Project Acronym: EFG1914
Grant Agreement number: 297266
Project Title: EFG1914

D8.3: DISSEMINATION PLAN

Revision	1.3
Date of submission	24.07.2012
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Dissemination Level	PU

Project co-funded by the European Commission within the ICT Policy Support Programme

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision No.	Date	Author	Organization	Description
1.0	10.06.2012	Kerstin Herlt, Mathilde Barthés	ACE	Content
1.1	12.07.2012	Kerstin Herlt, Mathilde Barthés	ACE	Content
1.2	19.07.2012	Kerstin Herlt	ACE	Content
1.3	23.07.2012	Julia Welter	DIF	Content

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise.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

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1. Introduction

1.1 Introduction to EFG1914

EFG1914 is a digitisation project co-funded by the Community programme ICT-PSP, focusing on film and non-film material from and related to First World War. The project started on 15 February 2012 and runs for two years. 25 partners, among them 20 European film archives, are working towards the following goals:

- Digitise 654 hours of film and ca. 5.600 film-related documents on the theme of the First World War
- Give access to the material through the European Film Gateway and Europeana
- Build a virtual exhibition on selected themes using objects digitised in EFG1914

EFG1914 covers all the different genres and sub-genres relevant at that time: newsreels, documentaries, fiction films, and propaganda films. Moreover, EFG1914 will also give access to anti-war films that were mainly produced after 1918 and which reflect the tragedies of the 1910s. This material is of special importance since only around 20% of the complete silent film production survived in Europe's film heritage institutions. Therefore, EFG1914 set out to digitize a crucial part and a critical mass of these remaining moving image records, mostly undiscovered by the public.

Project Partners	**Project Acronym**
Deutsches Filminstitut – DIF e.V. (Frankfurt), co-ordinator	DIF
Arhiva Nationala de Filme (Bucharest)	AFN
Association des Cinémathèques Européennes (Brussels, Frankfurt)	CRB
Athena Research and Innovation Center in Information Communication & Knowledge Technologies (Athens)	ATHENA
Centre national du cinéma et de l'image animée (Bois d´Arcy)	CNC
Cinecittà Luce S.p.A (Rome)	LUCE
Cinémathèque Royale de Belgique (Brussels)	CRB
CNR-Istituto di Scienza e Tecnologie dell´Informazione (Pisa)	CNR-ISTI
Det Danske Filminstitut (Copenhagen)	DFI
Stiftung Deutsche Kinemathek – Museum für Film und Fernsehen (Berlin)	DK
Estonian Film Archive (Tallinn)	EFA
EYE Stichting Film Instituut Nederland (Amsterdam)	EYE
Filmarchiv Austria (Vienna)	FAA

Fondazione Cineteca di Bologna (Bologna)	CCB
Fondazione Cineteca Italiana (Milan)	FCI
Fraunhofer Institute for Integrated Circuits IIS (Erlangen)	Fraunhofer IIS
Hungarian National Digital Archive MaNDA (Budapest)	MaNDA
Imperial War Museums (London)	IWM
Instituto de la Cinematografia y Artes Audiovisuales – Filmoteca Española (Madrid)	FE
Instituto Valenciano del Audiovisual y de la Cinematografia (Valencia)	IVAC
Jugoslovenska Kinoteka (Belgrade)	JK
Národní filmový archiv (Prague)	NFA
Nasjonalbiblioteket (Oslo)	NBB
Österreichisches Filmmuseum (Vienna)	OFM
Reelport GmbH (Cologne)	REEL

EFG1914 is the follow-up project of EFG – The European Film Gateway (2008-2011), a Best Practice Network initiated by the Association des Cinémathèques Européennes (ACE) and the Europeana Foundation, which ran from September 2008 through August 2011. The aim of the EFG BPN, which was carried out jointly by 22 partner institutions (16 archives, 6 other partners), was to build a web portal that gives access to selected archival material held in European film archives. The europeanfilmgateway.eu gives easy access to more than 550.000 thousands of photos, posters, programmes, periodicals, censorship documents, rare feature and documentary films, newsreels and other materials preserved in European film archives. Targeted at scientific researchers and the interested public alike, the EFG offers a look at and behind the scenes of filmmaking in Europe from the early days until today. The EFG facilitates online access to historical documents and leads you directly to the archives that hold the originals. More information on the initial EFG project can be found on the EFG project website http://www.efgproject.eu/

1.2 Purpose and Scope of D 8.3 “Dissemination and Awareness”

The 2014 anniversary of First World War is both a challenge and an opportunity for cultural heritage institutions to commemorate and reflect on WWI. EFG1914 will make available moving image material about this period for the first time. The consortium covers the major European countries involved in the conflict: Germany, Austria, Belgium France, Hungary, Serbia, the Czech Republic and Italy, complemented by major archives from Estonia, the Netherlands, Denmark, Norway, Romania, Spain. This means that the EFG1914 consortium is in a position digitise and deliver the most comprehensive WWI-related film collection in Europe. With the Imperial War Museums (London), probably the largest institutional WWI-related film collection in the world is part of the project.

This deliverable sets out the dissemination strategy to raise awareness, share knowledge in the context of the EFG1914 project and, a later stage, promote the digitised films and related materials through various means, which will be described in Chapter 4.

