



Project acronym: RECODE

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EXECUTIVE SUMMARY

RECODE stands for **RE**Commendations for **O**pen Access to **R**esearch **D**ata in **E**urope. The RECODE consortium addresses the challenges facing the provision of open access to research data. One challenge is the fragmentation by discipline, geography and stakeholder type in the community concerned with providing open access to research data. Other challenges are raised by incompatibilities in technologies and infrastructure, as well as a host of ethical and legal issues, and state and institutional policy fragmentation. Organisations concerned with open access to research data are often working in isolation or with limited contact with one another. RECODE will provide a space for European stakeholders in the open access and data dissemination and preservation sector to work together to provide common solutions for these issues. It will provide over-arching recommendations for a policy framework to support open access to European research data. Section 2 describes the project in more detail.

Dissemination and stakeholder engagement is central to the success of RECODE. This document provides a description of the RECODE dissemination strategy. The RECODE consortium recognises that dissemination activities are an essential and pervasive activity throughout the project's life, and integrated within all its work packages.

This dissemination strategy describes the project's dissemination objectives and measures for achieving them throughout the course of the project. It defines and prioritises the key objectives of the project's dissemination (sections 3 & 4); identifies main stakeholder types/categories and why we want to reach them (section 5); elaborates means for reaching out to stakeholders, defines timelines for the planned dissemination activities and stakeholder contact and, finally, identifies and prioritises dissemination tools (section 6).

The overall objective is to identify and reach stakeholders, including end users and the public, in order to raise their awareness regarding the findings of the consortium and to encourage them to support and adopt the consortium's recommendations regarding open access to research data. More specifically, the sub-objectives include the following:

- Elaborate the consortium's strategy for dissemination activities and engaging stakeholders.
- Identify and engage stakeholders throughout the course of the project in order to ensure that the results of the project are applicable and appropriate to stakeholders.
- Establish and maintain the project's website.
- Prepare and translate press releases and other materials for dissemination to the media and other stakeholders as many Member States as possible.
- Prepare scientific journal articles and conference presentations.

Of the numerous players involved in the creation and use of research data we have identified 20 categories that cover most of the stakeholder spectra for open data. Of these 20 we have identified eight primary stakeholder groups, central to the work of RECODE. These primary stakeholders are either major data producers and/or active when it comes to mandating, dealing with, lobbying for, or discussing open access to research data.

Primary stakeholders for RECODE include the following groups:

- **Data centres** have often implemented and tried out infrastructures and created solutions that work for distributing open data. They are organised both nationally and internationally.

- **Policy makers** such as EU and national government authorities produce important policy documents on open data and have a strong political and economic incentive.
- **Research councils**, no matter if they are organised by governments or publicly sponsored, fund research and produce mandates and policies requiring openness and re-use of data.
- **Research institutes** are often both major users and creators of data and data policies. It is particularly interesting to look at institutes organised on EU or international level. Scholarly societies as representatives of researchers are included here.
- **Universities** will probably play a similar role for open data as they have done for open access to publications. Researchers, librarians and archivists will possibly be an important triangle.
- **Professional associations** are strong lobbying groups. They have great insights into the needs and motivations and ethical problems of different areas of scientific research.
- **Publishers** are an important player in the scientific publishing structure. As they now embrace open access they can also play a role in giving credibility to researchers publishing open data.
- **CSOs** are important for reaching out to individuals who are engaged in the issue of open data.

In relation to communication tools and means, Section 6 details the result of the tool selection and prioritisation process. RECODE partners have decided to utilise a project website, e-mail, internal conferences, journal publications, policy papers, media communications and press releases, workshops, external conference presentations, social networks, blogs and the telephone to contact individual stakeholders and ask them to be involved in RECODE. These specific tools have been selected based on their appropriateness, their effectiveness, and whether they are targetable, economical and measurable.

The dissemination plan and timelines have been closely aligned with the RECODE deliverables and milestones. Communication activities are likely to be more intense pre- and post- key project deliverables and milestones.

1 PROJECT OVERVIEW

The RECODE consortium will address the challenges facing the provision of open access to research data. 'RECODE' stands for **RE**Commendations for **O**pen Access to **R**esearch **D**ata in **E**urope. The community concerned with providing open access to research data includes several different networks, initiatives, projects and communities that are fragmented by discipline, geography, stakeholder category (publishers, academics, repositories, etc.) as well as other boundaries. Many of these organisations are addressing the barriers to open access to research data, such as stakeholder fragmentation, technical and infrastructural issues, ethical and legal issues, and state and institutional policy fragmentation. However, these organisations are often working in isolation or with limited contact with one another. RECODE will provide a space for European stakeholders in the open access and data dissemination and preservation sector to work together to provide common solutions for these issues. It will provide over-arching recommendations for a policy framework to support open access to European research data.

