



Grant Agreement 270939

ENUMERATE

Marketing Materials

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1 Introduction

This deliverable (D1.4) has a 'public' dissemination level. It describes some marketing material used by the project, especially a flyer and a general presentation. Some of the basic marketing material, e.g. the presentation template, is described in D1.3 Identity guidelines.

All the marketing materials are available on the members area of the ENUMERATE website.

2 Marketing materials

2.1 Intention and audience

The marketing material described here is basically produced with two intentions, to give the project an identity and to encourage others to support or collaborate in the work of the project. The target audience is not especially the group of the National Coordinators but it is the broad public.

2.2 Leaflet

Description

A leaflet for general distribution has been produced. This leaflets intention is to give basic information about the project. It contains a slogan “Good decisions need sound data” which might be used by the partners more often. It contains also a one sentence – easy to remember - description of the objectives of ENUMERATE accompanied by a more detailed description in which the predecessors and partners are mentioned. The construction of the ENUMERATE thematic network is visualised by a graphic and above all there are invitations to visit the ENUMERATE website and to contribute and discuss relevant topics. A central contact address and a reference to the support of the ICT-PSP Programme are available.

The leaflet follows the basic ideas of all presentations and publications of ENUMERATE: simple, without frills but not boring. The background colour is white. The text colour is the dark blue that is used in other ENUMERATE publications (e.g. the website or the presentation template). In the centre of one of the pages there is a triangle whose corners are marked by nouns in red letters to make them more visible. The nouns are: “statistics”, “cultural heritage”, “digitisation”. In the centre of the triangle there is the slogan “creating a reliable baseline ...” are again written in red text. The triangle spans three of the pages on one side, it is intended as an illustration of ENUMERATE, working in the middle of “statistics”, “digitisation” and “cultural heritage” and “creating a reliable baseline”.

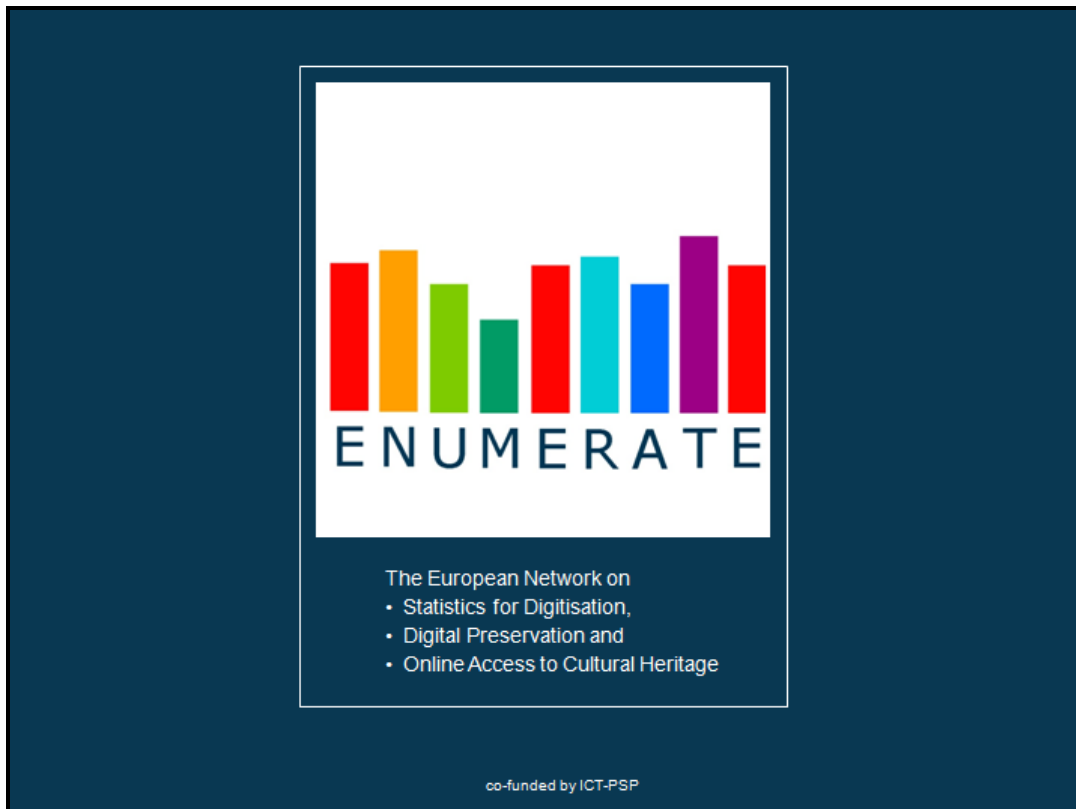
Folding should be in the “Z form”.

2.3 General presentation



The general presentation is intended to be used as a 'quarry' from which slides can be 'extracted' and used in presentations. A partner may use the slides needed, and mixing them with their own in the creation of a presentation which fits a particular occasion. For this reason the order of slides is not binding. It is also a living document which will grow and be updated from time to time.

Here is an overview of the slides in the general presentation, with details of their content:

1. The *Title Slide* is the ENUMERATE logo, with short bullet points about ENUMERATE, and reference to the ICT-PSP Programme:



2. Some of the reasons why ENUMERATE is a necessary and important project:





ENUMERATE because

- There is no common understanding of what Cultural Heritage means
- There is no unified methodology on how to count digitisation of cultural heritage material
- There are different responsibilities in the EU member states regarding digitisation statistics
- Nobody knows exactly the amount of cultural assets in Europe
- Nobody knows the cost of digitising the Cultural Heritage of Europe
- For planning at European, national and at institutional level it is important to monitor the progress of the digitisation over time

[Name of contributor] [Title of event] [Day of Presentation]

3. The characterisation of ENUMERATE and its relationship to its predecessor NUMERIC:



ENUMERATE

ENUMERATE is the European Thematic Network on Statistics for Digitisation, Digital Preservation and Online Access to Digital Cultural Heritage.