Collaboration with related projects like Europeana Collections 1914-1918 (contributing WWI material from European National Libraries) and http://www.europeana1914-1918.eu/ (contributing user generated content on WWI) have been established and will create synergies in the dissemination of EFG1914 as a part of the projects focusing on First World War (for details see Chapter 5.1). Apart from Europeana projects, WP 8 has also investigated possibilities for cooperation with other initiatives outside the Europeana group of projects, such as the "International Encyclopaedia of the First World War" (http://www.1914-1918-online.net/). In addition to that WP8 identified many other initiatives and events which will be organised by cultural institutions and governmental bodies to commemorate WWI and which will be contacted for dissemination purposes.

The current document describes and associates the results to be disseminated to different target groups and the related dissemination means that will be used. It provides an overview of what is known and planned at the timing of the document in preparation. The dissemination actions will be continuously monitored and accordingly updated.

1.3 WP 8 Tasks According to the EFG1914 Description of Work

The Dissemination Plan (D8.3) is produced as part of the activities of Work Package 8 "Dissemination and Awareness". It is a public document which will be made available on the project website for external parties interested in the dissemination plan of EFG1914 project. With the production of this deliverable, the WP has completed all its deliverables listed in the project's Description of Work: The EFG1914 project website (D8.1), a standard project presentation (D8.2) as well as this Dissemination plan (D8.3). The website is available at www.project.efg1914.eu, where D8.2 and D8.3 are available publicly in the "Outcomes" section. By the end of the first as well as the second project year a rolling dissemination report will summarise the efforts made and results achieved with regard to dissemination the project. Both documents are marked as Milestones in the DOW.

As stated in the DoW, the objectives of the EFG1914 work package 8 "are to

- Create consistent and high quality access to EFG1914's own results and related developments for both the project partners and an external professional audience.
- Create a network for dissemination purposes: work in concertation with Europeana office and the individual project partners, make sure all dissemination and marketing activities are in line with Europeana plans and maximise opportunities for dissemination.
- Coordinate concertation of all EFG1914 partners with other EU activities.

Through this dissemination plan, WP8 intends to facilitate the achievement of the above-mentioned goals, including the contributions of all EFG1914 partners and WP Leaders.

WP 8 leader ACE will be responsible for the overall monitoring of dissemination activities. The 20 content providers (film archives[1]) will contribute to the dissemination of the project on national level. In order for ACE to keep an overview of activities carried out, all archives have to provide information about dissemination in specific Dissemination report templates. (Annex II und III)

2. Target Groups

EFG1914 expects to have several target groups interested in either the film archive domain in general or more specifically in World War One content. Hence, dissemination efforts carried out over the project's lifetime will aim at the following groups of people:

- Film archives (including EFG1914 project partners) and film archives' associations (the ACE and FIAF networks)
- The Europeana network and the GLAM community: professionals in galleries, archives, libraries and museums
- Interested media professionals from the creative industry and the cultural sectors, e.g. footage researchers
- Students and researcher in film and media history, history of WWI
- General public / user interested in film heritage
- General public / user interested in the history of WWI

Multipliers such as other WWI initiatives and projects (museums, research centres, blogs, etc.) will be targeted to spread information about the project and more specifically about the content EFG1914 makes available.

User groups with a special interest in WWI will mainly be targeted together with Europeana Collections1914-1918 and Europeana 1914-1918. It is expected that these users have no specific interest in what project exactly the content comes from, but they are rather interested in anything provided by these projects.

3. Dissemination Strategies and Tools

In order to spread the word about the project as well as its outcomes, EFG1914 uses different tools. The most important source for any information about the project is the EFG1914 project website, which aims to keep both, project partners as well as the general

[1] ACE 9 PM, all content providers to spent 1 PM on dissemination: DIF, AFN, CRB, CNC, LUCE, DK, EFA, EYE, FAA, CCB, FCI, MaNDA, IWM, FE, IVAC, JK, NFA, NBB, OFM

public, up-to-date with the project. This chapter will provide an overview of the project website, while the following chapter focuses on other tools to communicate about the project to external people.

3.1. Project Website

As stated in the DoW, WP8 established and maintains an EFG1914 project website linking to the website of the former EFG project (2008-2011) as well as to the Europeana project website (www.pro.europeana.eu). The project website was launched for the kick-off meeting on 27 February 2012 and will continuously be updated along the whole project. It can is available at: http://project.efg1914.eu

The main goals of the project website are

- To provide information on the project's activities, progress and outcomes (public section)
- To offer to project partners access to all documentation and deliverables produced in the course of the project (members area).
- To provide a blog which is used by all partners for internal communication.

a) Public Area
The public area of the website addresses the above listed target groups, mainly those kind of users with an active interest in either activities of the film archives sector or else with an specific interest in WWI. All information provided on these publicly accessible pages aim to inform external users about the goals and outcomes of the project. Hence, it provides updated information on the following topics:

- Main objectives
  (*Start page with basic information about the project and links to the EFG portal as well as to the project website of the former EFG project*)
- Partners involved
  (*List of all project partners including links to their institutional website*)
- Work plan
  (*Short summary of each Work Package and mention of the WP leader*)
- Public outcomes
  (*Deliverables, presentations, fact sheets, articles and press releases, etc.*)
- Calendar of events
  (*Basic information on internal and external events relevant for either the film archive domain or else the wider Europeana network*)
- Related projects
  (*Short project descriptions of Europeana, Europeana 1914-1918 as well as Europeana Collections 1914-1918 with links to the respective websites*)
- Press

