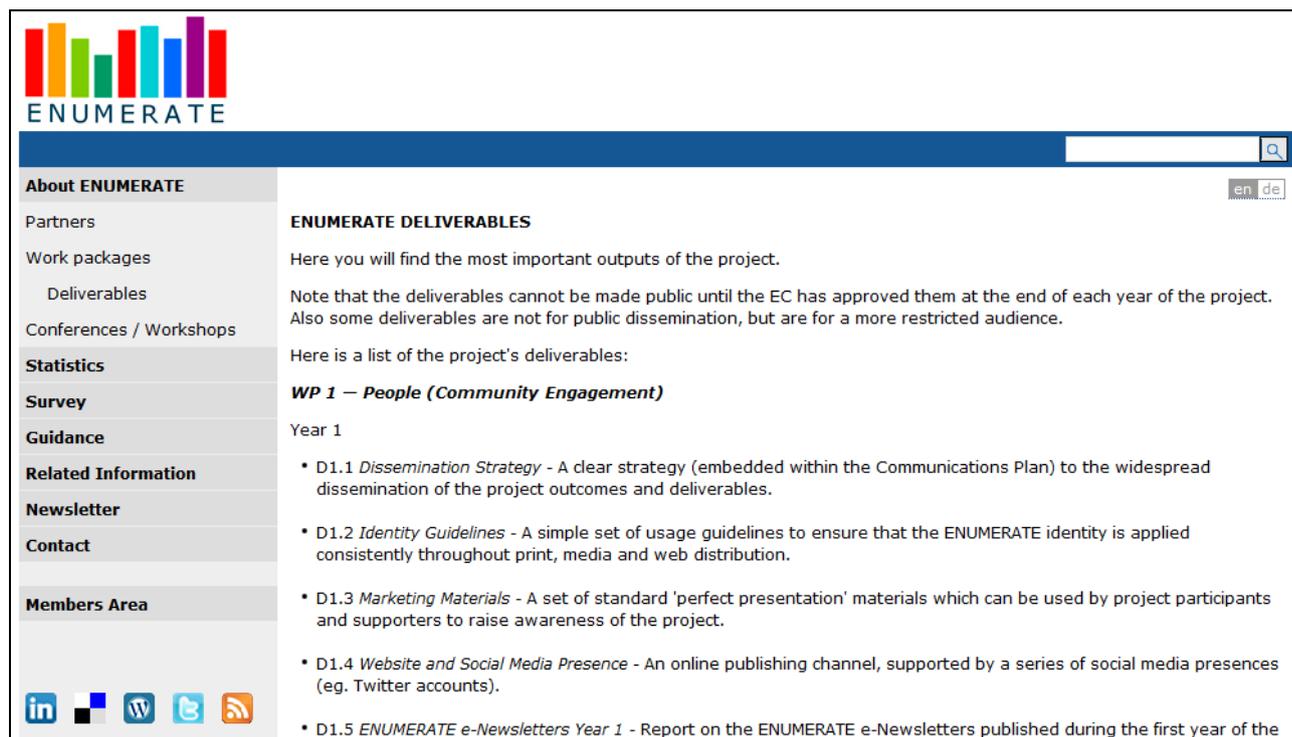
- **Home page:** About ENUMERATE and links to the newsletters, surveys (when live), and stakeholder report.
- **Partners:** Project Consortium; National Coordinators; and Advisory Group.
- **Work Packages:** with (public) deliverables (to be added after the first review).
- **Conferences / Workshops:** dissemination activities with presentations.
- **Statistics:** (to be populated in the next period).
- **Survey:** linking to online survey (when active).
- **Guidance:** for the Core Survey 1.
- **Related Information:** Links to NUMERIC and other initiatives
- **Newsletter:** Current and past.
- **Contact:** coordinator and work package leaders.
- Links to EUMERATE social media: *LinkedIn*; *Delicious*; and *Twitter*
- Links to the old *Wordpress* version of the website, and to a *RSS feed*.
- Search box.

Here is a sample of the pages:

German language home page

Project Consortium

Deliverables



The screenshot shows the ENUMERATE website interface. The left sidebar contains a navigation menu with items: About ENUMERATE, Partners, Work packages, Deliverables, Conferences / Workshops, Statistics, Survey, Guidance, Related Information, Newsletter, Contact, and Members Area. The main content area is titled 'ENUMERATE DELIVERABLES' and contains the following text:

Here you will find the most important outputs of the project.

Note that the deliverables cannot be made public until the EC has approved them at the end of each year of the project. Also some deliverables are not for public dissemination, but are for a more restricted audience.

