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ENUMERATE

Revised Dissemination Plan Year 3

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Contents

1	INTRODUCTION	4
1.1	<i>Background.....</i>	4
1.2	<i>Overview of D1.1 – Dissemination Strategy</i>	4
1.3	<i>Overview of D 1.2 – Identity guidelines</i>	5
1.4	<i>Overview of D 1.3 – Marketing Materials</i>	5
1.5	<i>Overview of D 1.4 – Website and Social Media</i>	5
1.6	<i>Dissemination Mission and Objectives</i>	6
2	MESSAGE – VALUE PROPOSITIONS AND BENEFITS	7
3	AUDIENCE – ACTIVE PARTICIPATION	9
3.1	<i>Internal actors.....</i>	9
3.2	<i>External actors.....</i>	10
3.3	<i>External stakeholders</i>	11
3.4	<i>Wider community of practice</i>	12
3.5	<i>Targets for action</i>	13
4	ENGAGEMENT – METHODS AND TOOLS	14
4.1	<i>The engagement path.....</i>	14
4.2	<i>Project dissemination tools.....</i>	15
4.3	<i>Partner-based dissemination</i>	23
5	WHEN – TIMETABLE FOR ENGAGEMENT	24
5.1	<i>Survey related dissemination.....</i>	24
6	MEASURES – SUCCESS CRITERIA	28
	APPENDIX – DISSEMINATION IN PERIOD 2.....	30

1 Introduction

1.1 Background

This deliverable follows the Revised Dissemination Plan Year 2. An annual revision to the dissemination activities has been decided to be useful in order to make the dissemination progress more 'concrete'.

In addition the review of 2nd period of the project commented:

“Put more emphasis on visibility of the results and the network; e.g. include a section on the Web site that lists the active members of the network, including organisations and individuals that make contributions. Share information earlier with the outside world, including national and European policy circles, and be more proactive in posting Tweets and starting LinkedIn discussions to show the thought processes and development of ideas within the project to the outside world.” (p1)

And:

“Liaise with other related networks that can provide input to the project work and can act as distribution channels for project news and outputs. These may include networks beyond the strict cultural heritage domain.” (p1)

And:

“Create an early outline of the Conceptual Framework, share this outline with the network and solicit comments from the network to make sure that the resulting deliverable is maximally useful to the community.” (p1)

And:

“Develop clear messages concerning how representative the results are for Europe as a whole, for specific types of institutions or for individual countries.” (p1)

And finally:

“Develop clear messages with regard to the (potential) impact of ENUMERATE results for the planning of national and European digital agendas and modernized future heritage policies.” (p1)

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

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. This dissemination reporting form was used to gather dissemination activities that were conducted by the partners. The results of the dissemination of the second period can be found in the *Appendix* at the end of the deliverable.

1.3 Overview of D 1.2 – Identity guidelines

The deliverable has been sent to the Commission in August 2011. In summary it contained:

Introduction

- Identity guidelines

Identity Guidelines

- Logo
- Font and style
- Letters
- Newsletter design
- Presentation template

1.4 Overview of D 1.3 – Marketing Materials

The deliverable has been sent to the Commission in August 2011. In summary it contained:

Introduction

This looked at:

- Basic marketing materials
- Audience
- Slogan
- E-Mail template

Marketing Materials

- Leaflet
- General Presentation

1.5 Overview of D 1.4 – Website and Social Media

The deliverable has been sent to the Commission in August 2011. In summary it contained:

Introduction

- Website
- Social Media Presence

Website

- Design
- Concept

Social Media Presence

- Twitter
- LinkedIn
- Delicious

1.6 Dissemination Mission and Objectives

- 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 *especially through the National Coordinators*;
- Spread awareness and understanding of:
 - The survey methodology;
 - The outcomes of the surveys;
 - The other results of the project.
- *Make the results and network more visible*;
- *List active members of the network*;
- *Spread information earlier (including national and European policy circles)*;
- *Continues the dissemination through Twitter and LinkedIn*;
- *Liaise with related networks*;
- 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.

In general mission and objectives are named in the Revised Dissemination Plan Year 2. A stronger focus will be given to the visibility of the results and more information will be provided about partners and networks involved.

2 Message – Value propositions and benefits

Harmsworth and Turpin¹ 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.

¹ 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.

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 ² .
Partners of the ENUMERATE EC-funded project	✓	✓	✓	
ENUMERATE Data Partner ³	✓	✓	✓	
Thematic Network members	✓	✓	✓	
Members of the ENUMERATE Advisory Group	✓	✓	✓	

² See below for details.

³ 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. EUMERATE 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 EUMERATE surveys and receive digests of results, via their national representatives, and can carry out analyses using the Data Platform including the Benchmarking tool. 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.

3.3 External stakeholders

Stakeholder	Dissemination for:			Notes
	Awareness	Understanding	Action	

European level

European Statistics Agencies	✓	✓		For example: EUROSTAT. Contacted by the project coordinator.
Existing survey activities, networks, and bodies	✓	✓		For example: ESSnet Culture Statistics; 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, Gallery Systems 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. 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	

Regional local level

Cultural heritage institutions (not taking part in the surveys)	✓	✓		Contacted by their national coordinator.
Regional 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. 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>The respondents of Core Survey 1 have been provided with the results of the survey and have been invited to the use of the benchmarking tool. They will be involved again for Core Survey 2.</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; • Assess performance and impact. <p>To manage the engagement, each national coordinator will be invited to relevant agencies 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. This has been done for the results of Core Survey 1 and will be done again with the results of the Thematic Surveys, inviting the national statistical offices to comment on the methodology proposed.</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**

This first stage is still valid.

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**

ENUMERATE will continue to analyse actively who is involved and who should be interested in ENUMERATE results and activities. Through direct interaction needs and questions of the stakeholders will be identified and be reflected by the dissemination activities.

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 targets in a much more personal way.

Through personal contacts the aim of this relationship is to ensure that ENUMERATE meets the needs of the targets.

The use of the benchmark tool will be monitored and the need of more visualisation will be evaluated in order to support the re-use and implementation of refined strategies in the cultural heritage institutions.

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

In addition to existing promotion materials, Stakeholder Reports 1 and 2 are being produced annually. The Stakeholder Report 1 has been created in order to reflect the scope of ENUMERATE. The Stakeholder Report 2 has been created to reflect the key findings of ENUMERATE Core Survey 1. The report has been published in 2012 and 2013.