(*Contact information for journalists and people interested to report about EFG1914. A selection of images to be re-used for promotional purposes*)

- Contact
  (*Contact information of project coordinator*)
- Preview

The "Preview" section on the EFG1914 project website features highlights from the collections the partners will digitise and contribute to EFG1914. It was put online to be able to promote the content even before it eventually is searchable via the EFG and Europeana portals. Since the project partners have different time schedules for making their digitised films accessible online, the "preview" section is updated only irregularly at the moment. The first preview is about Dziga Vertov's "Kinonedelija" newsreel collection digitised by the Austrian Film Museum (OFM). The Imperial War Museum is currently preparing a text about a highlight from their collection to go online in the near future. Jugoslovenska Kinoteka is scheduled for a preview after that.

b) Members Area

The members' area is password protected and restricted to EFG1914 consortium members. It gives access to all documents (Grant Agreement, reporting templates and guidelines, agendas, meeting minutes, presentations, dissemination templates, questionnaires, metadata requirements, etc.) and Milestones and Deliverables produced in the course of the project and provides contact information of all partners, especially the WP leaders. All working or restricted documents in the members' area are made accessible under the WP they were produced in. In contrast to the public section of the website, the members' area is mainly updated by the project coordinator and the individual WP leaders, while WP8 leader ACE monitors the process and is in charge of updates on the sub-page dedicated to WP8.

The EFG1914 blog is part of the members' area. It serves the purpose of a project mailing list. All messages sent out reach the EFG1914 consortium partners exclusively. All project partners have access to the blog and can actively share information with the EFG1914 consortium mainly on the following topics:

- EFG1914 project related matters
- Europeana related matters
- News from the film and audiovisual policy sector, European Commission
- News from the film archives
- WWI related matters

WP 8 leader ACE is responsible for maintaining the website up-to-date, the film archives are responsible for providing information about their dissemination activities on national as well as international level.

3.2 Logo

The EFG1914 logo is in line with the of the EFG portal, slightly differing by adding “1914” to the logo. All dissemination materials, press releases or other publications as well as all deliverables, milestones and reports produced during the lifetime of the project will be clearly marked by the EFG1914 logo. In compliance with the Grant Agreement, the European Union will always be mentioned as co-funder and the Europeana logo will be added to indicate that EFG1914 is part of the Europeana group of projects.

3.3 Standard Project Presentation and Power Point Template

A standard project presentation containing information on key figures, objectives, partners, structure of work and technical workflow is available on the website. A power point template has been created to be used by all project partners for project presentations.

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4. External Communication

In addition to the project website, EFG1914 will be disseminated externally via various offline and online channels and in cooperation with the project partners, the ACE network and Europeana. WP8 will support the partners in coordinating the external communication on national level by providing the necessary tools, such as fact sheets, standard project presentation, and press material. All partners are requested to further distribute promotional material through their communication channels and networks.

4.1 Promotional Material

4.1.1 Fact Sheet

An EFG1914 fact sheet summarizing the key points of the projects has been produced by ACE. Layout and visual design comply with the fact sheet created for the EFG Best Practice Network. Furthermore, the layout of the fact sheet has a clear Europeana connotation. Project partners are invited to translate it into their national language. So far, fact sheets in are available in English, Hungarian, Danish and German by the partners and made available on the project website. Further translations will follow as the project moves on and has more results to showcase.
http://project.efg1914.eu/wp-content/uploads/2012/05/efg1914_fact_sheet.pdf

4.1.2 Promotional Trailer

It is foreseen to create a short promotional video of around 40-50 seconds that can be used for dissemination events and which will be also made available on Youtube. Despite the fact that EFG1914 will collaborate as closely as possible with Europeana Collections 1914-1918 and Europeana1914-1918, moving images is what distinguishes EFG1914 from other Europeana WWI projects. The promotional trailer will help to establish this distinction and focus on film material. It is foreseen to use this trailer also on different occasions such as

Europeana 1914-1918 Collection Days, in cinemas of partner archives and on other physical dissemination events planned for later in the project.

4.1.3 Leaflets and Postcards

As the content of EFG1914 will be made available on the EFG portal and Europeana, the existing EFG flyer will be updated with information about EFG1914. Also postcards will be produced in the course of the project to promote the project.

4.2 Press Releases

Press releases will be published targeting various media to inform about the start and ongoing achievements of the project. Usually, ACE will produce a press release that can then be reused and adjusted by the project partners according to their needs. A press release announcing the start of the project was issued in several countries. At least 2 further press releases are foreseen during the course of the project.

- Web release of the virtual exhibition (Month 19)
- Four major dissemination events to be organised by CNC, IWM, DIF and CCB in 2013 and 2014
- By the end of the projects to present the final results.

Press releases will be sent out in the different countries by the respective partners of that country. ACE and project coordinator DIF will provide assistance if needed, but the impact on the national press is expected to be much stronger if the EFG1914 results and the film archives themselves communicate events. All press releases will be archived on the EFG1914 project website.