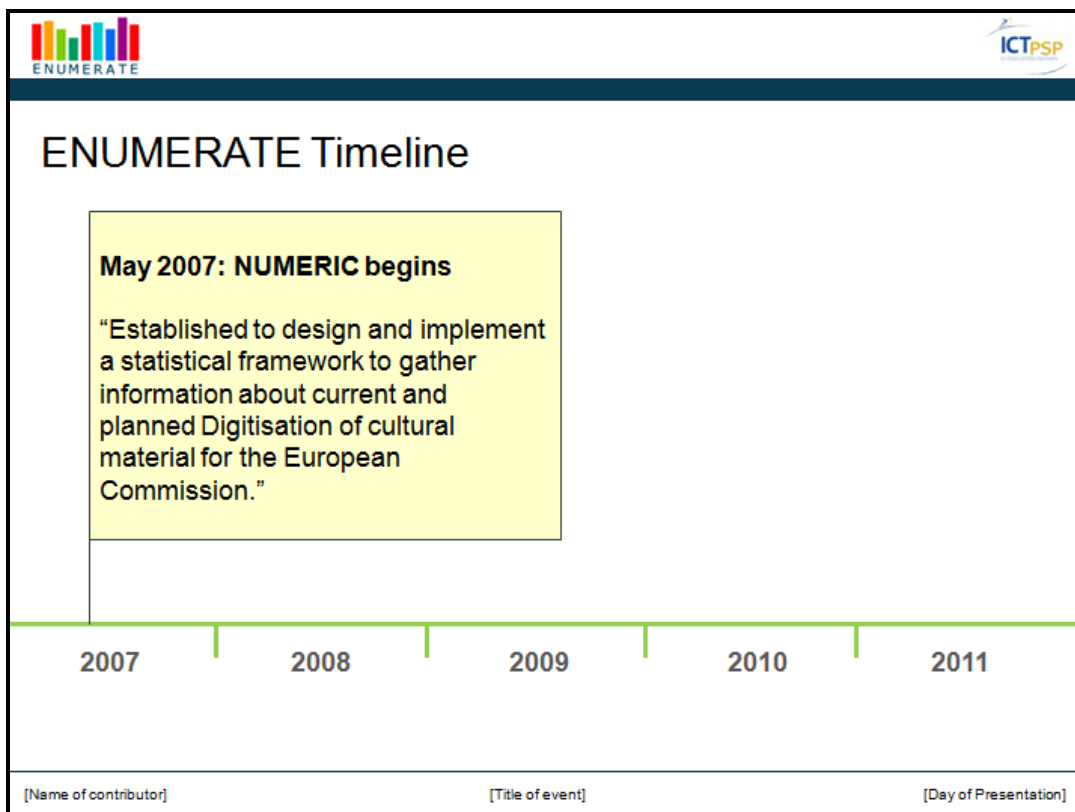
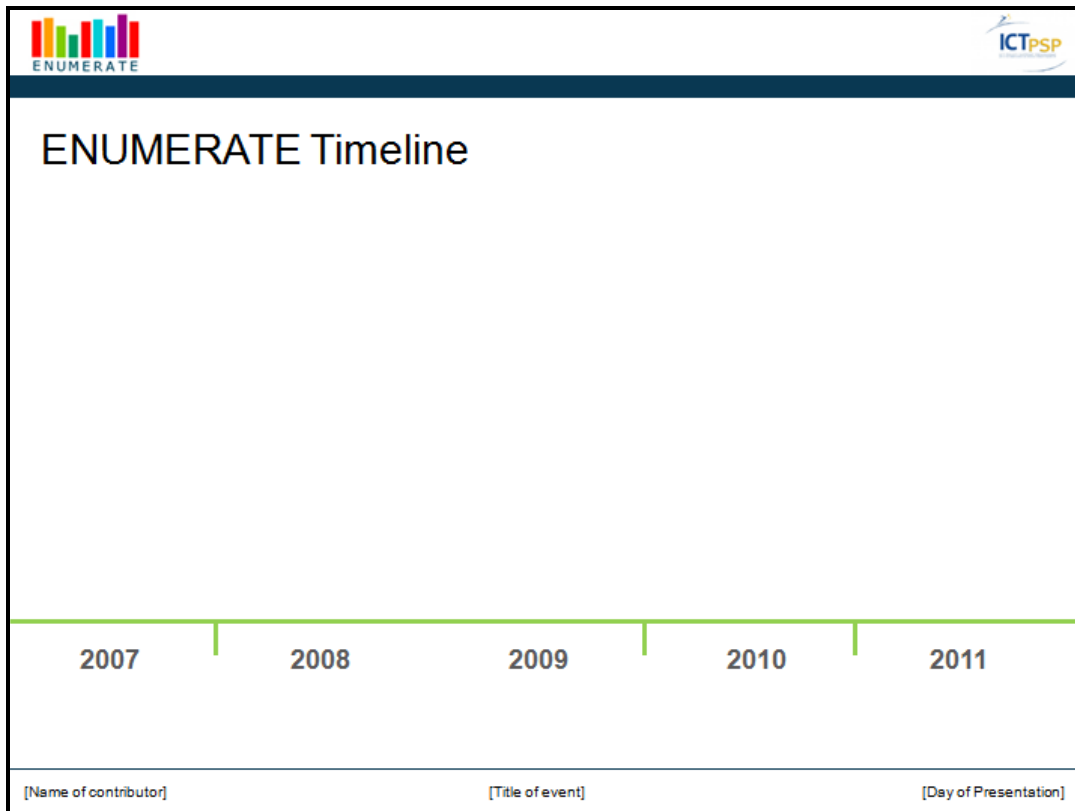
ENUMERATE is the successor to the NUMERIC project (May 2007 – May 2009) which sought to investigate evidence of the progress of Digitisation of Europe's Cultural Heritage.