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>  <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; • Following the publication of the results of ENUMERATE Core Survey 1 and the Thematic Surveys the Standard PowerPoint presentation, the short project description and factsheet template will be updated. <p>Promotional and advocacy material. Includes:</p> <ul style="list-style-type: none"> • The existing project leaflet and other marketing materials (D1.4) will be updated; • Poster; • Stakeholder Report 1 (Year 2012); • Stakeholder Report 2 (Year 2013).
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. Here institutions are able to benchmark their own activities and download anonymised data-set.</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).
Upcoming action	In year 3 the website will be extended with more information on the network and more visualisation of results of ENUMERATE will be offered.

Newsletter

In Year 2 there were three issues of ENUMERATE newsletters: in January, September and December 2012. Newsletters are published when relevant information and outcomes are available.

Parameter	Information
Purpose	To inform the widest range of stakeholders about the recent activities of ENUMERATE, with calls to action where necessary.
Nature	A variable length e-newsletter giving (for example): <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 audience⁴	<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. Action
Upcoming action	Upcoming newsletters will be published to announce the Thematic Survey results and the Core Survey 2.

⁴ Both internal and external actors are automatically sent the newsletter, while others are invited to subscribe.

Annual stakeholder report

As described before, the annual stakeholder reports will be taken in account as additional promotion materials. Stakeholder Report 1 has been created in order to reflect the scope of ENUMERATE. The report has been published in January 2012.

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. ⁵
Upcoming action	Stakeholder Report 3 will be published in Year 2014.

Social media

The Social Media channels of ENUMERATE are still valid.

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. The start of a social media interaction will usually be an item of news initiated by ENUMERATE.
Intended audience	<ul style="list-style-type: none"> • External stakeholders; • Wider community of practice.
Dissemination level	1. Awareness (particularly Twitter); 2. Understanding (particularly LinkedIn, through discussions).
Upcoming action	Project outcomes will be communicated by the ENUMERATE Social Media channels throughout the project lifetime.

⁵ 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 were 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.
Upcoming action	Dissemination of results of Thematic Surveys will be started as soon as they are available.

National coordinator workshops and e-mail list

Parameter	Information
Purpose	<ul style="list-style-type: none"> • To involve ENUMERATE national coordinators who are supporting the project's surveys; • Inform the MSEG⁶ 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 workshops for national coordinators are organised in the framework of the regular meetings of the MSEG. They 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 actors⁷.
Dissemination level	<ol style="list-style-type: none"> 2. Understanding 3. Action
Upcoming action	Presentation and discussion of results on Core Survey 2 in 2014.

⁶ Member States Experts Group on Digitisation and Digital Preservation.

⁷ 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).
Upcoming action	<ul style="list-style-type: none"> • Presentation at EGMUS plenary • Presentation at UNESCO • Presentation at GLAM Wiki 2013

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 ⁸ .
Upcoming action	News release planned on results of Thematic Surveys.

Data platform

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.
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 anonymised 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	2. Understanding; 3. Action.
Upcoming action	The ENUMERATE Core Survey 2 results will be published on the ENUMERATE Data Platform in the form of reports, anonymised data sets, questionnaires and benchmark.

⁸ However with the reader following links leading to understanding and in some cases action.

4.3 Partner-based dissemination

The partner-based dissemination is still valid.

Each partner and national coordinator⁹ have a range of dissemination methods similar, but not identical, to the project's methods. They are all invited to disseminate ENUMERATE messages and benefits to their national stakeholders. The big 'plus' here is the enabling of multi-lingual dissemination.

Reports of dissemination activities of partners are collected by SPK on a regular basis.

The analysis of partners' dissemination reports led to the following dissemination profile in the order of the methods frequency.

- Presentations at meetings and conferences (All);
- Mailings (All);
- Posts on websites, portals, blogs;
- Newsletters;
- Distribution of print material;
- Twitter (3 partners);
- Research reports.

SPK will continue to monitor the dissemination activities of all the partners with regards on preparing dissemination texts and infographics facilitating the partner-based dissemination and develop together with the project coordinator additional marketing material for dissemination.

⁹ 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 year 2012 there was activity related to two of the surveys:

- **Core Survey 1 - results**

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 were published in spring 2012. The Core Survey 1 results were communicated in 2012 by ENUMERATE project partners and national coordinators. This survey related dissemination is listed in the following table.

- **Thematic Survey - announcement**

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.

In year 2013 the results of the Thematic surveys will be published end of August 2013. The Thematic Surveys were announced by ENUMERATE partners. This survey related dissemination is also listed in the following table. The second high-level survey, Core Survey 2, will be prepared and conducted.

In year 2014 the results of ENUMERATE Core Survey 2 will be communicated.

Survey related Dissemination – Core Survey 1 results and announcement of Thematic Survey (by project partners and national coordinators)

Date	Method	Topic	Country	City
2012-04-25	Mailing	News about results of Core Survey in Slovenia, Message text with link to Report on state of digitisation in Slovenia	Slovenia	
2012-04-25	Website	Announcement of key findings first ENUMERATE report http://www.nuk.uni-lj.si/nuk4.asp?id=449709718 http://www.nuk.uni-lj.si/dokumenti/2012/Poro%C4%8Dilo%20ENUMERATE.pdf	Slovenia	
2012-05-23	Presentation	ENUMERATE results besides other topics about digitisation activities on European level at annual meeting of Styrian Archives Day at the Steiermark Regional Archives	Austria	Graz
2012-06	Mailing	E-mails to libraries, museums and archives taking part in the ENUMERATE surveys	Finland	
2012-06	Website	Announcement of key findings of ENUMERATE Core Survey 1 on portal of the National Library of Portugal http://www.bnportugal.pt/index.php?option=com_content&view=article&id=730%3Anoticia-publicado-relatorio-enumerate-sobre-digitalizacao-em-instituicoes-de-patrimonio-cultural&catid=162%3A2012&Itemid=762&lang=pt www.bnportugal.pt	Portugal	
2012-06	Website	News on the publication of ENUMERATE Core Survey 1 report	Portugal	
2012-06-12	Presentation	Smithsonian Digital Team, internal workshop	USA	Washington DC
2012-06-14	Presentation	JCDL/IMLS workshop 'Models for digital cost analysis'	USA	Washington DC
2012-06-25	Website	Announcement of key findings first ENUMERATE report http://www.den.nl/nieuws/bericht/3522	Netherlands	[n/a]
2012-06-29	Blog	Announcement of first ENUMERATE report and call for candidates of Thematic Survey http://www.faronet.be/blogs/jeroen-walterus/eerste-rapport-enumerate-digitalisering-in-europa	Belgium	[n/a]
2012-07	Publication & Mailing	Article "ENUMERATE: primeros resultados" ("ENUMERATE: initial results") included on DIGIBÍS' publication DIGICLIC, number 7, to 17,800 cultural institutions from Spain, Ibero-America, and the Euro zone	Spain	[n/a]
2012-09	Newsletter	Announcement of Core Survey 1 results and Specialist Meetings results on Thematic Survey themes http://www.enumerate.eu/fileadmin/ENUMERATE/newsletter/ENUMERATE-NL-03.pdf	[n/a]	[n/a]