4.3 News

Since the film archive community has a couple of news channels in place, EFG1914 will not set up an additional individual news channel, but rather make use of those in place already. These are mainly the ACE website, the EFG portal news alert, the EFG facebook account, Europeana e-news, the Europeana professional website (http://pro.europeana.eu/web/guest/news), and the CNECT – Cinema experts group e-news (DG INFSO) which reaches 350 professionals from the film heritage sector, stakeholders from the audiovisual industry, rights holders' organisations and people working at the European Commission. Project partners are encouraged to promote project news and results via their channels including their institutional facebook accounts.

In addition to that EFG1914, Europeana Collection 1914-1918 and Europeana1914-1918 set up a joint facebook account to spread news of their project. This common facebook account was just opened and runs under the name of Europeana 1914-1918. The named projects all have administrator access and can post project news to their liking.

4.4 Linking EFG1914

To increase the presence of EFG1914 and its content in the World Wide Web, relevant websites will be asked to refer to the project in their links sections throughout the project. Currently only a limited number of websites – including some of the partner institutions – are linking to the EFG1914 project website (ACE, CCB, DIF, Eye, FIC, ISTI, MaNDA, OFM). Increasing the number of links to EFG 1914 on the WWW will affect the google ranking positively and generally lead to a greater visibility of EFG1914 on the web. Relevant websites are those with a focus on WWI, film history, as well as those dealing with cultural heritage issues. A list of suitable sites has been established and will be updated continuously. As soon as a sensible amount of WWI content is available on the EFG portal, those websites will be contacted more actively.

4.5 Events, Seminars, Conferences

Other important methods of disseminating the project results are International workshops, seminars and conferences organized by ACE, Europeana, European cultural heritage projects, WWI initiatives, the European Commission and other relevant organisations. The events will be published on the calendar of the EFG1914 website, the Europeana Pro list of events. All EFG1914 presentations will be made available on the project website.

4.6 Social Media

4.6.1 Facebook and Twitter

Instead of creating their own project facebook accounts, Europeana Collections 1914-1918, Europeana 1914-1918 and EFG1914 agreed to post relevant news and featured items via a common facebook account administered by all three projects (see also 5.1 Concertation with Europeana WWI related projects). News about the project will also disseminated through the regular EFG facebook account. The Europeana 1914-1918 facebook account is linked to Twitter, another social networking tool, which provides a common interface with Facebook. By adding the Twitter application to the facebook account, selected news items that are published on Facebook can automatically be sent to all “followers” of the Twitter profile, thus reaching an even broader audience in a very direct way.

4.6.2 Youtube

It is not foreseen to promote EFG1914 on Youtube as the content digitised will be streamed on the EFG portal and Europeana. However, the EFG1914 promotional trailer will be uploaded on Youtube. Besides streaming their films on their own streaming servers, some partners like EYE and DFI use their Youtube channels to promote selected films they will make available through in the EFG1914 project.
EYE: http://www.youtube.com/playlist?list=PLB95B99C2420D32F3&feature=plcp
DFI: http://www.youtube.com/watch?v=NmrmtdQAfa0

4. 7 Overview of Communication Strategies, Purpose and Target groups

Means of communication	Main target groups	Purpose	Role of partners
INTERNAL			
Project Website Members area	Project partners	Exchange information, collaborate	Project partners to use the internal blog and provide relevant information
EXTERNAL			
Project Website Public area	Project partners, Film heritage network Europeana network, GLAM community, WWI related projects, Researchers and students, European Commission	Create consistent and high quality access to EFG1914's own results and related developments	Project partners to provide relevant information and documentation to enrich the project website and to be shared by all
Partners´ institutional websites	General user interested in film and / or WWI, film heritage network, researchers and students,	Promote EFG1914 and EFG portal	Partners to link to the EFG1914 website and the EFG portal
Fact sheet	Film heritage network, Europeana network, GLAM community, WWI related projects,	Raise awareness and inform about EFG1914 and the EFG portal	Inform about the project on national and international level-Partners to provide language versions of the fact sheet
Promotional video	General user interested in film and/or WWI, media professionals, WWI	Raise awareness, give visibility	Embed the video on local websites or link to it

	related projects		
Press releases	Media professionals, general user interested in film and / or WWI,	Raise awareness, Inform at national and international level	Partners to inform the national press
EFG portal	General user interested in film and / or WWI, film heritage network, media professionals, students and researchers, GLAM community, WWI related projects	Promote, engage, give access to EFG1914 content	Partners to link to the EFG portal
Linking EFG1914 in WWW	WWI related projects, students and researchers, General user interested in film and / or WWI,	Greater visibility on the web, improve google ranking	Support WP 8 by providing relevant links
Project presentations at conferences, workshops and events on national and international level	Film heritage network (ACE and FIAF), Europeana network, GLAM community, WWI related projects, students and researchers, policy makers	Raise awareness, promote, disseminate project results, foster collaboration	Support WP 8 in identifying relevant events, Partners to present the project on national level
EFG1914 dissemination events	General user interested in film and / or WWI, students and researchers, policy makers, media professionals	Raise awareness, give visibility, disseminate project results on national level	CNC, CCB, DIF and IWM responsible, supported by WP 8
Facebook	General user interested in film and / or WWI, film heritage network (ACE and FIAF) Europeana	Raise awareness, give visibility, create a network of interest	Partners to post news and project results

	network, GLAM community, WWI related projects, students and researchers, media professionals		
Twitter	Film heritage network, Europeana network, GLAM community, WWI related projects, media professionals	Spread news	Partners to twitter news and project results