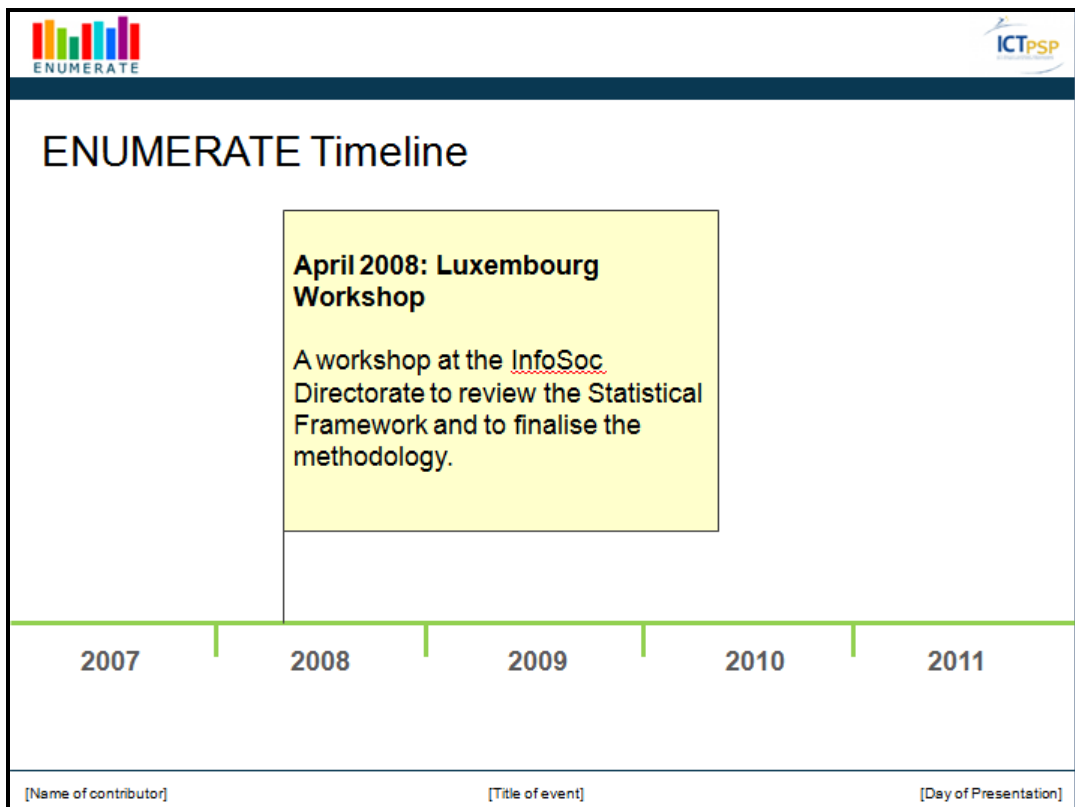
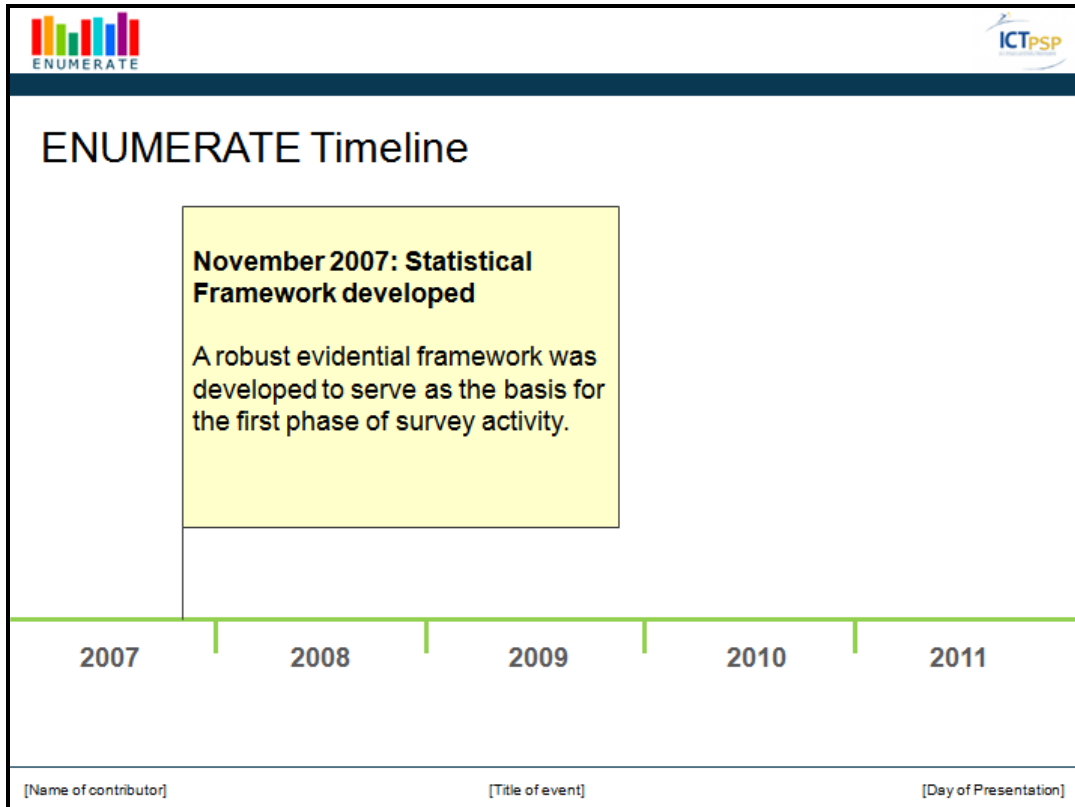
ENUMERATE builds on the evidence and methodological framework established by NUMERIC, and will draw on the recommendations to ensure continuity and enhancement of the data it generated.



[Name of contributor] [Title of event] [Day of Presentation]

- The following slides illustrate the timeline that led to the creation of ENUMERATE. They also give answers to questions like “who is interested in the results?”, and show that ENUMERATE is part of process in which the knowledge and insights of previous initiatives are taken in account.