D1.8 – Revised Dissemination Plan Year 3

2012-09-11	Presentation	Smithsonian Digitisation Fair, Digitisation in Europe	USA	Washington DC
2012-09-12	Presentation	2nd ENUMERATE / MSEG Working Group on Digitisation Statistics	Luxembourg	Luxembourg
2012-09-19	Website	Announcement of ENUMERATE newsletter and link to first ENUMERATE report http://www.den.nl/nieuws/bericht/3610/	Netherlands	[n/a]
2012-09-26	Presentation	Unesco Memory of the World conference, The Memory of the world in the digital age: digitisation and preservation	Canada	Vancouver
2012-10-17	Presentation	Berliner Herbsttreffen zur Museumsdokumentation, Key findings of Core Survey 1 report	Germany	Berlin
2012-10-19	Blog	Announcement of ENUMERATE report http://enumerateproject.wordpress.com/2012/10/19/enumerate-results-published/	[n/a]	[n/a]
2012-11-07	Presentation	Monitoring digitisation of cultural heritage, project NUMERIC, ENUMERATE, and results of Core Survey in Slovenia and Europe at Center za razvoj knjiznic	Slovenia	Ljubljana
2012-11-16	Presentation	EGMUS Plenary Meeting, Results of Core Survey 1 and Thematic Survey plans	Germany	Berlin
2012-12	Newsletter	Announcement of ENUMERATE Data Platform	[n/a]	[n/a]
2012-12-18	Website	Announcement of ENUMERATE Newsletter containing information on ENUMERATE Data Platform http://www.digibis.com/images/noticias/enumerate-nl-04.pdf	Spain	[n/a]
2012-12-20	Mailing	Announcement of ENUMERATE Data Platform to National Coordinators with Core Survey 1 results, information about tested tools and social media presence of the project, (29 mails)	[n/a]	[n/a]
2012-12-20	Mailing	Announcement of Core Survey 1 results link, informing about preparations for the launch of Thematic Surveys and invitation to subscribe for the newsletter to ENUMERATE experts (participants of Specialist Meetings), (55 mails)	[n/a]	[n/a]
2012-12-20	Presentation	Slovenian Ministry for Education, Science, Culture and Sport about ENUMERATE Thematic Survey to officer responsible for digitisation at Ministry	Slovenia	Ljubljana
2013-01-24	Presentation	Meeting of Europeana Vlaanderen platform	Belgium	Brussels

Survey related dissemination planned for 2013

Date	Method	Topic	Country	City
2013-02-07	Presentation	Digital Access to Cultural Heritage	Netherlands	Leiden
2013-02-26	Presentation	UNESCO / WISIS+10 Review Event: Measurement of the WSIS targets within UNESCO's fields of competence: The role of statistics in building inclusive knowledge-based societies through ICT	France	Paris
2013-03-14	Presentation	Meeting of Library Association Maribor	Slovenia	Maribor
2013-04-09	Presentation	3rd ENUMERATE / MSEG Working Group on Digitisation Statistics	Luxembourg	Luxembourg
2013-04-12	Presentation	GLAM-Wiki 2013 Conference	United Kingdom	London
2013-05-08	Presentation	Annual Assembly of German Museum Association	Germany	Munich
2013-06-05	Presentation	Dutch National Aggregation Event	Netherlands	Amersfoort

6 Measures – Success Criteria

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

An update of the success criteria became necessary, as ENUMERATE is targeting a specialised audience: Political and administrative institutions, statistics organisations and also cultural heritage organisations. Social Media is only “slowly making its presence felt in the public sector”¹⁰. This influences ENUMERATE’s use of these tools. ENUMERATE uses also Social Media dissemination. Most of the main ENUMERATE targets are not present in Facebook; if using Social Media at all it is the professional network LinkedIn and Twitter. Also the website is not of interest for the general public but only for specialists. ENUMERATE is aware of that challenge, precisely because the project’s mission and scope is to provide diverse impulses also in using Web analytics besides improving and collecting statistics on the progress of digitisation of cultural heritage. As Web 2.0 and Social Media are rather new in Europe’s public sector, there is only little reliable information available on measuring the use of those tools.

In order to get realistic measures SPK did some desk research on comparable projects on statistics. Comparable projects (like NUMERIC and ESSnet) had websites but without the integration of measuring tools and social media presence.

Therefore it was decided to compare ENUMERATE’s outreach to the one of the Europeana Inside project because its target groups are similarly focused: besides memory organisations mainly (software) technicians working in the digital cultural heritage business. The Revised Dissemination Plan Year 3 of ENUMERATE success criteria therefore have been set according to numbers measured in Europeana Inside.

The updated indicators – helping to analyse the extent to which the dissemination strategy is meeting the ENUMERATE objectives – will be:

Measuring...	Success criteria
Internal evidence	All partners of ENUMERATE will maintain a detailed portfolio of their dissemination activities
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
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
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 (Revised Dissemination Plan Year 2) Update of success criteria: 3,000 visits in Year 1 6,000 visits by the end of Year 2 9,000 visits by the end of Year 3 The success criteria for the website were updated because it got clearer that ENUMERATE is targeting a specialised audience: Statistics organisations, cultural heritage organisations, political and administrative institutions.
Dissemination events and participants	Each partner will participate in about two dissemination events, both nationally and internationally. It is expected that 100 persons will attend ad hoc and general events. So: Success criteria = ENUMERATE will be represented in 15 events

¹⁰ <http://www.guardian.co.uk/public-leaders-network/2011/apr/06/public> (Article published on 6 April 2011, downloaded on 26/07/2013)