The RECODE partners will identify relevant stakeholders, build upon and strengthen existing stakeholder engagement mechanisms. The project will conduct studies of good practice and exchange good practice principles with relevant stakeholders and institutions during networking activities.

The RECODE project will formulate recommendations for open access to research data targeted at different stakeholders and policy makers in support of the Commission's policies. It will take account of the disciplinary and international differences in open access stakeholder ecosystems and stakeholder, institutional, funding body and governmental value chains.

The consortium is led by Trilateral Research & Consulting in London. Other partners are the eHumanities Group of Royal Netherlands Academy of Arts & Sciences, University of Sheffield, the Association of European Research Libraries, the Greek National Documentation Centre, the Italian National Research Council, the Blekinge Tekniska Högskola, and Amsterdam University Press.

2 OBJECTIVES OF THE DISSEMINATION STRATEGY

The RECODE dissemination strategy covers both internal and external communication and dissemination, each of which are discussed in turn below.

For **internal** purposes, this dissemination strategy provides members of the RECODE consortium with an effective and efficient blueprint to follow in disseminating the work and results of RECODE. Internal communication will itself be conducted via email, monthly teleconferences, periodic face-to-face meetings (around other workshops). Shared documents (including administrative project documents, case study data and reports and publications) are stored in Dropbox, giving all partners access at all times. The project website has both internal and external audiences in mind.

The **external** objectives of the RECODE dissemination strategy are (from the Description of Work):

Elaborate the consortium's strategy for dissemination activities and engaging stakeholders.

That is the purpose of this deliverable. It will be reviewed throughout the project in order to assess the effectiveness of different dissemination activities. The dissemination strategy will provide the means and platforms for stakeholders to interact with one another and discuss the project's findings and recommendations. To this end, it will suggest and explore a variety of means to improve RECODE deliverables.

Identify and engage stakeholders throughout the course of the project in order to ensure that the results of the project are applicable and appropriate to stakeholders.

The RECODE dissemination strategy provides the basis for engaging with stakeholders through a stakeholder identification, analysis and interaction process. The intent here is to create an impact that will last beyond the end of the project by making the results of the research known to those who could benefit from them (i.e., our identification of the issues, opportunities and challenges surrounding the open access to research data in Member States, across different disciplines, and what this means for EU policy and the framework to be used in the future for supporting open access to research data). This will enable RECODE to strengthen the research and knowledge base of stakeholders by facilitating the presentation of the work and results of RECODE precisely and effectively to as wide a stakeholder audience as possible.

This objective implies identification of a wide stakeholder audience, compilation of a contact list to whom we can send information about RECODE and its findings, and development of differentiated and targeted communication approaches for different categories of stakeholders.

As part of WP 6.1 we have developed a stakeholder taxonomy. Parallel to, and based on this, we have started to compile a contact list. Here we have identified individual stakeholders representing all the stakeholder groups in the taxonomy. The list contains individuals and groups important for the project goals. It has started out as a list of people in the networks of each of the project partners and will be expanded throughout the project and will be used for maintaining contact with stakeholders.

Establish and maintain the project's website.

Trilateral had the project website up and running by the RECODE kick-off meeting. The website will be the main point of reference for external communication. Specific details relating to the website can be found in D 7.2 – The project website.

Prepare and translate press releases and selected other materials for dissemination to the media and other stakeholders as many Member States as possible.

In addition to disseminating project results to interested and relevant stakeholders, RECODE also seeks to engage a diverse array of stakeholders from all different categories, including policy makers, public authority representatives, the media, industry, system operators, civil society organisations and citizens, throughout the project. In order to do so, we will use the project deliverables, the research reports and case studies, as a basis for discussion with a broad range of stakeholders electronically, in interviews and face-to-face in workshops, the outcomes of which are also expected to contribute to the consortium's research and analyses. The dissemination strategy will enable stakeholders to provide feedback on the project's deliverables, which will feed into the project at its various stages.