The first slide in this series an empty slide which might be used either as an introduction to the whole series or as a template for elaborations of the timeline:









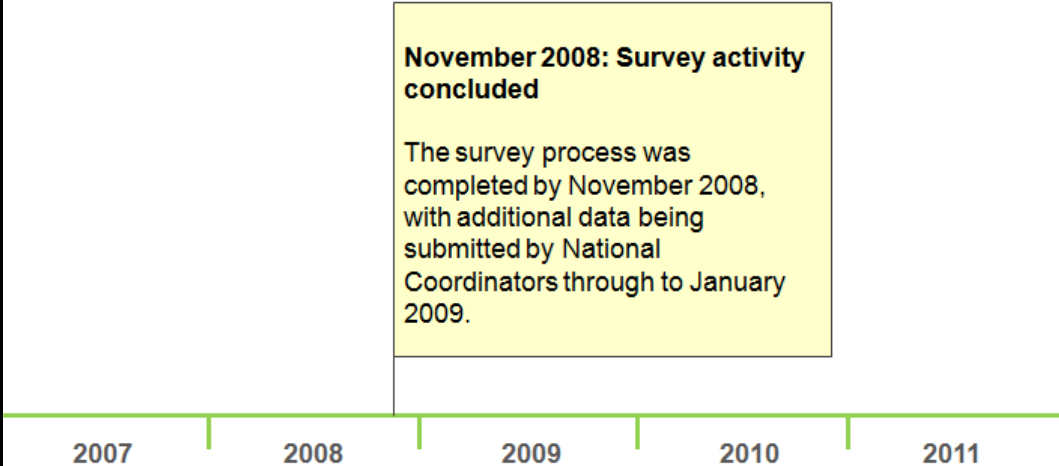
Key Considerations in 2008

- Defining **relevant** institutions – essentially the scope of the institutions to be included in the survey work.
- Establishing **responsibilities** – including the responsibility of each National Coordinator to take ownership of the survey process.
- Gathering information about **institutions** – recognising that institutional context is critical to understanding Digitisation
- Gathering information about **materials** – recognising that different material types require different treatments and hence are subject to different cost models

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ENUMERATE Timeline

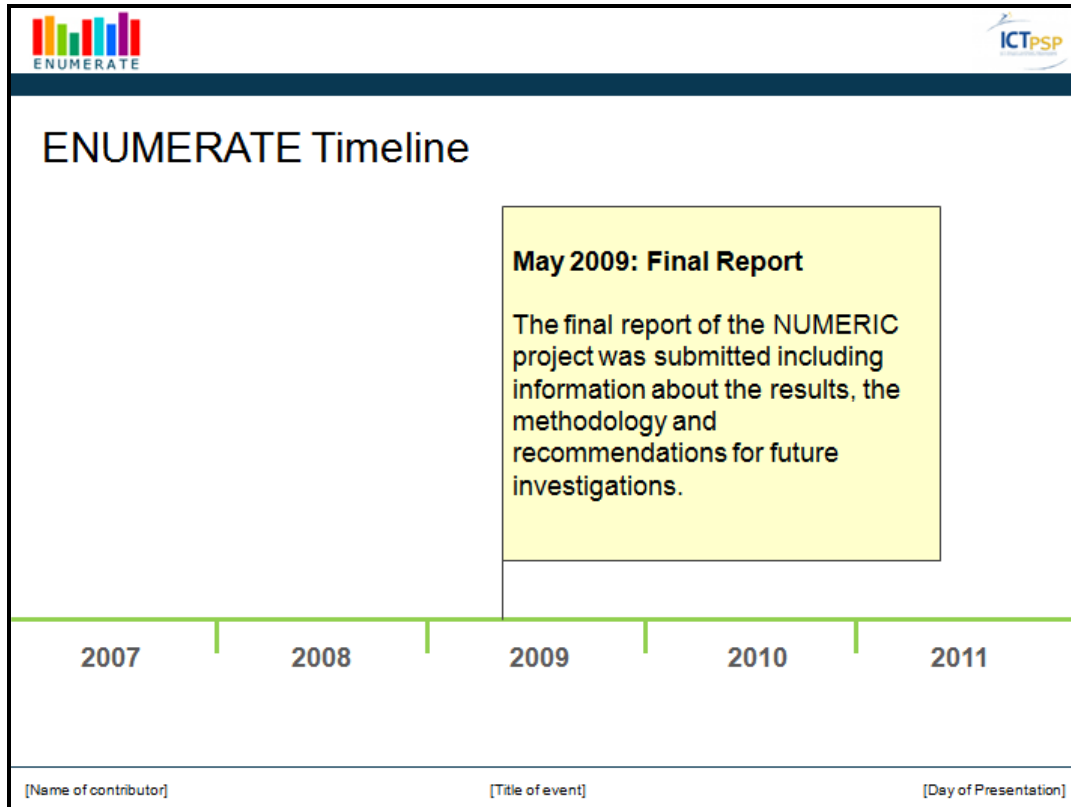


November 2008: Survey activity concluded

The survey process was completed by November 2008, with additional data being submitted by National Coordinators through to January 2009.