	<p>Taking the activity in the last section and assuming an average of 35 persons per event then:</p> <p>Success criteria = ENUMERATE will speak to 500 participants</p>
Social Network	<p>It is expected that the current participation in the ENUMERATE social media can be increased:</p> <p>Twitter</p> <ul style="list-style-type: none"> • 50 followers by the end of Year 1 • 50 + 50 new followers by end of Year 2 • 100 + 100 new followers by end of Year 3 <p>LinkedIn</p> <ul style="list-style-type: none"> • 40 LinkedIn Group members by end of Year 1 • 40 + 40 new members by the end of Year 2 • 80 + 80 new members by the end of Year 3
Stakeholder Report	<p>The success of the first year's Stakeholder Report it is expected to continue. Therefore:</p> <p>Success criteria = Second ENUMERATE Stakeholder Report will be distributed to 1000 relevant institutions</p> <p>Update of success criteria = Second ENUMERATE Stakeholder Report will be distributed to 400 relevant institutions</p> <p>The Stakeholder Reports will be sent to the newsletter subscribers and national representatives so that 1,000 relevant institutions might be reached at the end.</p>
News Release	<p>These will be related to major events in the project. Therefore:</p> <p>Update of success criteria: 3 press releases (Core Survey 1 results, Thematic Surveys results, Core Survey 2 results/Datapatform/Benchmark)</p> <p>Achieved relevant milestones within the project should be communicated through press releases. Therefore 3 press releases should be provided: Core Survey 1 results, Thematic Survey results, Core Survey 2 results in combination with the ENUMERATE Data platform and the benchmark tool.</p>
Targets for action	<p>European Commission</p> <p>As the key stakeholder institution in ENUMERATE and the major funder the project must work with it:</p> <p>Success criteria = ENUMERATE will evidence active engagement with Commission</p> <p>National cultural heritage agencies</p> <p>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:</p> <p>Success criteria = 10 agencies in active engagement</p> <p>National statistical offices</p> <p>Following the reactions to the result of Core Survey 1:</p> <p>Success criteria = 5 offices for 'Understanding'</p>

Appendix – Dissemination in Period 2

This section gives an overview of dissemination activity in the second period of the ENUMERATE project (February 2012 – January 2013).

Dissemination during the second period of the project was aimed at the communication of the results of ENUMERATE Core Survey 1 (launched in January 2012), the outcomes of the Specialist Meetings (January 2012-October 2013), the methodology preparations (September 2012-January 2013) and the implementation of ENUMERATE Thematic Survey February 2013.

The following presentations were made during the second period:

Date	Dissemination Activity	Method	No. of participants
2012-02	Workshop for Core Survey participants in Slovenia Professional staff from Libraries, archive and museums which participated in survey	Presentation	c23
2012-02	The European Library, Content Strategy Workshop, The Hague	Presentation	[n/a]
2012-03	EU issues (policies, projects, etc.) at the steering group of the National Digital Library; Audience: steering group	Presentation	c40
2012-03	ENUMERATE Specialist Meeting 2: Measuring the cost of digital heritage	Presentation	c33
2012-04	Presenting the ENUMERATE project in general focusing on the Hungary-related results of the first quantitative research in particular; The presentation took place at the Budapest International Book Festival in 20 minutes in the session dedicated for librarians and others who are interested in digitisation	Presentation	c150
2012-05	1 st Ljubljana congress on digitisation of cultural heritage "Ljubljana v BiTiH - BiTi v Ljubljani" from museums, archives and libraries in Slovenia	Presentation	c125
2012-05	Styrian Archives Day, annual meeting, ENUMERATE results besides other topics about digitisation activities on European level; Directors from Austrian regional archives and from neighbouring countries	Presentation	c60
2012-05	The European Library Libraries Coordination Group, Bucharest, ENUMERATE is mentioned on the slides and in the presentation, senior librarians from around 30 countries	Presentation	c30
2012-05	Spring Conference 2012, Museum Documentation	Presentation	c65
2012-06	Annual Conference of German museum associations and organisations	Announcement	c40
2012-06	ENUMERATE Specialist Meeting 3: Measuring the use of digital heritage	Presentation	c33
2012-06	JCDL/IMLS workshop 'Models for digital cost analysis', Washington DC (USA)	Presentation	[n/a]
2012-06	Smithsonian Digital Team, internal workshop	Presentation	[n/a]
2012-09	Digitisation in Europe, Smithsonian Digitisation Fair, Washington DC (USA)	Presentation	[n/a]

D1.8 – Revised Dissemination Plan Year 3

2012-09	Unesco <i>Memory of the World</i> conference	Presentation	N/A
2012-09	"Digital libraries and Linked Open Data" – Madrid Presentation made to the heads of Ibero-American National Libraries Association (ABINIA). ENUMERATE presented as an example of international project on digitisation statistics, to be emulated in Ibero-America	Presentation	c20
2012-09	2nd ENUMERATE / MSEG Working Group on Digitisation Statistics, Luxembourg	Presentation	[n/a]
2012-09	Bibliotheca Baltica symposium in Tallinn, Estonia, ENUMERATE is mentioned on the slides and in the presentation; librarians from 9 countries	Presentation	c70
2012-10	ENUMERATE Core group meeting and Consortium meeting, Vienna	Presentation	[n/a]
2012-10	Autumn Conference on Museum Documentation	Presentation Leaflets	c200
2012-10	ENUMERATE Specialist Meeting 4: Measuring digital preservation.	Presentation	c33
2012-10	Abinia consortium, National Library of Spain, Madrid, ENUMERATE is mentioned on the slides and in the presentation, librarians from Spain and National Library Directors from Latin America	Presentation	c80
2012-11	Monitoring digitisation of cultural heritage, project NUMERIC, ENUMERATE, and results of Core Survey in Slovenia and Europe	Presentation Leaflets	c25
2012-11	22nd Statistical Days in Radenci, theme of the conference "PUBLIC SECTOR BETWEEN MYTHS AND THE TRUTH"	Leaflets	[n/a]
11-2012	ENUMERATE Core Survey methodology and results and Thematic Survey plans. The audience being members of the European Group on Museum Statistics (EGMUS), about 15 to 20 persons. After and during the presentation there was ample opportunity to discuss the methodology and to exchange information about related projects.	Presentation	c20
2012-12	Europeana AGM 2012 Berlin	Leaflets	c150
2012-12	16 th Seminar of archives, libraries and museums on theme possibilities of collaboration in the context of global information infrastructure, Croatia, Poreč	Leaflets	[n/a]
2012-12	Digital Heritage Conference, Annual Dutch conference, organised by DEN on digital heritage	Leaflets	c150
2012-12	Ministry for Education, Science, Culture and Sport about thematic survey, Office for digitisation	Presentation	[n/a]
2013-01	Meeting of Europeana Vlaanderen platform	Presentation	c30
		Total	c1377

All presentations are available on the ENUMERATE website:

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

Some presentation slides are listed below:



1 February 2012: Presentation of ENUMERATE at a workshop for Core Survey participants, Ljubljana.

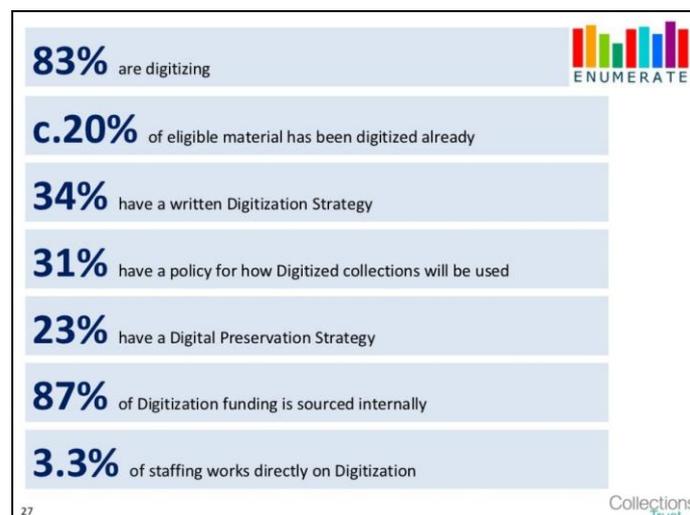
Europeana Roadmap ja Enumerate (digitilastoinnin kehittämishanke)

- Europeana Roadmap: komissio on pyytänyt EU-mailta arvon Europeanan kautta haettavista aineistoista 2012 – 2015 (maaliskuu 2012)
 - 2011 lopussa Europeanan kautta haettavia suomalaisia aineistoja oli 795 810 objektiä.
 - 2012 – 2015 Europeanan kautta haettavien suomalaisten aineistojen määrä kasvaa 2,14 milj. objektilla. Tästä tekstiaineistoja 1,76 milj. objektiä ja kuvia 0,38 milj. objektiä.
- ENUMERATE-verkosto (<http://www.enumerate.eu>) toteuttaa kulttuuriperintöalan toimijoille kyselyn kulttuuriperintökokoelmien digitoinnista, digitointikustannuksista sekä digitaalisten aineistojen saatavuudesta sekä säilyttämisestä
 - 15.3. päättyneeseen kyselyyn vastasi kaikkiaan 1 598 organisaatiota, joista 83 suomalaisia
 - Tavoitteena on säännöllinen EU-tilastointi

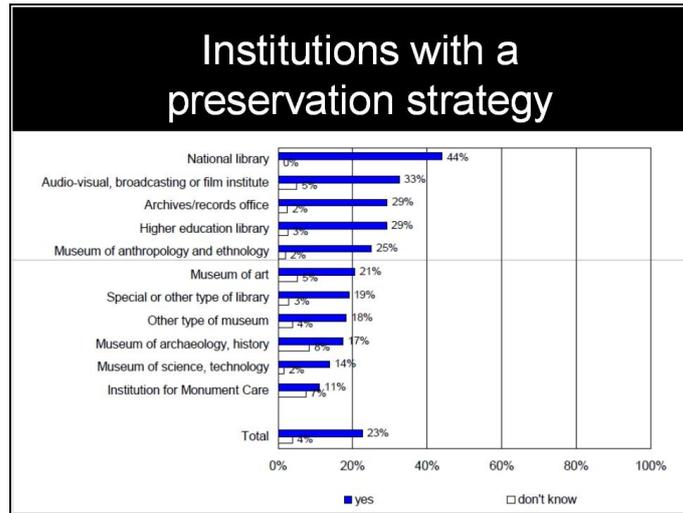
Opetus- ja kulttuuriministeriö
Undervisnings- och kulturministeriet

28.1.2010 9

21 March 2012: Presentation of ENUMERATE at the steering group of National Digital Library, Finland.



11 September 2012: Nick Poole, Digitisation in Europe, Smithsonian Digitisation Fair, Washington DC (USA).



26 September 2012: Unesco *Memory of the World* conference - The Memory of the world in the digital age: digitisation and preservation, Vancouver.

A European Survey for Statistical Intelligence on Digitization, Digital Preservation and Online Access to Cultural Heritage

Die Ergebnisse der ersten Umfrage (und mehr über ENUMERATE) findet sich hier:

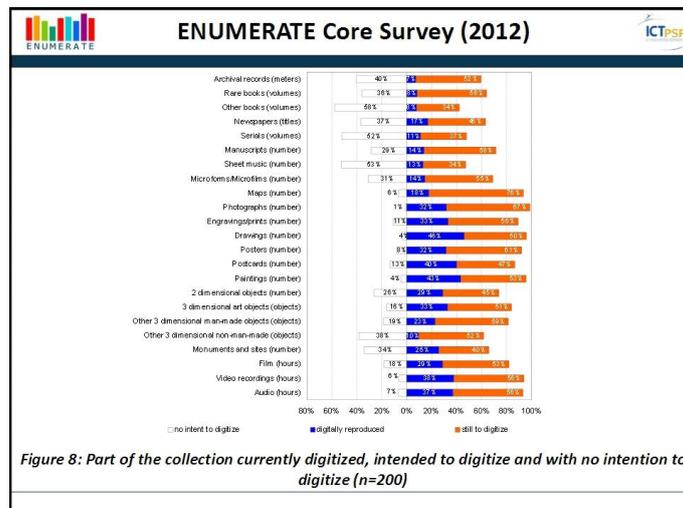
~83% der Kulturerbe-Einrichtungen haben eine digitale Sammlung

~20% der Sammlungen sind ganz oder teilweise digitalisiert, ~57% müssen noch digitalisiert werden (~23% der Sammlungen müssen nicht digitalisiert werden)