Effective dissemination results in the establishment of contacts and interconnection of networks – a legacy that often outlives the project. The RECODE dissemination strategy therefore aims to identify and establish contacts with other relevant projects and studies, to increase awareness of the consortium's work and research results, apprise them of RECODE and enable the integration of the range of research activities about open access to research data in Europe and in the world at large. A further objective of the strategy is to facilitate collaboration among different groups of stakeholders to enhance uptake of the project's results and integration of different and diverse end-user knowledge. The consortium will place particular emphasis on facilitating this collaboration, establishing important links and closely integrating with other organisations carrying out similar or related research and analysis. This integration and collaboration effort will not only strengthen the research and knowledge base for the research activities carried out in RECODE, but also open up possibilities of enhancing future cooperation. It is important to distinguish between groups of stakeholders, and their different interests, across countries, disciplines and institution type.

Prepare scientific journal articles and conference presentations.

Members of the RECODE consortium will prepare articles and presentations for academic audiences, across a range of disciplines, as the issue affects all fields of research. Conference presentations are an opportunity to interact with academic stakeholders, and to receive feedback on our results.

3 OVERVIEW OF THE DISSEMINATION PROCESS

The RECODE dissemination process has two parts: 1. strategy and assessment, and 2. implementation. Strategy and assessment itself has two elements – the dissemination strategy and plan, and the efficacy of dissemination. Implementation also covers two aspects: execution, plus the measurement and tracking the progress of the dissemination strategy. The process is illustrated below:

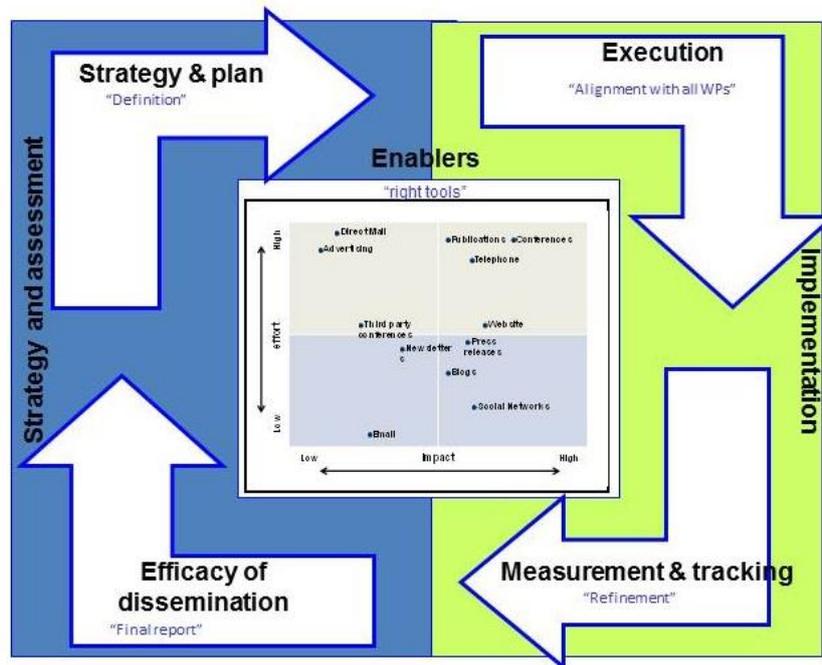


Figure 1: Dissemination strategy process overview

This document presents the initial agreed dissemination strategy and plan. This strategy and plan will be continually monitored, updated and reported upon during the course of the project. This monitoring will be based on key performance indicators (see section 6 for a detailed explanation of the key performance indicators identified by the consortium). In this sense, it will be a living document that evolves with and over the course of the project's duration, learning from the project's dissemination experiences and adapting to its changing needs. The final dissemination deliverable (D 7.4) will be a final dissemination impact report produced at the end of the project (month 24).

4 STAKEHOLDER ENGAGEMENT

Stakeholder engagement is key to the success of any initiative. One of the principal tasks of RECODE is to define and agree upon stakeholder categories that will provide an initial point of reference for the dissemination strategy. However, these categories may be updated and redefined as the project progresses.

The project's work plan includes various dissemination activities. A key task is identifying individual stakeholders, creating a taxonomy of stakeholders and analysing their stakeholder motivations (i.e., their interests, needs and drivers). This task will form the basis of engaging stakeholders through interviews, focus groups, workshops and other means throughout the project and will ensure that the consortium's analyses, findings and recommendations are based on realistic stakeholder contexts, interests and drivers.

4.1 IDENTIFICATION OF STAKEHOLDERS AND USERS

One of the tasks in the RECODE project is to identify the stakeholders of the Open Access movement with a special focus on stakeholders interested in or affected by open access to research data. Therefore, we have created a stakeholder taxonomy where we have categorised the stakeholders we have identified. Alongside this we have tried to map the motives and interests associated with each group. By doing so, we will clarify why certain players are more interesting to reach and engage with for formulating recommendations targeted at different stakeholders in support of the Commissions policies.