2007 2008 2009 2010 2011

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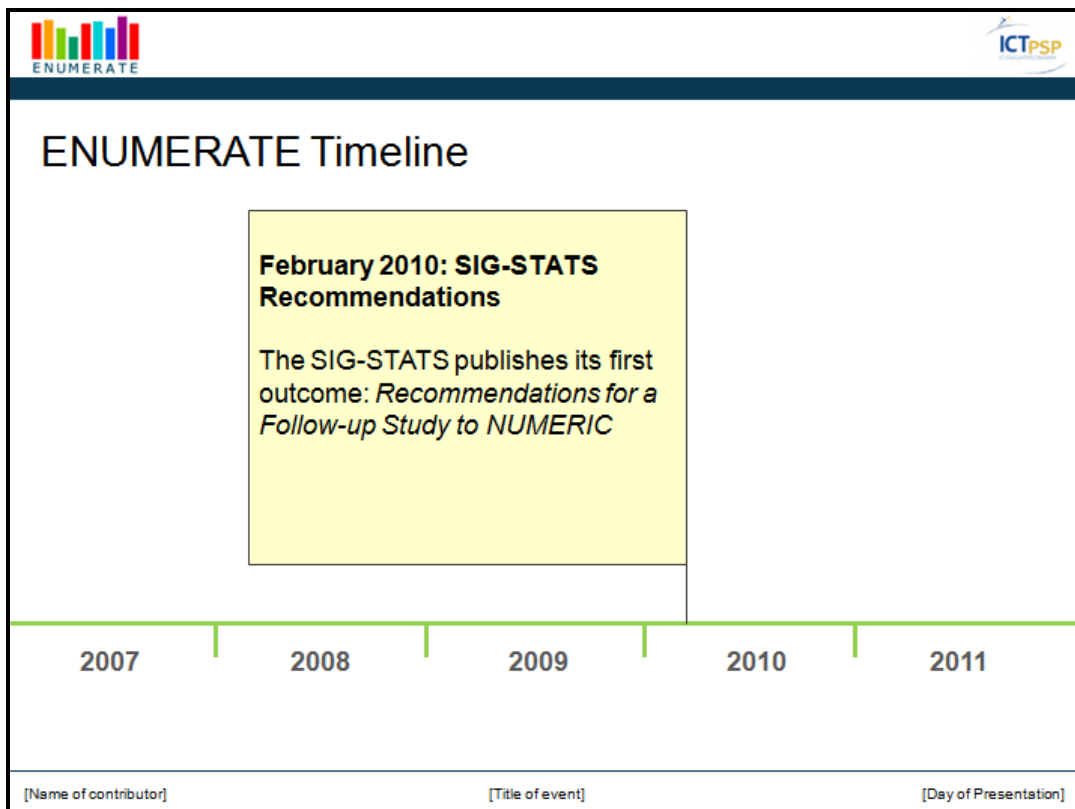
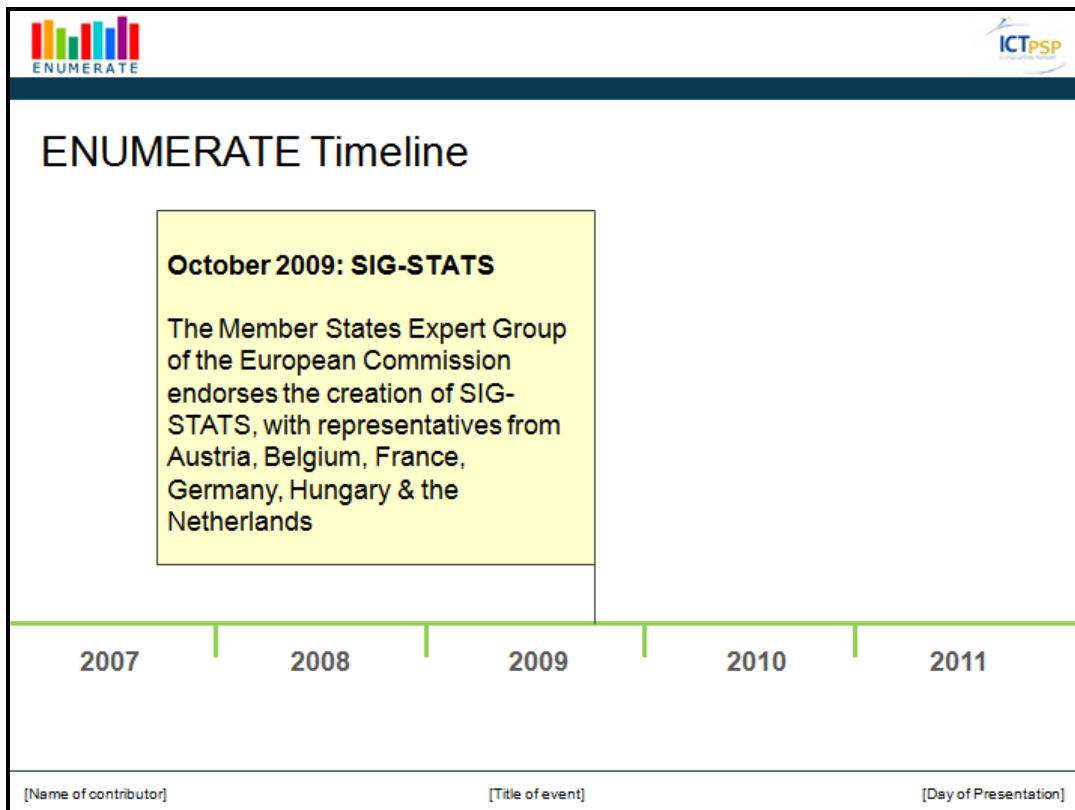
5. Some of the lessons learned from NUMERIC that are to be considered by ENUMERATE in defining a methodology:



The slide is titled "Recommendations from NUMERIC" and lists five bullet points:

- To endorse the establishment of a **Special Interest Group (SIG-STATS)** to develop standards and definitions for future survey activities.
- Define criteria for **relevant institutions** to help address the issue of scope.
- Define a reasonable means of quantifying **access to Digital material**.
- Provide a **template methodology** to be adopted and used by National Coordinators and European Agencies/statistical programmes.
- Support national initiatives towards **benchmarking** Digitisation in each country.

At the bottom of the slide, there are three placeholder fields: [Name of contributor], [Title of event], and [Day of Presentation].

6. The next three slides introduce SIG-STAT and its work in 2009/2010 together with some of its recommendations:







SIG-STATS Recommendations

- Improve the survey design
- Tighten up the survey sample
- Clarify definitions & create a common vocabulary
- Measure impact (use of analogue resources) arising from digital access
- Establish methodologies for calculating costs
- Establish a methodology for quantifying 'access'
- Align survey activity to EU statistical programmes

These are the lessons which ENUMERATE must learn in order to deliver an effective statistical baseline.

[Name of contributor] [Title of event] [Day of Presentation]

7. Mentions a study, conducted by Collections Trust, on behalf of the *Comité des Sages* about the costs of digitising. This can be used to illustrate the study or to show that statistics are not just studied in isolation from the real world:



ENUMERATE Timeline

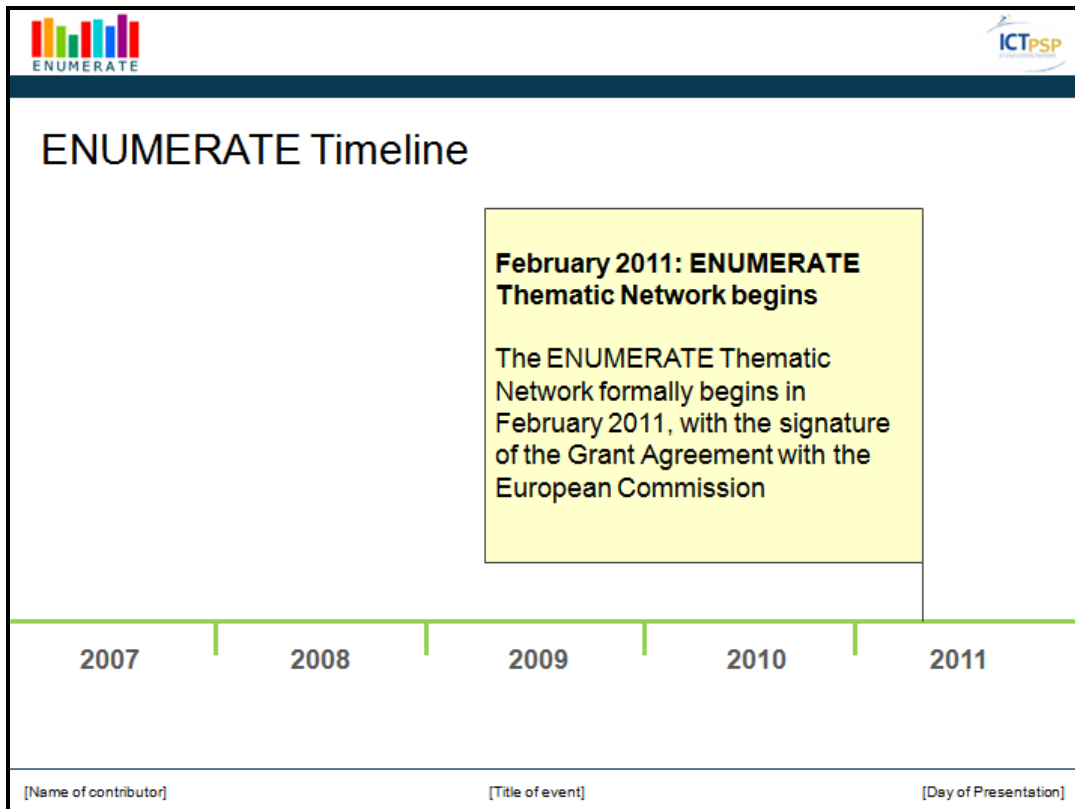
December 2010: Digitisation Costs Study completed

Collections Trust delivers a comprehensive study into the *Costs of Digitising Europe's Cultural Heritage* on behalf of the Comite des Sages

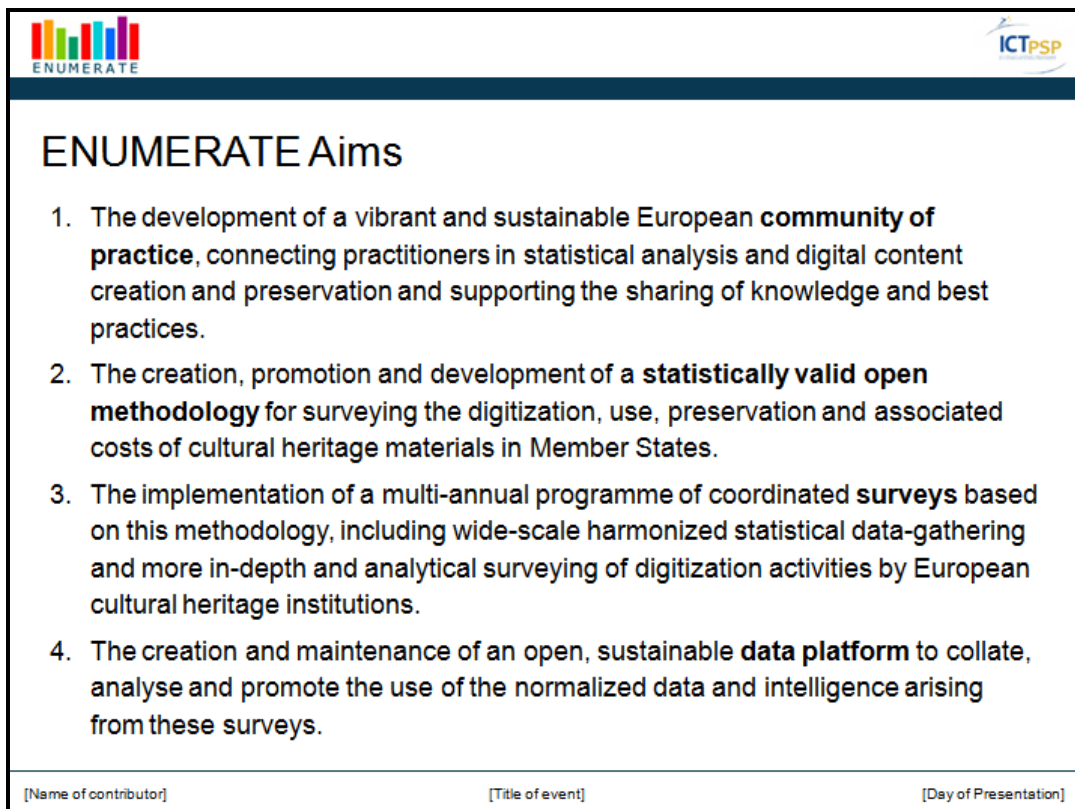
2007 2008 2009 2010 2011

[Name of contributor] [Title of event] [Day of Presentation]

