



europæana  
inside

**Grant Agreement 297292**

## ***EUROPEANA INSIDE***

### **Dissemination Strategy**

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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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

## Contents

<b>1</b>	<b>INTRODUCTION .....</b>	<b>4</b>
1.1	<i>Background .....</i>	4
1.2	<i>Dissemination Mission and Objectives .....</i>	4
<b>2</b>	<b>MESSAGE - VALUE PROPOSITIONS AND BENEFITS.....</b>	<b>6</b>
<b>3</b>	<b>AUDIENCE – ACTIVE PARTICIPATION .....</b>	<b>8</b>
3.1	<i>Internal actors .....</i>	8
3.2	<i>External actors .....</i>	9
3.3	<i>Wider community of practice.....</i>	9
<b>4</b>	<b>ENGAGEMENT – METHODS AND TOOLS .....</b>	<b>10</b>
4.1	<i>The engagement path.....</i>	10
4.2	<i>Project dissemination tools .....</i>	11
4.3	<i>Partner-based dissemination.....</i>	14
<b>5</b>	<b>WHEN – TIMETABLE FOR ENGAGEMENT .....</b>	<b>15</b>
5.1	<i>Milestones and activities related dissemination .....</i>	15
<b>6</b>	<b>MEASURES – SUCCESS CRITERIA .....</b>	<b>16</b>
6.1	<i>Internal evidence.....</i>	16
6.2	<i>Europeana Inside Newsletter.....</i>	16
6.3	<i>Website/Blog .....</i>	16
6.4	<i>Twitter and Facebook .....</i>	16
6.5	<i>Europeana Inside Sector Launch Event.....</i>	16
6.6	<i>Launch announcements and material .....</i>	16
<b>7</b>	<b>APPENDIX .....</b>	<b>17</b>

# 1 Introduction

## 1.1 Background

The main aim of the Europeana Inside project is to create the Europeana Connection Kit (ECK). This is a set of tools which will make the communication between cultural heritage software systems and Europeana easier and more effective. However, there is no sense in creating the ECK if no one is aware of it. The ECK, as a link between two software environments, can only be effective if its own requirements are respected at both ends. Small changes at different levels of the software systems might be necessary. These changes need acceptance by the software providers and their clients.

The value of the ECK lies in the simplified transfer of data from cultural heritage institutions to Europeana and vice versa. There is no value in it if cultural institutions do not know about Europeana. Therefore all advertising of the project should also be advertising of Europeana.

Software providers that incorporate the ECK, or at least some of the tools that collectively form it, into their products may use doing this as publicity for themselves and their products. They may even use their participation in, or collaboration with, the project as publicity. The more the ECK and Europeana are known, the more benefits will be gained by everyone.

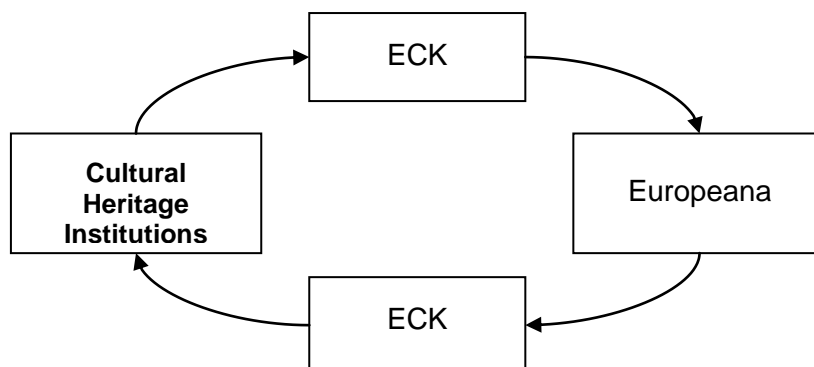
A coordinated approach to dissemination and awareness-raising, focussed on a clear dissemination strategy, is essential to achieving the full potential of the project. The coordinator for dissemination in Europeana Inside is Stiftung Preussischer Kulturbesitz (SPK) in due consideration of all participating Content Providers and Technical Partners.