We have taken and freely used stakeholder theory from the business management sector. The originator of stakeholder theory, R.E. Freeman (1984) has defined a four-step process to identify, classify, prioritise and integrate stakeholders¹. Step one is already underway, and involves identification of all possible stakeholders, and maintaining an up-to-date list. Step two is devoted to understanding the needs and interests of the stakeholders and classifying them into meaningful groups based on their stake and influence. Steps three and four concerns integrating and communicating and acting with stakeholders.

Stakeholder theory suggests that if we think about and analyse the relationship between an enterprise and the groups and individuals who can affect or are affected by it, then we have a better chance to deal with problems. There will be limits to how successful such an approach can be, but by using stakeholder theory you can test these limits by creating as much value as possible for all stakeholders.

Twenty major stakeholder groups have been identified. Each of these stakeholder groups can have one or more of four affiliations: Government, The Public, Industry or Mass Media. Government affiliation is further divided in four sub-levels: EU, National, Local and CSOs. In addition, every stakeholder group can have one or more of five roles: Funder, Creator, Disseminator, User or Curator.

Some of the stakeholder groups can be divided into sub-groups. There are eight sub-groups and the numbers after the stakeholder groups relate to one or more possible sub-groups. Tables 1-2 summarise the different groups and sub-groups, and our reasons for communicating with them.

¹ Freeman, R. E., *Strategic Management: A Stakeholder Approach*, Pitman Press, Boston, 1984.

Government	EU	National	Local	CSO
Data centres	Yes	Yes	Yes	Yes
Members of Parliament	Yes			
National libraries		Yes		
Policy makers	Yes	Yes		
Projects	Yes	Yes	Yes	Yes
Research councils	Yes	Yes	Yes	Yes
Research institutes	Yes	Yes	Yes	Yes
Scholarly societies	Yes	Yes		
Special libraries		Yes	Yes	
Universities/Academies		Yes	Yes	

Table 1: Public agencies by level

Stakeholder affiliation & group	Why we want to reach stakeholders
Members of parliament and policy makers	<ul style="list-style-type: none"> • To inform them about policy issues addressed by the consortium • To engage them in a dialogue about open access to research data • To invite them to consider recommendations made by the consortium, notably with regard to options for enhancing open access to research data • To encourage academic organisations and researchers to conduct further research in regard to the issues of concern raised by the project, especially in relation to their own research practices • To support discussion on infrastructure issues
Research funding agencies	<ul style="list-style-type: none"> • Engage in dialogue about how research funding policies can be adapted to foster open access to research data • Encourage universities, libraries and data repositories to adopt RECODE guidelines
Libraries & data repositories <ul style="list-style-type: none"> - National libraries - Institutional repositories - University libraries 	<ul style="list-style-type: none"> • Engage with policy issues addressed by project and possible methods of implementation • Provide feedback on/insight into current barriers to open access to research data • Act as advocates for open access to research data at institutional level (policy) and end-user level (practice)
Civil society organisations <ul style="list-style-type: none"> - CSOs - Advocacy groups - Citizen science groups 	<ul style="list-style-type: none"> • To encourage civil society to lobby policy-makers to consider the recommendations made by the consortium. • To raise awareness of the possibilities for using research data in campaigns & citizen science • To encourage CSOs to raise the awareness of their

	<p>members in regard to the issues of concern to the RECODE consortium.</p> <ul style="list-style-type: none"> • To raise the awareness and understanding of the public with regard to open access to research data, and how it can be used to support policy. • To encourage the public to lobby their political leaders in support of the consortium's recommendations.
Universities & research institutes	<ul style="list-style-type: none"> • Enable researchers to participate in dialogue around open access to research data • To develop and implement guidelines developed by RECODE
Mass media <ul style="list-style-type: none"> - Journals/newspapers - Social media/blogs - TV/video media 	<p>To encourage the media to</p> <ul style="list-style-type: none"> • raise public awareness and understanding of open access to research data. • prompt policy-makers to support the consortium's recommendations.
Industry <ul style="list-style-type: none"> - Industry associations - Service providers - Standards organisations - Publishers - Suppliers 	<ul style="list-style-type: none"> • To inform them about policy issues addressed by the consortium • To engage them in a dialogue about open access to research data, its use and re-use and potential value for innovation • To invite them to consider recommendations made by the consortium • To support discussion on usability and standards