8. ENUMERATE begins:



9. The Aims of ENUMERATE in four paragraphs:



10. The “Who-is-who” of ENUMERATE:



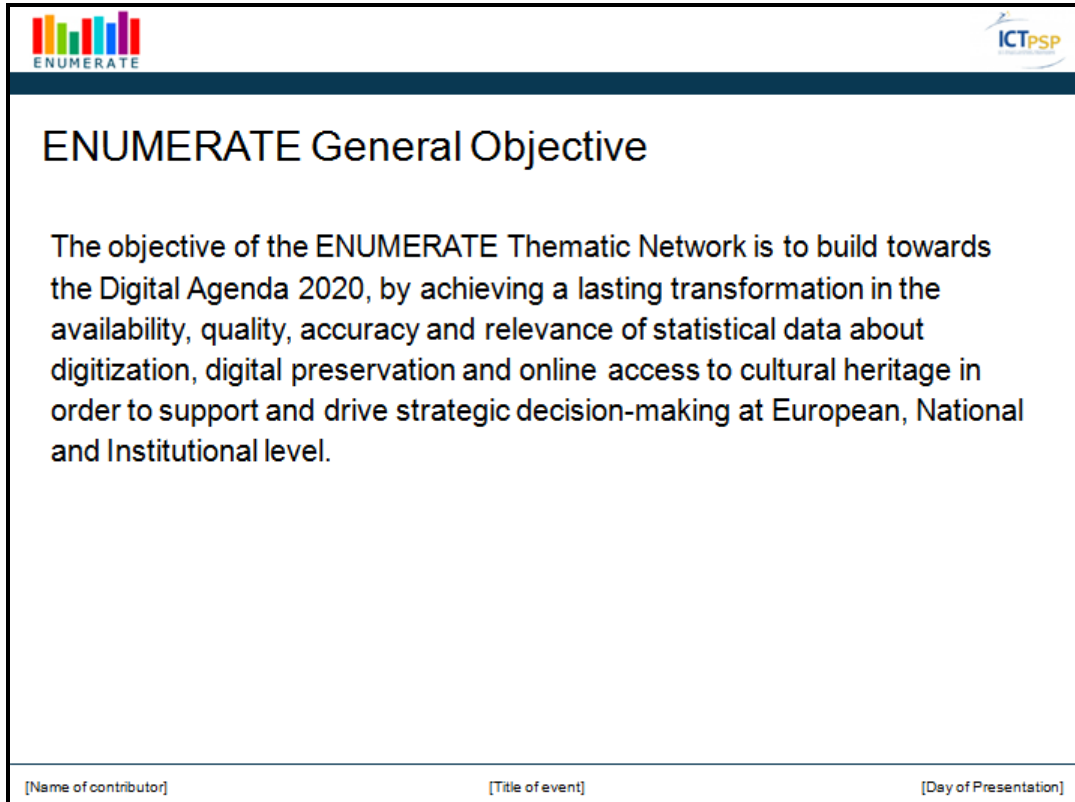
The slide features the ENUMERATE logo (a colorful bar chart) in the top left and the ICTPSP logo in the top right. The main title is "ENUMERATE Consortium". Below the title is a bulleted list of consortium members. At the bottom, there are three placeholder boxes for contributor name, event title, and presentation day.

ENUMERATE Consortium

- Collections Trust, UK;
- Digitaal Erfgoed Nederland (DEN), Netherlands;
- Stiftung Preussischer Kulturbesitz, Germany;
- Digibis, Spain;
- FARO Vlaams Steunpunt voor Cultureel Erfgoed, Belgium;
- Ministère de Culture et de la Communication, France;
- Oesterreichische Nationalbibliothek, Austria;
- Narodna in Univerzitetna Knjižnica (National and University Library), Slovenia;
- Országos Széchényi Könyvtár (National Széchényi Library), Hungary;
- The European Library (hosted by the Koninklijke Bibliotheek, Netherlands).

[Name of contributor] [Title of event] [Day of Presentation]

11. The next three slides illustrate the objectives of ENUMERATE at different levels of detail:





The slide features the ENUMERATE logo (a colorful bar chart) in the top left and the ICTPSP logo in the top right. The main title is "ENUMERATE General Objective". Below the title is a paragraph describing the objective of the Thematic Network. At the bottom, there are three placeholder boxes for contributor name, event title, and presentation day.

ENUMERATE General Objective

The objective of the ENUMERATE Thematic Network is to build towards the Digital Agenda 2020, by achieving a lasting transformation in the availability, quality, accuracy and relevance of statistical data about digitization, digital preservation and online access to cultural heritage in order to support and drive strategic decision-making at European, National and Institutional level.



[Name of contributor] [Title of event] [Day of Presentation]



ENUMERATE Objectives I

- A sound and **repeatable** methodology for **the systematic collecting** of statistical and other data about the progress of digitization of cultural heritage in Europe.
- Refined **tools and procedures** from the NUMERIC project (e.g. sampling method, vocabulary, definitions for types of collections and types of institutions) that are needed for effective statistical monitoring.
- Overview of **other existing tools** (e.g. cost models, guidelines for user statistics) to support the delivery of valid data.

[Name of contributor] [Title of event] [Day of Presentation]





ENUMERATE Objectives II

- Agreement on the **Core Survey** Methodology.
- Agreement on the extended **Thematic Survey** Methodology.
- Proper **documentation** to accompany the ENUMERATE surveys.
- Support for the **translation** of the surveys, tools and documentation in the European languages.

[Name of contributor] [Title of event] [Day of Presentation]

12. The partners, groups, projects and institutions that work closely together with ENUMERATE:



ENUMERATE Partners

The MSEG Working Group on Digitisation Statistics is the group of National Coordinators. This group collaborates closely with ENUMERATE.



ENUMERATE also works closely with other institutions, projects and initiatives doing cultural heritage statistics in Europe, also at sectoral level or national level.

Among the partners are:

- ESSnet (cultural statistics methodology)
- EGMUS (museum statistics)
- Eurostat (general statistics)

[Name of contributor] [Title of event] [Day of Presentation]