5. Creating Synergies

5.1 Concertation with Europeana WWI-Related Projects

It can be expected that a huge amount of WWI centenary events are going to take place in July/August 2014. A large number of projects and initiatives around WWI exist already or are just being put in place. To maximise opportunities for dissemination, WP8 took part in the Europeana Plenary conference on the 13-15 June in Leuven and the Europeana Communications Group. EFG1914, Europeana Collections and Europeana 1914-1918 are going to co-operate on disseminating the projects jointly. Joint dissemination strategies planned so far:

a) A fact sheet with key information about the 3 projects, to be distributed via different channels and on events, e.g. at the Collection Days organised by Europeana.
b) Facebook account Europeana 1914-1918 is administered by the dissemination teams of these 3 projects for posting news from the WWI community/network
c) Access to the Europeana blog and the Editorial Calendar to plan future 1914-1918 communication, identify opportunities for joint actions

In addition to that, WP8 will put a special emphasis on exploring in how far EFG1914 dissemination events foreseen can be connected to dissemination events carried out by Europeana 1914-1918 and Europeana Collections 1914-1918 in order to maximise the impact of the events. Members of the three projects already started discussing first ideas for joint events to promote the content coming from all three initiatives.

Just like the EFG project, EFG1914 too has their own workspace on EuropeanaPro (http://pro.europeana.eu/web/efg1914), where all public deliverables are made available. Aim of the project workspaces at EuropeanaPro is to give access to all outcomes of the Europeana group of projects via a single platform and thus make it easier for users to find them.

5.2 Concertation with WWI-Related Events on National Level - Involvement of Partners

Considering the fact that WWI will be commemorated in all EFG1914 partner's countries, many events will be organised by cultural institutions and government bodies on national level. EFG1914 partners are invited to maximise dissemination opportunities and cooperate, if appropriate.

Four major dissemination events are going to be organised by EFG1914 partners: Centre National du Cinéma et de l´image animée - CNC (France), Cineteca di Bologna – CCB (Italy), Deutsches Filminstitut – DIF (Germany) and Imperial War Museums (England). These events are supposed to address a bigger audience and, as the connection to national networks is also important for disseminating the project, should be organised in cooperation with other national institutions. The role of the partner is to organise these events, the role of WP8 is to facilitate by bringing together partners with national institutions. As mentioned above, joint events with Europeana projects are being considered.

Apart from the four bigger dissemination events, WP 8 will also encourage and support the other project partners in collaborating with WWI events in their countries. It is to be expected that the centenary of WWI will cause a lot of (media) attention in many countries and huge amounts of national commemoration events will take place. The interest in moving images will be especially high and therefore a number of EFG1914 partners have already indicated that they are in contact with other initiatives on a national basis and can use this as a platform to promote EFG1914. Examples for these collaborations are the Jugoslovenska Kinoteka in Belgrade, which is in close contact with the Serbian Academy of Arts and Science or the Cinémathèque Royale de Belgique, which will cooperate with a Belgian TV company for broadcasting EFG1914 content. Other partners like the CNC, CCB et al. have indicated that they too are discussing strategies for the commemoration of WWI in their countries.

6. Monitoring EFG1914 Dissemination Activities

In order to capture the impact of communication, a combination of criteria or feedback mechanisms will be used to measure the effectiveness of each dissemination activity. In quarterly intervals, partners will be asked to provide information on the following aspects:

a) Events:

Type of activity	Conference, workshop, collection day, publication, presentation, social media
Place	Which event? Where the dissemination activity took place
Date	Date of the dissemination activity
Participants	Audience type and number
Organizer	Partner or collaborating organisation /project
Topics	Short description of the presented topics
Resources	Links to presentations or other related material

b) Other Communication:

Responsible Partner /Country
Title of article / news
Name of publication / website
Type of publication
Link (if online)
Date of publication
Target audience (Number of people reached)

Based on these criteria, which should be short and concise, ACE has developed a Dissemination Reporting Template (see Annex II and III). Partners are required to report every three months on their activities. The template will be sent out via the EFG1914 blog and may be slightly revised in the course of the project to reflect changes in dissemination requirements. ACE is responsible for monitoring the feedback and, if necessary, reminding the partners to report back.

It is foreseen that the project will use Smartsheet[2] or another online project management tool to monitor the dissemination activities of WP 8 leader ACE and the partners. ACE already uses smartsheet to collect and archive the EFG1914 press releases and project announcements (see Point 5). Working in smartsheet allows the WP8 leader to have immediate access to up-to-date information on the progress of the dissemination activities. Moreover, by using a collaborative tool partners can easily enter their dissemination activities themselves. The entries can be exported in different formats and files (excel, pdf, gant charts etc), and all partners will be regularly kept updated via the smartsheet email alert.

[2] Smartsheet is an online spreadsheet, go to www.smartsheet.com for further information.

Inputs the partners will feed into the Rolling Dissemination Reports M 8.1 (due month 13) and M8.2 (due M24).