Table 2: Stakeholder types and relevance to RECODE

The RECODE consortium has jointly worked towards identifying relevant stakeholders in each of the identified key categories. Partners are compiling a list of contacts and networks and this will be maintained on an on-going basis. In doing this, the consortium will act appropriately to protect personal data and the data rights of the stakeholders.²

4.2 STAKEHOLDER ANALYSIS

An understanding of stakeholder interest, motivations and drivers is essential for effective dissemination and prioritisation. Understanding stakeholder motivations will enable the consortium to effectively engage, communicate with and promote future dialogue between different stakeholders. Indeed, the combination of the stakeholders' relevance to RECODE and motivations will help the consortium define targeted communication strategies for different groups of stakeholders (see section 6.3 for targeted communication). Stakeholders are often varied and heterogeneous, with different levels of interest or power. As such, Wright and Cairns present the following graphical representation of stakeholder interest and power³:

² Stakeholders must be informed of the use of their data and offered an opt-out mechanism every time an e-mail is sent, as well as at the end of the project.

³ Wright, George, and George Cairns, *Scenario Thinking: Practical Approaches to the Future*, Palgrave MacMillan, Houndmills, Basingstoke, Hampshire, 2011, p. 92.

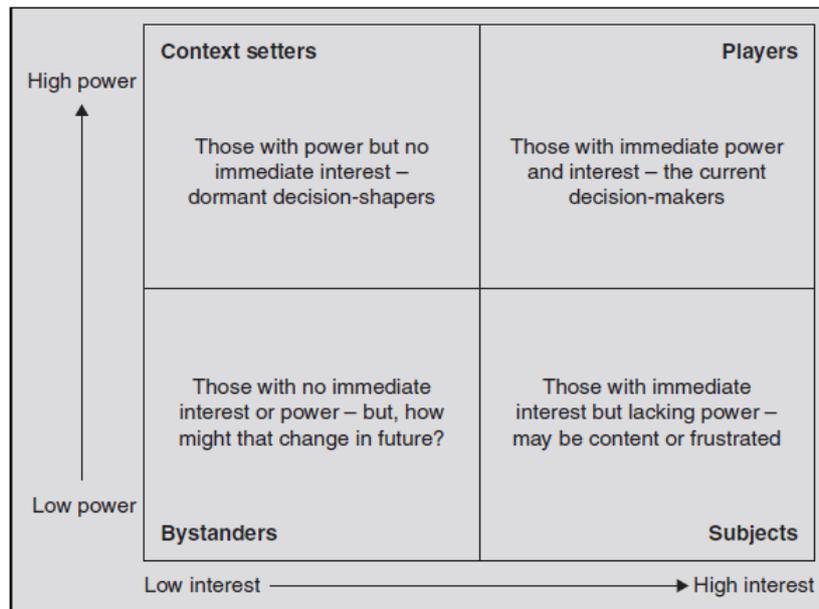


Figure 2: Wright and Cairns' stakeholder framework

This framework is useful not only for understanding where stakeholders might be located in terms of interest and power, but it provides a way to understand how RECODE may wish to impact upon particular groups of stakeholders, or even particular individual stakeholders. For example, RECODE may wish to encourage specific organisations or individuals to become more interested in open access to research data by demonstrating how these issues may affect them. Alternatively, RECODE may seek to give an interested but relatively powerless stakeholder, such as a citizen science group, the knowledge base to better interact with policy makers and formal research actors regarding open access to research data.

Identifying stakeholders in each of the case studies is underway. Each case study will have its own configuration of stakeholders, and this will be taken into account in the further refinement of the dissemination strategy. Interviews for the case studies will themselves contribute to our understanding of the interests and motivations of stakeholders. Furthermore, we may adjust our understanding of these motivations through conducting the case studies that are part of RECODE research, and through the various stakeholder workshops that will be held.

Despite clear differences between stakeholder categories, some stakeholder interests and barriers overlap. This is not surprising since stakeholders exist in relationship with one another and often share ecosystems. An effective stakeholder engagement strategy should seek to address their interests whilst attempting to overcome some of the barriers they experience. Furthermore, stakeholder engagement strategies can seek to integrate stakeholder views in a way which enables stakeholders to view issues from one another's standpoint, which can also reduce barriers and undermine inhibitors.

5 DISSEMINATION TOOLS

5.1 APPLICABILITY OF DISSEMINATION TOOLS TO RECODE

The dissemination of the results of RECODE will take several forms and use a variety of media. Some activities are expected to have a greater impact than others, and thus, their value in relation to the aims of the project may differ. Here we evaluate the use of different media, analysing their effectiveness from additional perspectives by looking at the richness of the medium used versus the cost of that medium.