13. The guidance given by ENUMERATE to aid the work of the National Coordinators:

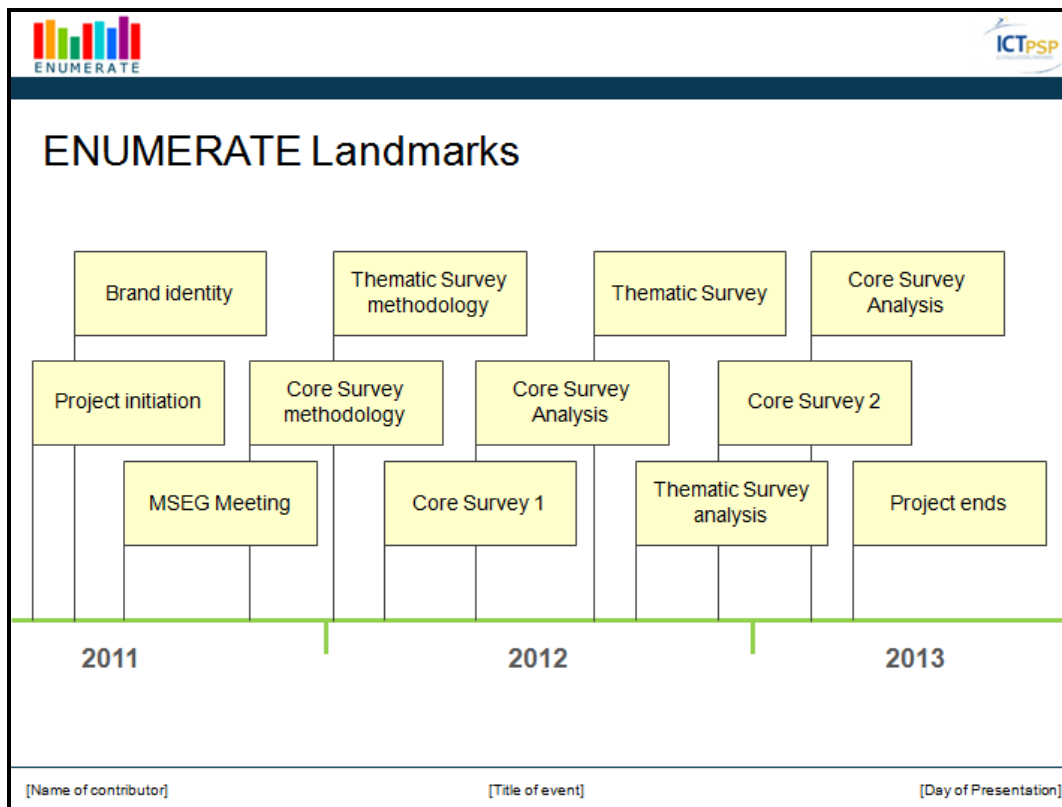


ENUMERATE Guidance

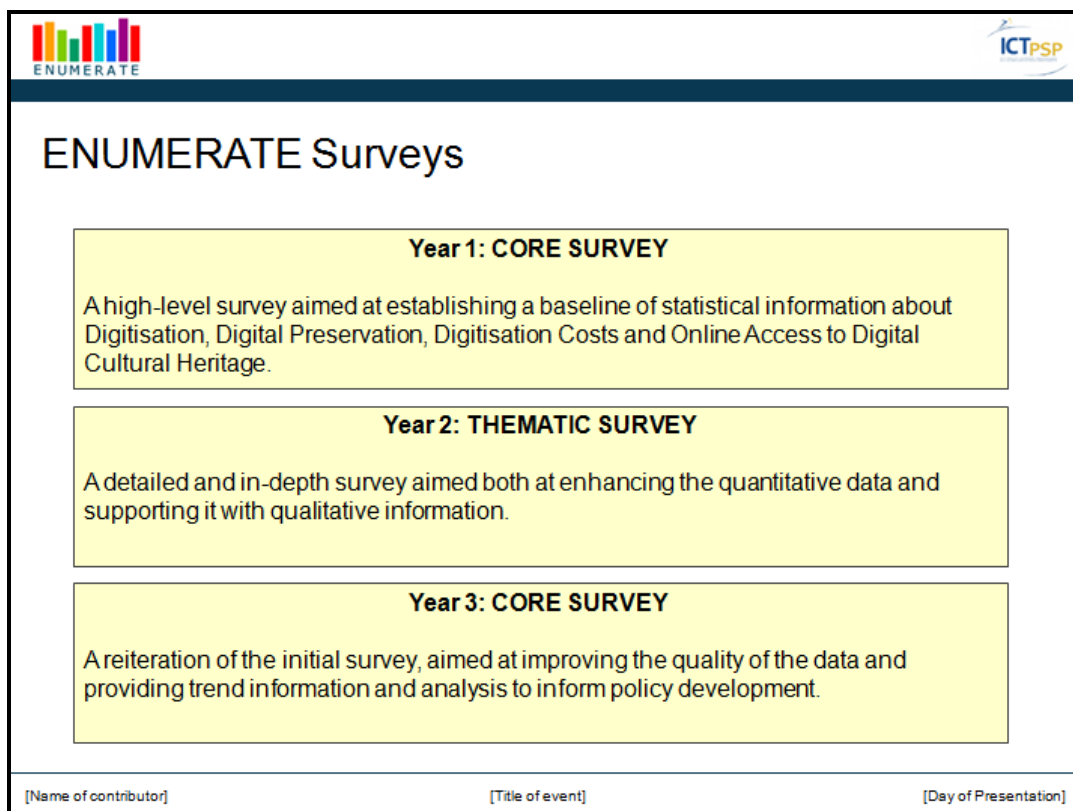
- Motivation and information were identified as the critical success factors in securing participation from National Coordinators
- Comprehensive guidance and training is provided by the ENUMERATE Consortium to enable National Coordinators to support the rollout of the surveys in each Member State
- Training and guidance is consolidated through regular published information about the progress of the project (the Dissemination Strategy)
- Guidance addresses value propositions for investing time and resources in supporting ENUMERATE

[Name of contributor] [Title of event] [Day of Presentation]

14. Landmarks of ENUMERATE. At any point in time it can be used to illustrate what has been done so far and what are the activities ahead:



15. The three surveys of ENUMERATE with short descriptions:



16. Slide giving an overview of activities during the first year:

Feb-Jun 2011	Develop ENUMERATE Identity, Communication Strategy & Survey Methodology; Identification of related initiatives
Jun 2011	Reaching agreement on the approach; Affirmation of support by MSEG/Nat. Coordinators; Installing Advisory Board
Jul-Aug 2011	Preparation of (Core) Survey Case Studies; Selecting Contractor; Securing NUMERIC Database(s); Preparation of online documentation
Sep-Nov 2011	Case Studies (testing)
Nov 2011	Guidance for National Coordinators
Dec 2011	Finalising Core Survey and documentation
Jan-Mar 2012	Implementation of Core Survey

[Name of contributor] [Title of event] [Day of Presentation]

17. The final slide:

Contact:
Gordon McKenna
International Development Manager
Collections Trust
gordon@collectionstrust.org.uk

[Name of contributor] [Title of event] [Day of Presentation]

2.4 ENUMERATE general slogan

It was decided to put not to much emphasis on a slogan. It is better to find and use a slogan according to its setting. However a good general slogan is:

Good decisions need sound data

2.5 E-mail template

It is advised, that all those who participate actively in the project place a pointer at the bottom of their mails which should read like: "ENUMERATE – www.enumerate.eu". However the partners will have their own rules for email signatures, therefore the advice is not binding.