>50% der Einrichtungen haben Born-Digitals

www.enumerate.eu

17 October 2012: Berliner Herbsttreffen zur Museumsdokumentation, Berlin.



24 January 2013: Meeting of Europeana Vlaanderen platform, Brussels.

Date	Dissemination Activity	Method	No. of reached audience
[n/a]	http://www.digibis.com/medios-comunicacion/notas-prensa/125-enumerate-comienzan-los-trabajos.html	Website	
[n/a]	http://www.collectionslink.org.uk/programmes/european-projects/1115-enumerate-digitisation-statistics	Website	
[n/a]	Description of ENUMERATE project on DEN website http://www.den.nl/project/496/ENUMERATE	Website	
[n/a]	Description of ENUMERATE project on DEN website http://www.den.nl/pagina/351/	Website	
2012-01	Call for participation in Thematic Survey on DEN website http://www.den.nl/nieuws/bericht/3730/	Website	c1,500 visits
2012-02	Article "ENUMERATE sigue avanzando" ("ENUMERATE keeps going on") included on DIGIBIS' publication DIGICLIC, number 6 http://www.digibis.com/images/digiclic/digiclic_boletin_6.pdf	Mailing	To 14,000 cultural institutions from Spain and Ibero-America
2012-02	Call for participation to core survey, Presentation of report core survey, Announcement of Newsletter ENUMERATE, Call for candidates thematic survey http://www.faronet.be/blogs/jeroen-walterus/enumerate-lanceert-survey-over-digitalisering	Blog	about 20,000 readers/month (FAROnet)
2012-02	Announcement of Core Survey 1 results link, informing on preparations of Thematic Survey, invitation to subscribe to Newsletter, mail to ENUMERATE experts	Mailing	55 receivers
2012-03	http://www.den.nl/nieuws/bericht/3414	Newsletter	c1,500 visits
2012-03	"ENUMERATE Stakeholder Report" http://www.digibis.com/medios-comunicacion/notas-prensa/136-enumerate-stakeholder-report.html	Blog	1,648 visits and 1,363 unique visitors on blog (2012)
2012-03	Newsletter item, Nr. 77, Call for participation to core survey http://www.faronet.be/blogs/jeroen-walterus/enumerate-lanceert-survey-over-digitalisering	Newsletter	about 5,500 readers
2012-04	News at library web page about results of Core Survey Slovenia http://www.nuk.uni-lj.si/nuk4.asp?id=449709718	Website	
2012-04	"Europeana ya usa los primeros datos procedentes de ENUMERATE" http://www.digibis.com/medios-comunicacion/notas-prensa/138-europeana-ya-usa-los-primeros-datos-procedentes-de-enumerate.html	Blog	1,648 visits and 1,363 unique visitors on blog (2012)

Date	Dissemination Activity	Method	Size of reached audience
2012-04	News about results of Core Survey in Slovenia Message text with link to Report on state of digitisation in Slovenia Ministry responsible for cultural heritage, museum authority, National statistical office, museums, archive and libraries in Slovenia, national broadcast institution	Mailing	202 readers
2012-06	http://www.faronet.be/blogs/jeroen-walterus/eerste-rapport-enumerate-digitalisering-in-europa	Blog	about 20,000 readers/month (FAROnet)
2012-06	http://www.den.nl/nieuws/bericht/3522/	Blog	[n/a]
2012-06	"ENUMERATE: Reunión de expertos en Madrid organizada por DIGIBÍS" http://www.digibis.com/medios-comunicacion/notas-prensa/144-enumerate-reunion-de-expertos-en-madrid-organizada-por-digibis.html	Blog	1,648 visits and 1,363 unique visitors on blog (2012)
2012-07	Article "ENUMERATE: primeros resultados" ("ENUMERATE: initial results") included on DIGIBÍS' publication DIGICLIC, number 7	Mailing	To 17,800 cultural institutions from Spain, Ibero-America, and the Euro zone
2012-07	Newsletter item, Nr. 86, Presentation of report core survey http://www.faronet.be/blogs/jeroen-walterus/eerste-rapport-enumerate-digitalisering-in-europa	Newsletter	c5,500 readers
2012-09	http://www.den.nl/index.php?go=nieuwsbrief.showNieuwsbrief&type=html&nieuwsbrief_id=112	Newsletter	1,600 subscribers (2012)
2012-09	Announcement of ENUMERATE newsletter http://www.den.nl/nieuws/bericht/3610/	Newsletter	c1,500
2012-10	ENUMERATE Community website, ENUMERATE report published http://enumerateproject.wordpress.com/	Blog	[n/a]
2012-12	Update (in Dutch) of the ENUMERATE project http://www.den.nl/pagina/351/	Website	c1,500
2012-12	Update on DEN website on digital heritage and statistics http://www.den.nl/pagina/345/	Website	c1,500
2012-12	"ENUMERATE Newsletter. Diciembre 2012" http://www.digibis.com/medios-comunicacion/notas-prensa/156-enumerate-newsletter-diciembre-2012.html	Blog	1,648 visits and 1,363 unique visitors on blog (2012)
2013-01	http://www.faronet.be/nieuws/leestip-nieuwsbrief-enumerate	Newsletter	c20,000 readers/month (FAROnet)
2013-01	http://www.faronet.be/blogs/jeroen-walterus/doe-mee-	Blog	c20,000

	aan-onderzoek-enumerate-over-de-kosten-van-digitalisering		readers/month (FAROnet)
2013-01	Members of Europeana Vlaanderen platform via mailing list EUROPEANAVLAANDEREN@LISTSERV.CC.KULEUVEN.AC.BE	Mailing	about 100 members
2013-01	News item on DEN website and in DEN newsletter to announce stakeholder report http://www.den.nl/nieuws/bericht/3759/	Website	c1,500

Totals	Website visits:	c6,000
	Newsletter subscribers:	c35,600
	Mailing receivers:	c32,200
	Blog readers:	c66,600

There have been two newsletters during the second period. By the end of January 2013 there were 369 subscribers.

Issue 3 (September 2012)

- Results of ENUMERATE Core Survey 1 online;
- ENUMERATE inspires EGMUS
- Specialist meetings on monitoring digital cultural heritage;
- Meet the team – Marco de Niet (DEN).

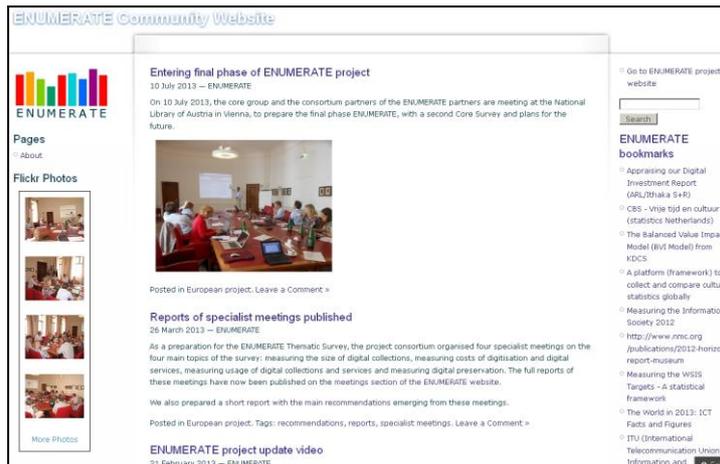
Issue 4 (December 2012)

- ENUMERATE Data Platform online – Share, reuse and interpret;
- Announcement of Thematic Survey;
- ENUMERATE All Consortium Meeting Berlin October 2012;
- Cultural Heritage Monitor Flanders (Belgium);
- Meet the team – Jesús L. Dominguez.