Media richness: impacts the ability to have a significant emotional and rational impact on the person you are aiming to reach. In some cases, media richness is not terribly important, where simple factual details are required. Where complex ideas need to be communicated, and a call to action issued, the richness of the media becomes more critical.

Media cost: impacts the practical ability to deliver the messages, and this cost might be financial or time-based, but ultimately, this measure speaks to the practicality of a medium for the identified purpose.

The following chart illustrates the expected impact of key dissemination tools employed by RECODE.

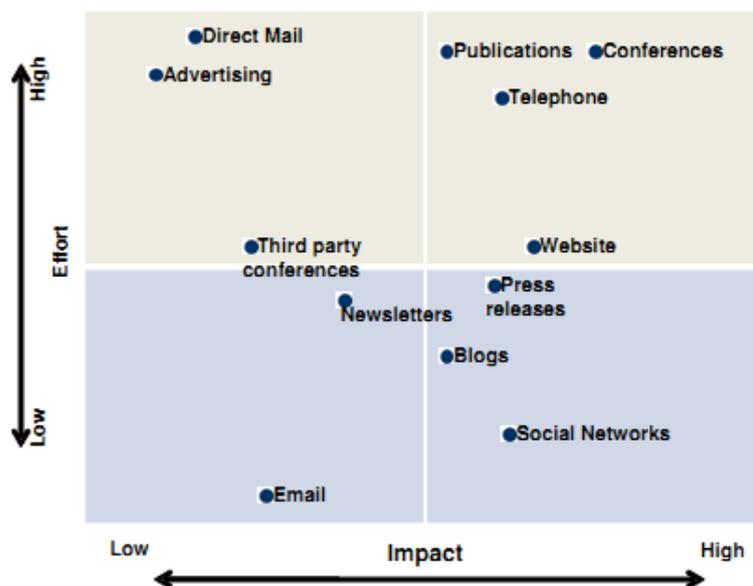


Figure 3: Media impact

We analyse each of these dissemination tools below:

1. Project website

The project website is one of the main sources of information about the project available to most stakeholders. The website was established immediately at the start of the project (Deliverable 7.2) and will be maintained for at least one year after the project ends.

The RECODE website can be accessed via the World Wide Web at the following address: <http://www.recodeproject.eu>. The website is divided into seven sections: Home, Partners (with information about individual partners), Research (work plan and deliverables), Events (RECODE events as well as related events), Resources (other initiatives or projects), Outreach, and Contact. It is designed to be informative yet uncomplicated with clear language to ensure wide communication with diverse categories of stakeholders and external audience.

The website will contain deliverables produced as part of the RECODE project as well as other dissemination and communication items aimed at stakeholders, such as press releases, a project brochure, conference presentations and links to news articles in which the RECODE project has been mentioned.

In order to assess how well the website is reaching stakeholders and acting as a source of information, the website will use standard web traffic analysis tools to track the number of visitors and similar metrics over the life of the project. The website will be continually updated throughout the course of the project, and thus will act as a dynamic and up-to-date source of information for stakeholders interested in open access to research data.

Outcome measure: website hits, page views, deliverable/document downloads, comments received, requests for information received.

2. Personal communications – e-mail & telephone

One of the primary means of stakeholder outreach in RECODE will be via e-mail to inform interested parties about events and activities. While e-mail is a cheap and easy form of communication, its effectiveness is not always clear. We will also use email to distribute a newsletter to all stakeholders that draws attention to RECODE highlights.

The telephone remains a quick and easy means of contacting stakeholders. In the context of RECODE, telephone contact is envisaged to target the media and stakeholders from other projects.

Outcome measure: e-mail responses, expansion of network of contacts, numbers of outgoing and incoming calls.

3. RECODE flyer & poster

A short flyer and a poster will be prepared (Deliverable 7.3) by the end of Month 4 (May 2013). It will contain a brief description of RECODE and its objectives and partners. It will be distributed at events attended by RECODE partners in order to increase visibility of RECODE, and expand our network of contacts. Appendix A contains the current version of the poster.

Outcome measure: number of flyers & posters printed and distributed, number of events where they are displayed and/or distributed

4. Newsletter

The RECODE consortium has decided to produce a newsletter every 6 months (in months 6, 12, 18 & 24). This will highlight key results and activities. It can be easily distributed to our mailing list of stakeholder contacts, to be forwarded to others, who can then contact us for

further information. All newsletters will be archived on the “Outreach” section of the website.