## 1.2 Dissemination Mission and Objectives

The dissemination strategy, this deliverable, includes:

- Message – Value propositions and benefits;
- Audience – Active participation;
- Engagement – Methods and tools;
- When – Timetable for engagement;
- Measures – Success criteria.

The Europeana Connection Kit (ECK) will be the connecting link between the cultural institutions and Europeana. There is a two-way process outgoing of the ECK.



When the full version of the ECK is produced, the content providing cultural institutions will be able to use it to give their objects to Europeana. It is foreseen that Europeana will enrich the metadata that was given to it, for example by 'geo-tagging' information, and give that enriched metadata back to the systems of the cultural institution.

## D1.1 – Dissemination Strategy

For this to happen:

- The cultural heritage institutions have to know about Europeana, and therefore it has to be disseminated;
- The software systems of the institutions have to be changed to easily export to Europeana, or, at least, the people in the institutions have to know how to use the ECK;
- The software systems of the institutions have to be changed to easily import enriched metadata from Europeana, and the people in the institutions will have to know how to import this metadata.

Principally the dissemination of the project and its product aims to show what can be gained by using the ECK. Typically,

### **Cultural heritage institutions before ECK:**

- Small and medium-sized institutions have limited reach;
- The context of collections is local, regional and national;
- Information is most often monolingual.

In contrast,

### **Cultural heritage institutions using ECK to give access through Europeana:**

- Reach out to Europe;
- Have an international context for their collections;
- Multilingual navigation, to aid access.

So:

- An institution, through its online collections, will reach a much larger audience by participating in Europeana. Europeana Inside aims to improve the collaboration between cultural heritage institutions and Europeana. Each object inside Europeana is an ‘advertisement’ of the institution and its work.
- Using the ECK will simplify and standardise any metadata transformation that needs to be made when exporting to Europeana.

In a nutshell the objectives are:

- Dissemination of the project (“*You can become Associate Partner*”);
- Dissemination of the product (“*The Europeana Connection Kit helps you*”).

## 2 Message - Value Propositions and Benefits

Harmsworth and Turpin<sup>1</sup> 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 Europeana Inside awareness includes:

- What the Europeana Inside Best Practice Network is;
- Who is involved;
- What is the work being carried out;
- 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 of the project's work. This is because they can benefit from what the project has to offer.

For Europeana Inside understanding includes:

- Why Europeana Inside is important;
- Why the objectives are relevant for the stakeholders;
- How to get involved in the Network and its work;
- How to benefit from the project.

Nearly all of the first year's dissemination will be at levels 1 and 2. This is not surprising as this period is one of setting up the Best Practice Network, implementing the first specification and development of the ECK, and the collection of information about content for Europeana. These 2 levels of dissemination will continue, but results of the development of the ECK will give Europeana Inside 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.

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<sup>1</sup> 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>

## D1.1 – Dissemination Strategy

Each of the stakeholders of the project has benefits which the project delivers to them:

Stakeholder	Benefits
Europeana	<ul style="list-style-type: none"> <li>• An overview of the software (products and versions) currently in use in cultural institutions in Europe; also: how the software is used;</li> <li>• Metadata records (c. 960,000) from a range of cultural heritage institutions throughout Europe;</li> <li>• Less work will have to be carried out to ingest records;</li> <li>• Additional dissemination to cultural heritage institutions.</li> </ul>
Cultural heritage institutions participating in Europeana Inside	<ul style="list-style-type: none"> <li>• Easier transfer of data to Europeana;</li> <li>• Receive enriched metadata from Europeana, which can be used to reduce efforts to get valuable data;</li> <li>• Europe wide advocacy for the institution, its collection, and its work, through increased participation in Europeana.</li> </ul>
Cultural heritage institutions, not participating, but wanting to have their collections accessible through Europeana	<p>They get the Europeana Connection Kit from their Software provider, leading to:</p> <ul style="list-style-type: none"> <li>• Easier transfer of data to Europeana;</li> <li>• Receive enriched metadata from Europeana.</li> </ul>
Software providers participating in Europeana Inside	<p>Advocacy within the Europeana community, leading to:</p> <ul style="list-style-type: none"> <li>• Support for internal and external advocacy;</li> <li>• Benchmarking of their products.</li> </ul>
Software providers not directly participating	<p>No need to develop software to help their clients who want to participate in Europeana, by:</p> <ul style="list-style-type: none"> <li>• Supporting advocacy;</li> <li>• Improvement of their products.</li> </ul>

However, the benefits will only be gained when the stakeholders themselves take action. Enabling this action is the collective task of the Europeana Inside Best Practice Network.