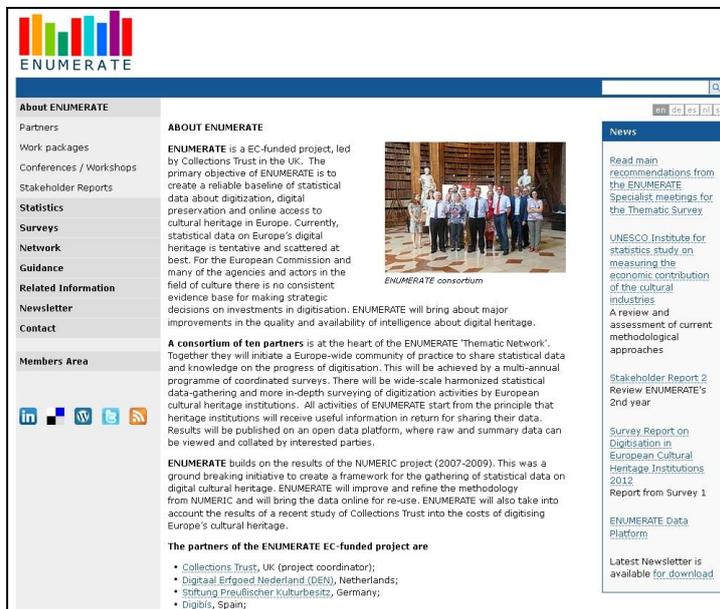
Total newsletter usage: **c288 downloads (Piwik April 2012-January 2013)**

Development and use of the website and blog

The first version of the ENUMERATE online presence (Wordpress system), launched shortly after the first Core Group meeting in March 2011, 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 presented the project partners. With the launch of ENUMERATE website (Typo3 system) in August 2011, the first version became the blog for ENUMERATE.



1st version of ENUMERATE online presence (based on Wordpress system) became ENUMERATE blog from August 2011



2nd version and full version of the ENUMERATE online presence (based on Typo3)

At the same time, in August 2011, the ENUMERATE social media channels were launched: *Twitter*, *Delicious*, and *LinkedIn*.





ENUMERATE on Twitter: @EnumerateEU

If possible, partners and Twitter followers should use @EnumerateEU when tweeting on project related information because this connects the message to the project's twitter account. In daily routine, most people decided to combine the @ with related hash tags in order to have all structured together.

By the end of the second period the website includes:

- **Home:** *About ENUMERATE*
 - Translations in German, Spanish, Dutch and Slovenian
 - Partners
 - Project Consortium
 - National Coordinators
 - Advisory Group
 - Work packages containing contact persons for each WP
 - Deliverables
 - Conferences / Workshops containing presentations
 - Stakeholder Reports
- **Statistics** with key findings of Core Survey 1, link to the report and link to translated questionnaires
 - Direct link to ENUMERATE Data platform
<http://enumeratedataplatfrom.digibis.com/datasets>
- **Survey**
 - Core Survey 1 with link to the online survey
- **Network** with information on experts participating in ENUMERATE
- **Guidance** with general information, guidance materials for Core Survey 1 and Thematic Survey
- **Related information** (NUMERIC project, Special Interest Group SIG-STATS, EGMUS project, The European Library, EUROSTAT/ESSnet, UNESCO Institute of statistics)
- **Newsletter** with entry mask and archive
- **Contact** to coordinator, work package leaders and link to the national coordinators list

- **Members Area**
- Links to EUMERATE social media: **LinkedIn; Delicious; Twitter**
- Links to the **ENUMERATE Blog** (Wordpress) and to a **RSS feed**.
- Search box.

Here is a sample of the pages:

German language home page

Spanish language home page

Dutch language home page

Over ENUMERATE

Partners

Work packages

Conferences / Workshops

Stakeholder Reports

Statistics

Surveys

Network

Guidance

Related Information

Newsletter

Contact

Members Area

OVER ENUMERATE

ENUMERATE is een door de Europese Commissie gefinancierd project, geleid door het Britse Collections Trust. De hoofddoelstelling van ENUMERATE is het creëren van een betrouwbare basisvoorziening voor statistische gegevens over digitalisering, behoud van digitaal materiaal en online toegang tot cultureel erfgoed in Europa. Statistische gegevens over digitaal erfgoed van Europa hebben veelal nog een tijdelijk karakter en zijn niet eenvoudig samen te brengen. Voor de Europese Commissie en andere partijen op het gebied van digitale cultuur is er nog geen goed onderbouwde basis voor strategische beslissingen, bijvoorbeeld over verdere investeringen in digitalisering. ENUMERATE zal leiden tot belangrijke verbeteringen in de kwaliteit en beschikbaarheid van informatie over digitaal erfgoed.

Het hart van ENUMERATE, een zogeheten 'Thematisch Network', wordt gevormd door een consortium van tien partners. Gezamenlijk werken ze toe naar een actieve gemeenschap van erfgoedprofessionals en beleidsmakers in heel Europa om statistische gegevens uit te wisselen en kennis te delen over de voortgang van digitalisering. Dit gebeurt onder andere aan de hand van een meerjarige serie enquêtes. Het project zal op grote schaal geharmoniseerde statistische gegevens verzamelen en meer diepgaand onderzoek naar digitaliseringsactiviteiten van Europese erfgoedinstellingen. Alle activiteiten van ENUMERATE hantaren het principe dat erfgoedinstellingen zelf nuttige informatie ontvangen in ruil voor het delen van hun gegevens. De resultaten worden gepubliceerd op een open data-platform, waar ruwe en beknopte gegevens kunnen worden geraadpleegd.

ENUMERATE bouwt voort op de resultaten van project NUMERIC (2007-2009). Dit was een baanbrekende initiatief om statistische gegevens over digitaal cultureel erfgoed te verzamelen. ENUMERATE zal de methodologie van NUMERIC verbeteren en verfijnen en zal de gegevens ervan online plaatsen voor hergebruik. ENUMERATE maakt ook gebruik van de resultaten van een recente studie van Collections Trust naar de kosten van het digitaliseren van het Europese culturele erfgoed.

De partners van het ENUMERATE project zijn

- Collections Trust, UK (projectleider);
- Digitaal Erfgoed Nederland (DEN), Nederland;
- Stiftung Preussischer Kulturbesitz, Duitsland;
- Digibits, Spanje;
- FARO Vlaams Steunpunt voor Cultureel Erfgoed, België;
- Ministère de la Culture et de la Communication, Frankrijk;
- Österreichische Nationalbibliothek, Oostenrijk;
- Narodna in univerzitetna knjižnica (National and University Library), Slovenië;

Slovenian language home page

O Enumerate

Partners

Work packages

Conferences / Workshops

Stakeholder Reports

Statistics

Surveys

Network

Guidance

Related Information

Newsletter

Contact

Members Area

O ENUMERATE

Projekt ENUMERATE financira Evropska komisija, vodi pa CollectionTrust iz Velike Britanije. Glavni cilj projekta ENUMERATE je ustvariti verodostojno osnovo statističnih podatkov o digitalizaciji, trajnem ohranjanju digitalnih virov in internetnega dostopa do kulturne dediščine v Evropi. Trenutno so statistični podatki o digitalni kulturni dediščini Evrope v najboljšem primeru proviziorni in raztreseni. Evropska komisija in mnoge druge agencije ter akterji na področju kulture nimajo konsistentne osnove v podatkih, da bi lahko sprejemali strateške odločitve glede vlaganj v digitalizacijo. Projekt ENUMERATE bo prisnel velike izboljšave glede kvalitete in dostopnosti informacij o kulturni dediščini.