Outcome measure: number of contacts to whom the newsletter is sent, number of requests to join mailing list after receiving it from third parties.

5. Publications: Journal articles

Journal articles are a resilient and broad-based dissemination tool. The consortium partners will cement the impact of their dissemination activities by preparing and publishing formal reports and scientific articles in open access, peer-reviewed journals. These will ensure that RECODE has a long-lasting impact beyond the project duration, particularly in relation to academic discourse in the area.

RECODE has drawn up an initial list of journals relevant to project topics. This list is not exhaustive, but is simply meant to convey the breadth of publications to which RECODE findings may be relevant:

Ethics and Information Technology; First Monday; Information, Communication & Society; The Information Society; Minerva; New Media & Society; Research Policy; Science & Public Policy; Science, Technology & Human Values; Social Studies of Science; LIBER Quarterly, D-LIB; Nature (news section); case study specific journals

Other potential journals will be sourced through the Directory of Open Access Journals.

Outcome measure: number of journal reports and scientific articles submitted and published, type of journal (industry, academic), journal impact factor (although these vary considerably by field) and circulation.

6. Publications: Policy papers

The consortium will publish policy papers presenting the results from the research undertaken in a format tailored towards relevant European policy makers and open access practitioners. Key results and policy recommendations will also be targeted at the scholarly and professional associations related to particular case study domains, such as the Institute of Biology, as well as funding agencies. The policy papers will be distributed in hard copy at various events and published in electronic form on the project website.

Outcome measure: number of policy papers issued, feedback received.

7. Media communications and press releases

As part of its dissemination strategy, the consortium will prepare a project narrative and issue media communications and press releases for the Community Research and Development Information Service (CORDIS) Wire, the communications department of the European Commission and possibly different EU Member States and a selection of national media such as radio, television, particularly 24-hour news channels. These aim to elicit participation and generate interest in RECODE and related events, draw attention to published reports or drive interested parties to sources such as the project website and make them a useful tool in support of other engagement and dissemination strategies.

In addition to English, press releases will be prepared in major European languages for distribution to the media and other stakeholders on completion of specific project milestones and publication of deliverables.

The consortium will develop a project narrative that will be used as a baseline for external communications by all partners.

Outcome measure: number of press releases circulated, number of media communications issued, number published, media interviews, geographical scope and range of publication, media used, size of distribution list.

8. Workshops

Workshops are an essential knowledge dissemination means. Consortium partners will use workshops to discuss, present and deliberate project related matters and findings. Two workshops are provisionally scheduled for September (in Sheffield) and October (in Athens) 2013. These workshops will be used to solicit expert feedback on RECODE deliverables, and to enable stakeholders to interact with one another.

Outcome measure: number of workshops conducted, number of participants, range of stakeholders represented, participant feedback.

9. Presentations at external events & conferences

Conferences are a means of developing national and international connections with governmental, advocacy or academic opinion leaders, and engaging in a direct, face-to-face communications and discourse. The consortium partners will prepare and deliver papers, slide show presentations and lectures at seminars, relevant events and selected international conferences, such as the World Social Science Forum (in Montreal, October 2013), and the conference of MEDOANET (Mediterranean Open Access Network). A list of conferences to be targeted will be developed throughout the course of the project, with the aim of achieving a good disciplinary and national spread.

Consortium partners will participate in key workshops and conferences throughout the course of RECODE about open access in order to increase project visibility and sharing of results as well as to build the RECODE contact list as a result of such networking activities. We will also liaise with on-going EU projects related to open access, such as OpenAIRE, OpenAIRE plus, Europeana and MEDOANET.

The RECODE consortium will organise a final conference for up to 100 stakeholder representatives at which it will present a draft of the final report. The consortium will decide upon 50 key stakeholders it wishes to invite to the final conference whose travel expenses will be reimbursed. The final conference will be held within EKT/NHRF's planned biennial International Conference on Open Access 2014, which will focus on Open Scientific Data and will take place in Athens in December 2014.

Outcome measure: number of conference papers and presentations, number of conference workshops, type and size of conference, conference attendance.

10. Social media, including Twitter & blogs

Online social networks are another potentially useful dissemination tool and channel. The RECODE consortium believes this is a good means of outreach to the public. RECODE results may be disseminated through popular social networks such as LinkedIn or Twitter. The project will take advantage of the well-established social media channels of partners,

e.g., LIBER already has a LinkedIn Group with 1500 members. The majority of members (36%) are from the library sector, but the group also reaches the education and research sectors (18%). Twitter is a particularly useful way at engaging participants at events and in increasing the impact and visibility of such events. RECODE workshops and events will have their own Twitter hash tags. A twitter account has been registered, as:

https://twitter.com/RECODE_Project

We have decided not to use Facebook, given the long lead time to establish an effective Facebook group.