### 3 Audience – Active Participation

The audience might principally be divided into three groups:

- **Internal actors**

Internal actors are the participants in the project. They are of three kinds: the content providers, software providers, and mediators like Collections Trust (CT) and Digitaal Erfgoed Nederland (DEN).

- **External actors**

External actors are: the software providers that are not involved in the project and the cultural heritage institutions that use systems that are from providers who are participating in the project but who do not participate in the project as content providers.

- **Wider community of practice**

The wider community of practice includes all cultural heritage institutions and providers that do not use software that is connected to, or has incorporated, the Europeana Connection Kit.

#### 3.1 Internal actors

Stakeholder	Dissemination for:			Notes
	Awareness	Understanding	Action	
Cultural heritage institution	✓	✓	✓	These groups are the primary actors in the project, and therefore are aware and understand its work.  The actions they take are to enable the other stakeholders to benefit from the work of Europeana Inside.  They will keep a portfolio of information about the dissemination actions that they have taken during this period <sup>2</sup> .
Software providers	✓	✓	✓	
Mediators	✓	✓	✓	

<sup>2</sup> See below for details.



### 3.2 External actors

Stakeholder	Dissemination for:			Notes
	Awareness	Understanding	Action	
Institutions that do not participate in the project, but use software that has the Europeana Connection Kit incorporated	✓	✓	✓	<p>They have:</p> <ul style="list-style-type: none"> <li>To be made aware of the new possibilities offered by the software they use;</li> <li>To learn about the benefits of the Europeana Connection Kit.</li> </ul> <p>Here the software providers, who are part of the project; will play an important role in advocacy. The project will support this.</p>
Software providers that do not participate in the project, but have incorporated the Europeana Connection Kit into their software	✓	✓	✓	<p>This group will only exist after the Europeana Connection Kit is available. They will have to:</p> <ul style="list-style-type: none"> <li>Learn about it;</li> <li>Know how to explain to their clients how to use it.</li> </ul>

### 3.3 Wider community of practice

Stakeholder	Dissemination for:			Notes
	Awareness	Understanding	Action	
Cultural heritage institutions that do not use a system that has the Europeana Connection Kit incorporated.	✓	✓		They have to know about the possibilities of the Europeana Connection Kit so that they can ask their provider to include it.
Software providers that have not yet incorporated the Europeana Connection Kit into their products.	✓	✓		They have to know about the Europeana Connection Kit so that they can offer it to their clients.

## 4 Engagement – Methods and Tools

### 4.1 The engagement path

We define a three stage path for engagement with Europeana Inside:

- **Identification**

The simplest type of identification will be 'self-identification'. Here the potential audience member or stakeholder initiates contact with Europeana Inside themselves, for example by signing up for the newsletter, "following" it on Twitter, "liking" it on Facebook, or by sending an enquiry to the project coordinator or any project partner.

The other type of identification is where a Europeana Inside partner locates a potential stakeholder on behalf of the project. There are a number of stakeholder institutions that the project wishes to communicate with, and in some cases act with. It will be necessary to identify the 'significant' person(s) in the institutions. This is especially the case where we want to work closely with the institution to show the benefits of work. To carry out this type of identification all project partners will work together.

- **Distribution**

This stage is the key to targeting Europeana Inside's dissemination. The print and electronic branding material as well as website, blog and social media accounts have been created to establish a coherent impression of the brand identity of the project, to inform and to raise awareness among the stakeholders.

In parallel the Collaborative Platform will be used to ensure a place for easy collaboration, file-sharing and communication for the partners. How the material is used by whom of the identified individuals and institutions will be closely monitored by SPK. This will help us learn who has to be approached. In the end Europeana Inside will have much better knowledge about which methods of dissemination will be most effective.