Konzorcij desetih partnerjev predstavlja sroce tematske mreže ENUMERATE. Skupaj bodo spodbudili nastanek skupnosti prakse v celi Evropi, ki bo izmenjevala statistične podatke in znanje glede napredka digitalizacije. To se bo doseglo z večletnim programom koordiniranih statističnih meritiv. Opravljeno bo obsežno in harmonizirano zbiranje statističnih podatkov in podrobnejše meritve dejavnosti digitalizacije evropskih institucij varstva kulturne dediščine. Vse aktivnosti projekta ENUMERATE vodi načelo, da institucije varstva kulturne dediščine dobijo konsistentne informacije v zameno za posredovanje svojih podatkov. Rezultati bodo objavljeni na odprti podatkovni platformi, kjer bo možen pregled in primerjava podatkov.

Projekt ENUMERATE nadgrajuje rezultate projekta NUMERIC (2007-2009). Ta projekt je oral ledino pri oblikovanju okvira za zbiranje podatkov o digitalni kulturni dediščini. Projekt ENUMERATE bo izpopolnil in izboljšal metodologijo projekta NUMERIC in objavil njegove podatke na internetu za ponovno uporabo. Projekt ENUMERATE bo prav tako upošteval rezultate nedavne študije CollectionTrust glede stroškov digitalizacije kulturne dediščine Evrope.

Partnerji projekta ENUMERATE, ki ga financira Evropska komisija, so:

- Collections Trust, Velika Britanija (koordinator projekta);
- Digitaal Erfgoed Nederland (DEN), Nizozemska;
- Stiftung Preussischer Kulturbesitz, Nemčija;
- Digibits, Španija;
- FARO Vlaams Steunpunt voor Cultureel Erfgoed, Belgija;
- Ministère de la Culture et de la Communication, Francija;
- Österreichische Nationalbibliothek, Avstrija;
- Narodna in univerzitetna knjižnica, Slovenija;
- Országos Széchényi Könyvtár (OSZK); Nemzeti könyvtár, Madžarska;
- The European Library (ki jo gosti Koninklijke Bibliotheek, Nizozemska).

Projekt ENUMERATE financira Program za podporo IKT politik Evropske komisije, začel se je februarja 2011 in bo trajal tri

Conferences

2012
<p>16 November 2012: EGMUS Plenary Meeting, Berlin.</p> <p>Presentations by Gerhard Jan Nauta & Natasha Stroeker</p> <p>Core survey methodology Survey results Thematic survey methodology</p>
<p>7 November 2012: Presentation of monitoring digitisation of cultural heritage, project NUMERIC, ENUMERATE and results of Core Survey in Slovenia and Europe, Ljubljana.</p> <p>View presentation by Gorazd Vodeb (in Slovenian)</p>
<p>18 & 19 October 2012: ENUMERATE core group meeting & consortium meeting, Vienna</p>
<p>17 October 2012: Berliner Herbsttreffen zur Museumsdokumentation.</p> <p>View presentation by Stefan Rohde-Enslin (in German)</p>
<p>5 October 2012: ENUMERATE Specialist Meeting 4: Measuring digital preservation.</p> <p>Read the full report</p>
<p>26 September 2012: Unesco Memory of the World conference - The Memory of the world in the digital age: digitisation and preservation, Vancouver.</p> <p>View the presentation from Rolf Källman of the Swedish National Archives</p>
<p>12 September 2012: 2nd ENUMERATE / MSEG Working Group on Digitisation Statistics, Luxembourg.</p> <p>View the presentations about:</p> <p>the methodology</p> <p>the results of the first survey</p> <p>the next steps (incl. preparations for the Thematic Survey)</p>
<p>11 September 2012: Nick Poole, Digitisation in Europe, Smithsonian Digitisation Fair, Washington DC (USA).</p> <p>View presentation by Nick Poole</p>
<p>14 June 2012: JCDL/IMLS workshop 'Models for digital cost analysis', Washington DC (USA).</p> <p>View presentation by Marco de Niet</p>
<p>12 June 2012: Smithsonian Digital Team, internal workshop, by Marco de Niet.</p>
<p>6 June 2012: ENUMERATE Specialist Meeting 3: Measuring the use of digital heritage.</p>

Stakeholder Reports



The screenshot shows the ENUMERATE website interface. At the top left is the ENUMERATE logo. Below it is a search bar. A navigation menu on the left lists: About ENUMERATE, Partners, Work packages, Conferences / Workshops, Stakeholder Reports, Statistics, Surveys, and Network. The main content area is titled 'STAKEHOLDER REPORTS' and contains the text: 'The ENUMERATE Thematic Network provides stakeholder reports to report annually about activities and achievements of the network.' Below this text are two links: 'ENUMERATE Stakeholder Report 2' and 'ENUMERATE Stakeholder Report 1'.

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.
 - **Materials** (Dissemination Report Form, Logo for print and web, basic PowerPoint presentation, stakeholder reports, poster, flyer)

In terms of use for the second period:

Numbers in the table are based on the free web analyse system Piwik which has been implemented on 3 April 2012. Therefore the table below shows visits on the website only from 3 April 2012 to 31 July 2013 and excludes February and March 2012. The ENUMERATE Data Platform was launched in November 2012. The showed numbers show the visits from February 2012-January 2013.

Website element	Visits
Main website	6,327

ENUMERATE Data Platform	
Visits	464
Page views	2,225

Social media

ENUMERATE has three social media channels:

LinkedIn:

By the end the second period there were **120 members**, and there had been **17 discussion threads** mostly about the operation of the survey.

Twitter:

The screenshot shows the Twitter profile for the Enumerate Project (@EnumerateEU). The profile header includes the Enumerate Project logo, the name 'Enumerate Project', and the handle '@EnumerateEU'. The bio states: 'The EC-funded ENUMERATE project aims to create a baseline of statistical data about digitization of cultural heritage in Europe' and includes the website 'http://www.enumerate.eu/'. Statistics show 115 tweets, 34 following, and 150 followers. The tweets section displays four recent tweets from the account, including links to stakeholder reports, professional blogs, data platforms, and newsletters.

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>