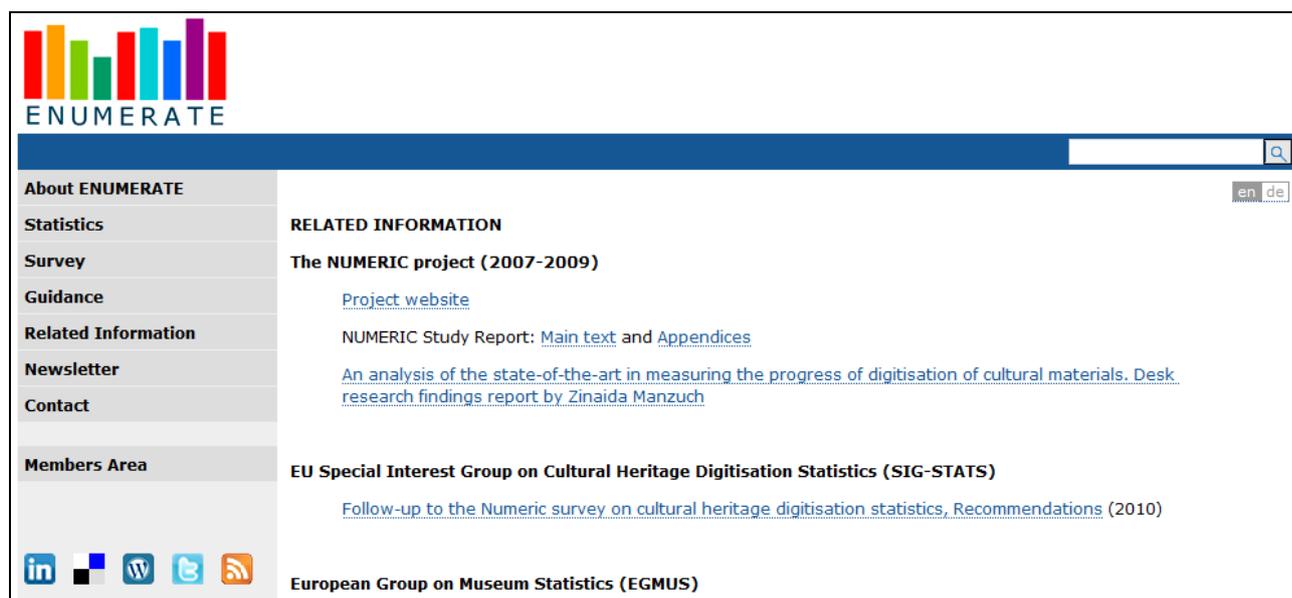
Here is a list of the project's deliverables:

WP 1 – People (Community Engagement)

Year 1

- D1.1 *Dissemination Strategy* - A clear strategy (embedded within the Communications Plan) to the widespread dissemination of the project outcomes and deliverables.
- D1.2 *Identity Guidelines* - A simple set of usage guidelines to ensure that the ENUMERATE identity is applied consistently throughout print, media and web distribution.
- D1.3 *Marketing Materials* - A set of standard 'perfect presentation' materials which can be used by project participants and supporters to raise awareness of the project.
- D1.4 *Website and Social Media Presence* - An online publishing channel, supported by a series of social media presences (eg. Twitter accounts).
- D1.5 *ENUMERATE e-Newsletters Year 1* - Report on the ENUMERATE e-Newsletters published during the first year of the

Related material



The screenshot shows the ENUMERATE website interface. The left sidebar contains a navigation menu with items: About ENUMERATE, Statistics, Survey, Guidance, Related Information, Newsletter, Contact, and Members Area. The main content area is titled 'RELATED INFORMATION' and contains the following text:

The NUMERIC project (2007-2009)

[Project website](#)

NUMERIC Study Report: [Main text](#) and [Appendices](#)

[An analysis of the state-of-the-art in measuring the progress of digitisation of cultural materials. Desk research findings report by Zinaida Manzuch](#)

EU Special Interest Group on Cultural Heritage Digitisation Statistics (SIG-STATS)

[Follow-up to the Numeric survey on cultural heritage digitisation statistics, Recommendations](#) (2010)

European Group on Museum Statistics (EGMUS)

There is also a Members Area with material private to the project partners (password protected) holding:

- **Description of Work:** the new and old DOWs and a summary of the changes;
- **Deliverables:** by Work package, then by year, with links to the completed deliverables;
- **Meetings:** Minutes of the project's meetings;
- **Administration:** The Grant agreement and timesheet template, together with other relevant documents;
- **Dissemination:** Conferences, workshops and meetings organised or attended by ENUMERATE partners with links to presentations made.

D1.6 – Revised Dissemination Plan Year 2

Parts of the site are available in German and Spanish. This will be expanded to include as many of Europe’s languages as possible.

In terms of use for the first period:

Website element	Visits during reporting period
Main website	c20,000
Core Survey website (2 months of operation)	12,694

Social media

ENUMERATE has three social media channels:

LinkedIn:

By the end the first period there were **73 members**, and there had been **13 discussion threads** mostly about the operation of the survey.

Twitter:

By the end the first period there were **81 followers**, and there had been **101 tweets** about the activities of the project.

Delicious:

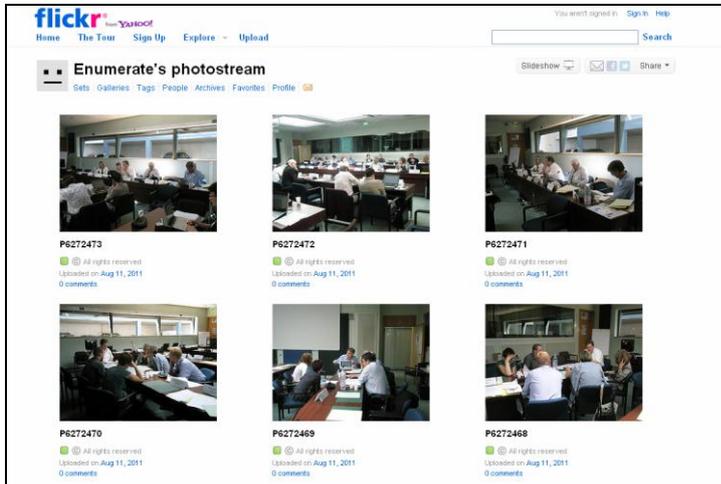
D1.6 – Revised Dissemination Plan Year 2

This channel is used to store links to information on related national and European digitisation monitoring initiatives, and tools for harmonisation and validation. The original data came from research for deliverables D2.1 and D2.2. The social tool *Citeulike* is also used as a back-up for *Delicious*.

The address of the ENUMERATE Citeulike profile is:

<http://www.citeulike.org/groupfunc/15379/home>

Flickr:



Flickr is occasionally being used to store photographs from ENUMERATE events:

<http://www.flickr.com/photos/60897329@N06>