- **Action enabling**

This is the ultimate goal for Europeana Inside dissemination and networking. The project has the objective to invite stakeholders to test the prototype ECK and invite institutions to distribute content to Europeana via the ECK, even if they do not take part in the project.


During the lifetime of the project the stakeholders will be regularly informed about the work with print, online and electronic branding material. Once the ECK is available updated branding material will be distributed in a second phase. In order to make this successful it will be necessary for the software providers to work with the cultural institutions because they have the knowledge about enabling the use of developed software.

## 4.2 Project dissemination tools

Europeana Inside 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 it is being used for.

### Europeana Inside Identity

Parameter	Information
<b>Purpose</b>	To have a: <ul style="list-style-type: none"> <li>• Distinctive and consistent Europeana Inside brand;</li> <li>• Set of tools for classic dissemination.</li> </ul>
<b>Nature</b>	<p>Consists of:</p> <p><b>Logo for the Europeana Inside identity:</b></p>  <p>The mentioned layout in D1.2 Branding Material is a simple set of usage rules to ensure that the Europeana Inside identity is applied consistently throughout print and online communication.</p> <p><b>Presentation materials.</b> A set of standard presentation materials which are developed according to the identity layout. They will include:</p> <ul style="list-style-type: none"> <li>• Europeana Inside PowerPoint presentation template;</li> <li>• Short project description (as PDF-download on Collaboration Platform Basecamp + Website).</li> </ul> <p><b>Promotional and advocacy material.</b> Includes:</p> <ul style="list-style-type: none"> <li>• The project flyer, bookmark, postcards, notepad and table calendar, to be distributed by the project partners to clients and partner cultural institutions;</li> <li>• The project flyer, bookmark and postcards, to be distributed to the consortium partners' info points;</li> <li>• The project flyer, postcards and bookmarks, to be distributed at conferences.</li> </ul>
<b>Intended audience</b>	<ul style="list-style-type: none"> <li>• Internal actors;</li> <li>• External actors.</li> </ul>
<b>Dissemination level</b>	<ol style="list-style-type: none"> <li>1. Awareness;</li> <li>2. Understanding.</li> </ol>

### Website

Parameter	Information
<b>Purpose</b>	To act as the central, online, information (during the lifetime of the project), collaboration and action hub for Europeana Inside.
<b>Nature</b>	Address: <a href="http://www.europeana-inside.eu">http://www.europeana-inside.eu</a> Provides awareness and understanding on the project's: <ul style="list-style-type: none"> <li>• Organisation;</li> <li>• Aims;</li> <li>• Progress;</li> <li>• Activities;</li> <li>• Outcomes.</li> </ul> Tools and resources are available in the password protected area of the site when the full version of ECK is complete. This includes all the identity materials and project related documentation.
<b>Intended audience</b>	<ul style="list-style-type: none"> <li>• Internal actors (accessing the password protected area);</li> <li>• External actors;</li> <li>• External stakeholders;</li> <li>• Wider community of practice;</li> <li>• Targets for action (using the website).</li> </ul>
<b>Dissemination level</b>	<ol style="list-style-type: none"> <li>1. Awareness</li> <li>2. Understanding</li> <li>3. Action (using the website).</li> </ol>

### Blog and Social Media

Parameter	Information
<b>Purpose</b>	To act as a central online and information hub during the lifetime of the project.
<b>Nature</b>	Address: <a href="http://www.europeana-inside.eu/blog/index.html">http://www.europeana-inside.eu/blog/index.html</a> Provides awareness and understanding on the project's: <ul style="list-style-type: none"> <li>• Organisation;</li> <li>• Aims;</li> <li>• Progress;</li> <li>• Activities;</li> <li>• Outcomes.</li> </ul> The Europeana Inside blog uses the following social media tools and platforms: <ul style="list-style-type: none"> <li>• RSS feed (Twitter feed, RSS Graffiti application);</li> <li>• Twitter – Push of news and blog posts, information and updates;</li> <li>• Facebook – Push of news and blog posts, information, updates and discussion.</li> </ul>
<b>Intended audience</b>	<ul style="list-style-type: none"> <li>• Internal actors (accessing the password protected area);</li> <li>• External actors;</li> <li>• External stakeholders;</li> <li>• Wider community of practice;</li> <li>• Targets for action (using the website).</li> </ul>
<b>Dissemination level</b>	<ol style="list-style-type: none"> <li>1. Awareness</li> <li>2. Understanding</li> <li>3. Action (using the website).</li> </ol>