7. Dissemination Carried Out and Scheduled So Far

7.1 Events, Conferences, Seminars

Event	Place	Date	Target Audience
ACE General Assembly	Bologna; IT	27.06.2012	ACE member institutions
Europeana Collections 1914-1918	National Library of Serbia Belgrade, RS	October 2012 tbc.	National Libraries, Europeana Collections 1914-1918 project partners
Conference "Economies of the Commons" - Sustainable Futures for Digital Archives"	Amsterdam, NL	11. -12.10.2012	Representatives from libraries, archives and AV archives, film producers, rights holders,
Cinema Experts Group (sub-group archives) meeting	Brussels, BE	16.10.2012	Representatives from av and cultural heritage institutions, national ministries of culture and rights holder associations from EU member states
FIAF Congress 2013	21-27 April 2013 Barcelona, ES	21-27 April 2013	Film archivists and av industry from all over the world,

7.2 Press Releases and Articles Published and Scheduled So Far

Responsible Partner /Country	Title of article / news	Name of publication / website	Type of publication	Date of publication	Target audience
ACE, Belgium	EFG1914 – Film digitisation project on WWI launches	ACE website	Press release	15.03.2012	Film heritage network, AV Stakeholders
MaNDA, Hungary	A Nagy Háború a filmművészetben - EFG 1914	Nagyhaboru	Press Release	31.03. 2012	General public
MaNDA, Hungary	A Nagy Háború a filmművészetben - EFG 1914	Objektív Hírügynökség	Press release	02.04.2012	General public
MaNDA, Hungary	A Nagy Háború a filmművészetben - EFG 1914	hirekma.hu	Press Release	02.04.2012	General public
EYE, Netherlands	EYE digitaliseert honderd uur historische opnamen WOI	EYE Website	Press release	07.05.2012	
OTHER					
European Commission	EFG1914 - A European project digitising films about World Word I	DG INFSO (DG Cinnect) Cinema Experts Group (Newsletter)	News	14.03.2012	Film Heritage Network, AV Stakeholders, European Commission,
Europeana	World War One footage in Cyberspace	Europeana e-news	Press release	12.04.2012	Europeana network, GLAM community, media professionals, policy makers

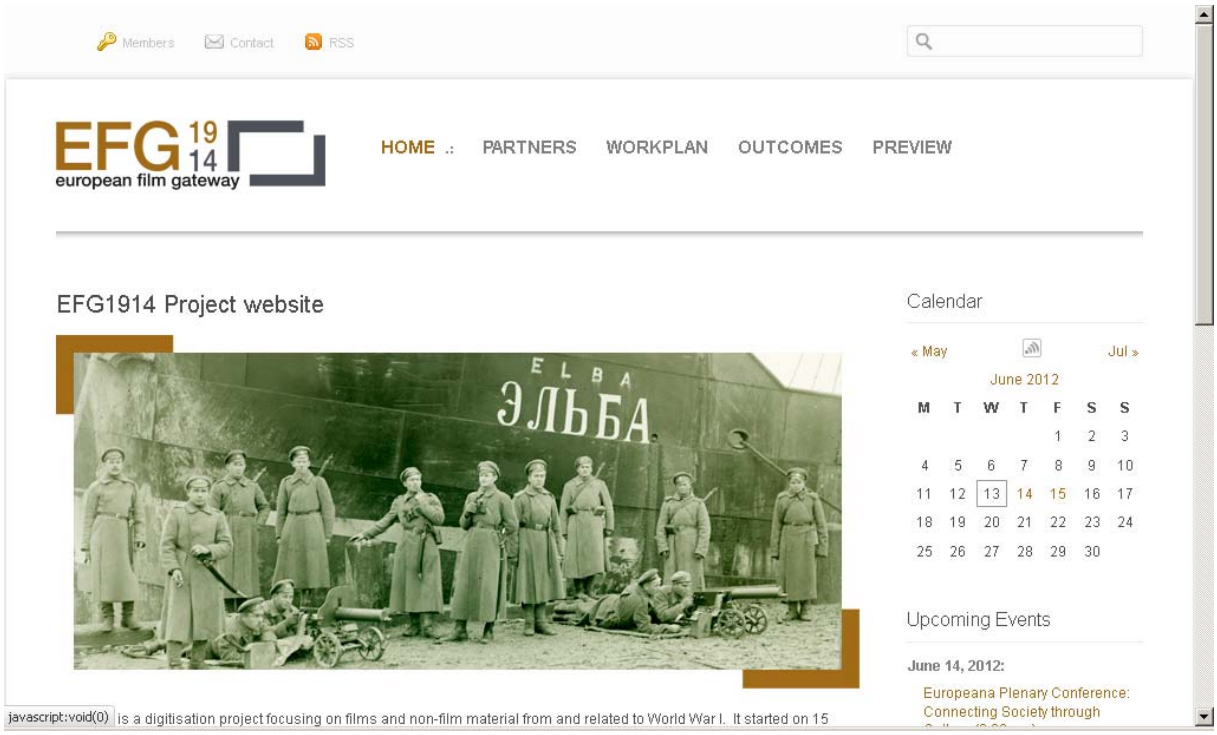
UK	Europeana to host first world war footage	British GENES Website (Family History)	Press Release	12.04.2012	Family History, General public interested in WWI
UK	Footage from the Front	Family Tree website	News / Blog post	01.06.2012	Family History, General public interested in WWI
UK	News round-up... 18/06/2012	Independent cinema office website	News /Blog post	18.06.2012	Film Heritage Network, researchers and students, General public interested in film
EUScreen	World War One Film Footage in Cyberspace	Euscreen website	News/Blog post	12.04.2012	Europeana network, GLAM community, av archives, Media professionals
Germany	Das Europäische Filmerbe bewahren (by José Garcia)	Die Tagespost	Article	10.07.2012	General public
Film und Medienstiftung NRW, Germany	EFG1914	Das Magazin	Article	End of July 2012	Media professionals, AV stakeholders
FIAF	EFG1914	FIAF Bulletin online (Newsletter)	News		