### Newsletter

Parameter	Information
<b>Purpose</b>	To inform the widest range of stakeholders about the recent activities of Europeana Inside, with calls to action where necessary.
<b>Nature</b>	A variable length e-newsletter giving (for example): <ul style="list-style-type: none"> <li>• Basic project information;</li> <li>• Work carried out by the project;</li> <li>• Results of the project;</li> <li>• Links to further information;</li> <li>• Information about project partners and other participants;</li> <li>• Calls to action (e.g. to take part in Europeana Inside Best Practice Network).</li> </ul>
<b>Intended audience<sup>3</sup></b>	<ul style="list-style-type: none"> <li>• Internal actors;</li> <li>• External actors;</li> <li>• External stakeholders;</li> <li>• Wider community of practice;</li> <li>• Targets for action.</li> </ul>
<b>Dissemination level</b>	<ol style="list-style-type: none"> <li>1. Awareness;</li> <li>2. Understanding;</li> <li>3. Action<sup>4</sup>.</li> </ol>

### Sector Launch Event

Parameter	Information
<b>Purpose</b>	Making the cultural heritage and digitisation communities aware of Europeana Inside outputs, and leading to secure engagement with the Europeana Connection Kit by the widest possible range of cultural institutions. Ultimately, individual participants will be provided with information and support materials to facilitate their own communication and launch activity in their country.
<b>Nature</b>	Presentations about Europeana Inside and its outputs. These will concentrate on the particular aspects of the Europeana Connection Kit software tools.
<b>Intended audience</b>	<ul style="list-style-type: none"> <li>• External stakeholders;</li> <li>• Wider community of practice.</li> </ul>
<b>Dissemination level</b>	<ol style="list-style-type: none"> <li>1. Awareness;</li> <li>2. Understanding (perhaps leading to action see above).</li> </ol>

<sup>3</sup> Both internal and external actors are automatically sent the newsletter, while others are invited to subscribe.

<sup>4</sup> Some targets for action will be sent it to with addition emphasis on their participation in action.

### 4.3 Partner-based dissemination

The dissemination work will be coordinated by SPK as Work Package leader. But, due to the nature of the specific tasks, it is principally a partner-based dissemination where the engagement of the single consortium partners in dissemination is necessary to promote the development of Europeana Inside outputs. The Work Package leader prepared a basic set of dissemination material to be used in the respective countries of the consortium partners for additional dissemination.

1. How to work with the set of basic dissemination material:
  - Use of dissemination material set is recommended to respect corporate design;
  - Available in original formats;
  - Available in English;
  - Easy use for translation modification;
  - Easy dissemination in the respective country.
  
2. How to document the dissemination by partners:
  - Dispatch of “Dissemination review” document to Work Package leader whenever a partner produces dissemination material on his own;
  - Work package leader informs all other partners about it (information transfer);
  - Recommendation to proceed with events, press releases and blog posts and all other dissemination material a project partner creates.
  
3. Benefit:
  - Synergy effects in the conception (and possibly creation) of dissemination;
  - Experience shows that not everyone in Europe reads texts in English easily which makes translation important;
  - The software providers and the cultural institutions using their software often know each other quite well. If the software provider as a project partner distributes and translates the material actively, the dissemination reaches its audience;
  - This procedure increases the effectiveness of the dissemination itself.

## 5 When – Timetable for Engagement

### 5.1 Milestones and activities related dissemination

The dissemination strategy is connected to milestones and activities during the lifetime of the project linked with the stages of development, the specification, development, implementation and launch of the Europeana Inside outputs.

During the lifetime of the Europeana Inside Best Practice Network there are:

- 3 'Network Conferences' bringing together the entire network and national experts. Each Network Conference will focus on a key theme to the current state of project, hence:
  - Network Conference 1: 'Specifying Europeana Inside'
  - Network Conference 2: 'Preparing to deliver Content'
  - Network Conference 3: 'Towards the End-Product'
- 7 Technical Partner Meetings (3 of which coincide with the Network Conferences)
- 3 Content Provider Meetings (all of which coincide with the Network Conferences)

In addition ad-hoc or one-to-one meetings may be arranged between partners, particularly during Work Package 2 Specification and Work Package 4 Content.

<b>Overview</b>		
<b>Milestones &amp; Activities</b>	<b>Subject</b>	<b>Date</b>
Kick-Off Meeting		2012-04
1 <sup>st</sup> Management Board Meeting		
1 <sup>st</sup> Networking and Technical Partner Meeting	<i>Specifying Europeana Inside</i>	2012-07
2 <sup>nd</sup> Management Board Meeting		
3 <sup>rd</sup> Management Board Meeting		2012-12
2 <sup>nd</sup> Technical Partner Meeting		2013-03
Europeana Inside Prototype available (1 <sup>st</sup> iteration)		2013-03
2 <sup>nd</sup> Networking Meeting	<i>Preparing to deliver Content</i>	2013-06
4 <sup>th</sup> Management Board Meeting		2013-07
Europeana Inside Prototype available (2 <sup>nd</sup> iteration)		2013-09
Europeana Inside Management Interfaces available		2013-09
5 <sup>th</sup> Management Board Meeting		2013-10
3 <sup>rd</sup> Technical Partner Meeting		2013-12
3 <sup>rd</sup> Networking Meeting	<i>Towards the End-Product</i>	2014-04
Sector Launch Event		2014-09

## 6 Measures – Success Criteria

The implementation of the Europeana Inside dissemination strategy will be monitored and its effectiveness constantly evaluated.

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

### 6.1 Internal evidence

One of the key measures of success of the

**Success criteria = All partners of Europeana Inside will maintain a detailed portfolio of their dissemination activities**

### 6.2 Europeana Inside Newsletter

Europeana Inside is active in a highly specialised sector. It is expected that 100 persons will register for the newsletter:

**Success criteria = 100 registered persons**

### 6.3 Website/Blog

With more ‘advertising’ of the website we will reach:

**Success criteria = 6000 visits per month to the Europeana Inside website**

### 6.4 Twitter and Facebook

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

**Success criteria = Europeana Inside will have 200 Twitter followers**

**Success criteria = Europeana Inside will have 100 “likes”**

### 6.5 Europeana Inside Sector Launch Event

At the end of the project each partner and the gained project partners during the lifetime of Europeana Inside will participate at the final Launch Event. Taking the activity in the first Networking Meeting and assuming an average of 35 persons per event, with proactive dissemination to acquaint and involve more content and technical partners, it is envisaged to expect for the Sector Launch Event:

**Success criteria = 100 persons**

### 6.6 Launch announcements and material

These will be related to the major event in the project, the Sector Launch Event. It contains a press release and a branding material package (i.e. flyer, postcard, poster). Therefore:

**Success criteria = 1 press release (template to be translated in respective languages of participating partners for news release in cultural landscape of their countries)**

**Success criteria = 1 branding material package (print and electronic)**



## 7 Appendix

Dissemination activity reporting form:

**Share what you have done! Make re-use possible!**

Please mail filled forms to: Stefan Rohde-Enslin [s.rohde-enslin@smb.spk-berlin.de](mailto:s.rohde-enslin@smb.spk-berlin.de)

Your name:

Your mail-address:

Your organisation:

Date of activity:		When did the activity take place?
Kind of activity:		One-Word-Heading Examples: - Presentation - Blog-Entry
Short description of activity		Describe the context a bit Examples: - Presentation of EU-Inside at a meeting of the museum association - Put Link to EU-Inside at our homepage, see: ... (url) - Translation and printing of 1000 copies of Project-Flyer into ...
Material produced for the activity		List sources with links Examples: - PPT, attached - mail to all our clients, copy attached
Reach / Audience		Who was reached with the dissemination activity? Examples: - 80 persons attending the presentation - distribution of 120 copies of EU-Inside Flyer

Please do not forget to send a copy of whatever dissemination material you produced!