8. Conclusion and Next Steps

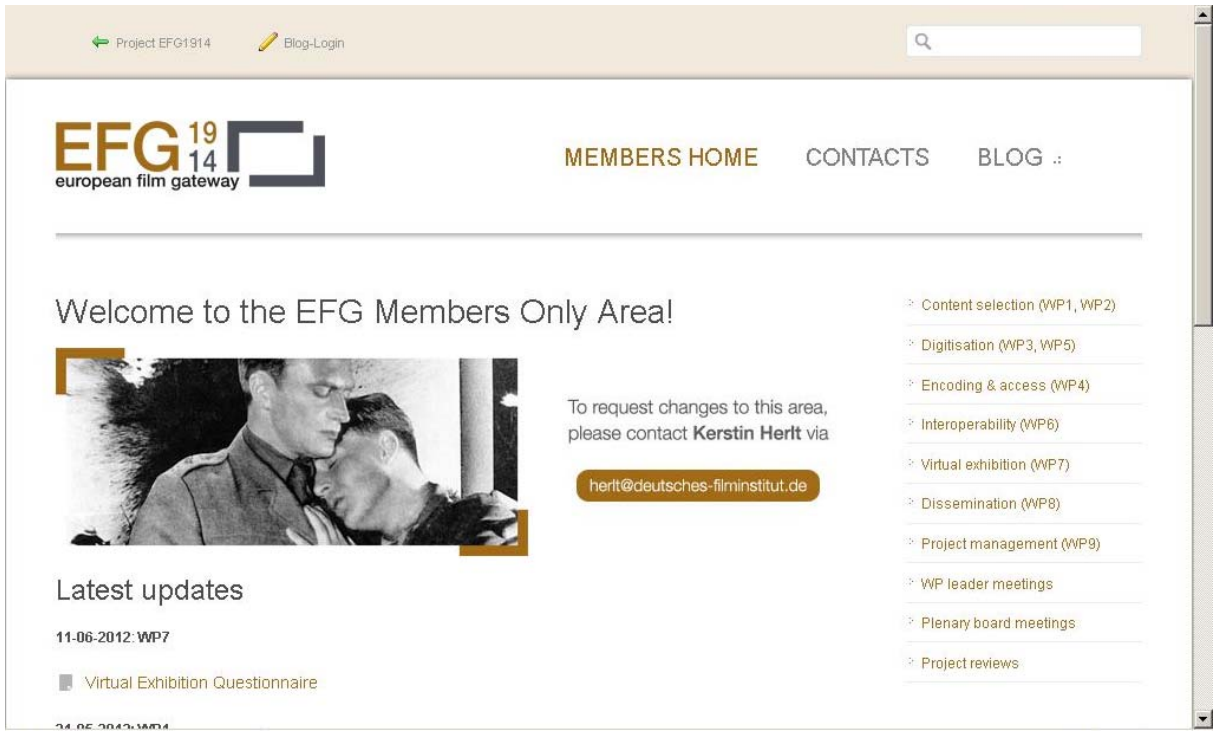
The dissemination plan describes the tools, activities and means of cooperation, which will ensure that the EFG1914 project results and the content itself will be disseminated widely and effectively to the different target groups. The impact of the different channels on the different user groups as well as the role of the partners in this process are described under 5.1 “Cooperation with Europeana WWI projects” will help to streamline the dissemination efforts. It was agreed with Europeana and the Comms leaders of these projects that a coordinated approach needs to be taken to communications to the general public across the range of WWI projects. Project partners (film archives) are required to actively support the dissemination efforts coordinated by WP leader ACE. The dissemination reporting template will help the partners to report on their dissemination activities in a structured way. WP8 leader will monitor and evaluate the overall impact of the dissemination efforts.

The work of WP 8 in the first 5 projects months was mainly dedicated to establishing the tools for internal and external communication, to inform relevant stakeholders about the new project, to create conditions for joint actions with Europeana WWI projects, to search the Internet for European and International projects on First World War and to identify relevant. Until the end of the first project year in February 2013, WP 8 will look deeper into the identified WWI projects and contact the relevant one’s for cross-linking and, if appropriate for joint dissemination activities. Moreover, WP 8 will support and encourage the project partners to disseminate on local level by contacting national WWI initiatives. Once the first films will be made available by the beginning of 2013, WP 8 together with the project coordinator will launch a tailored press campaign to promote not only EFG1914 and the EFG portal, but also the Europeana WWI themed projects. The main target groups will be those who use the content: researchers and students, media professionals, e. g footage researchers, broadcasting companies and the general public interested in films from and about WWI.

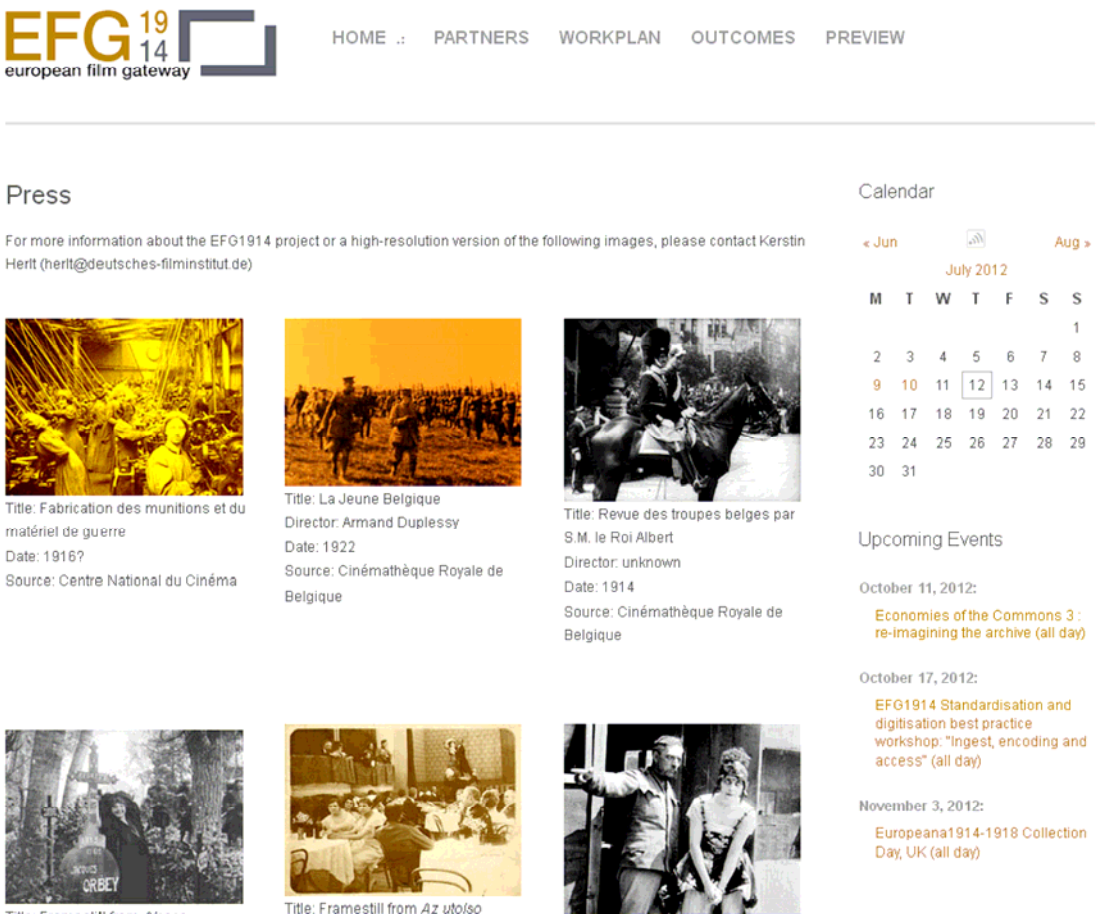
Annex I EFG Website



Screenshot 1 – Public Area



Screenshot 2 – Members Area



Screenshot 3 – Press area

Annex II Dissemination Reporting Template

Reporting Date	
Reporting Partner	
(Co)-Organisers	
Type of Activity[1] [2]	
Date of Activity:	
Place of Activity	
Summary of the Activity	
Type of Audience:[2]	
Size of Audience:	
Countries addressed	
Comments/feedback	
Additional resources (links, ppt, agenda, fact sheets …)	

1) Conferences, Workshops, Meetings, Presentations, etc. Please use this template also for reporting all kind of channels you are using or planning to use for distributing EFG1914 content: streaming platforms (Youtube, vimeo etc), broadcasting, DVDs, cinema screenings etc.

2) For all kind of publications (articles, news, blog posts etc) please use the Publications Activities Reporting Template.

3) Film heritage network, Europeana networks, WWI related initiatives and projects, GLAM professionals (Professionals in museums, libraries, archives and museums) researchers and students, media professionals, AV stakeholders, policy makers, general public interested in film, general public interested in WWI, other (please specify)

3) For publications (scientific articles, press releases) please use the Publications Activities Reporting Template

Annex III Publications Activities Reporting Template

Reporting Date	
Reporting Partner	
Author /Title of Publication	
Name of Publication	
Type of Publication[1]	
Publisher / Country	
Language of Publication	
Target Readers:[2]	
URL of Publication or Text Attachment (pdf, word)	

1) Press release, article, other (please specify)

2) Film heritage network, Europeana networks, WWI related initiatives and projects, GLAM professionals (Professionals in museums, libraries, archives and museums) researchers and students, media professionals, AV stakeholders, policy makers, general public interested in film, general public interested in WWI, other (please specify)