Blogs help to publicise project effort and results and may be particularly effective in reaching particular, younger audiences. As part of its media engagement, the consortium will target relevant research blogs to disseminate project knowledge. Blogs targeted at particular disciplines, as well as partner blogs will be used to promote and facilitate a dialogue around the project activities. Important blogs about scholarly communication include:

- Scholarly Kitchen (<http://scholarlykitchen.sspnet.org/>)
- Open Knowledge foundation (<http://blog.okfn.org/category/open-data/>)

Outcome measure: number of members/followers, network page views, page comments, mentions, re-tweets, blog posts, blog post views, feedback

5.2 ASSESSMENT AND MAPPING OF TOOLS TO PROJECT ACTIVITIES

We next assess the various dissemination tools outlined above in relation to the stated objectives of the RECODE dissemination strategy. For this, we employ the following criteria:

Dissemination activity selection criteria	
Appropriate	Suitable for a particular stakeholder segment.
Effective	Capable of eliciting a strong response or call to action from the particular stakeholder segment.
Targetable	Capable of direction to a stakeholder segment.
Economical	Disseminating the deliverable efficiently both operationally and technically without burdensome aspect or cost.
Measurable	Capable of being measured and distinguishable with reasonable amount of effort and accuracy.

Figure 4: Dissemination activity selection criteria

We present an analysis using these criteria of the dissemination tools to be used in RECODE in the table below:

	Appropriate	Effective	Targetable	Economical	Measurable	Selected
Project website	√	√	√		√	√
Personal communication	√	√	√	√		√
Flyer & poster	√	√	√			√
Newsletter	√	√	√	√	√	√
Academic Publications	√	√		√	√	√
Policy papers	√	√	√			√
Media & press releases	√	√		√		√
Workshops	√	√			√	√
Presentations at external events & conferences	√	√	√		√	√
Social media & blogs	√		√	√	√	√

Table 3: Criteria based analysis of dissemination tools

Content creation: Relevant content, to be disseminated through the selected tools, will be developed within each WP as core deliverables by the partners responsible for the WP.

Localisation of content: To ensure a broad geographic reach, key content developed will be localised and disseminated by project partners within their geographic networks of contacts.

5.3 MAPPING OF TOOLS TO STAKEHOLDER GROUPS

We next map the selected tools to RECODE stakeholder groups. The following table outlines the main means that the consortium will use to target specific stakeholder categories.

Stakeholder type	Primary means of reaching them
<u>Government</u> <ul style="list-style-type: none"> • Policy makers at European and Member State level • Members of the European Parliament and national parliaments • Regulatory authorities 	E-mail Newsletter CORDIS Project website Workshops, the final conference
<u>Libraries & institutional repositories</u>	Journal articles Conferences Email Website Newsletter Workshops Social media
<u>Academia</u> <ul style="list-style-type: none"> • Universities • Research institutes • Think tanks 	Journal articles Conferences E-mail Project website Workshops

Stakeholder type	Primary means of reaching them
	Social media
<u>Civil society organisations</u>	E-mail Press releases & newsletter Project website Workshops Social media
<u>The media</u>	Press releases Project website final conference Blogs Telephone
<u>The public, incl. citizen scientists</u>	Project website Workshops Social media

Table 4: Mapping of tools to stakeholder groups

This table demonstrates that different communication strategies are best suited to different stakeholder groups. Therefore, as project deliverables become available or as events or research exercises are undertaken, the consortium will consider which stakeholder groups the deliverable (or event or research exercise) is most applicable to and will publicise the activity using those means. Towards the end of the project, we will pay particular attention to preparing guidelines for different stakeholder groups, and disseminating them accordingly. In the final report on dissemination, due at the end of the project, we will reflect on the success of our dissemination activities by looking at the outcome measures for each of the tools. For events organised by RECODE we will conduct evaluations after the event by sending questionnaires to participants.

5.4 DISSEMINATION TIMETABLE

The following illustrates the dissemination activities of the project based upon a month-by-month delivery schedule. The scheduling of these activities is closely aligned with key project deliverables. Some activities (e.g. e-mail and press releases) intensify pre and post key deliverables. These time frames should be regarded as indicative.

Dissemination activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
Dissemination strategy/reporting	Green	Green	Red	Green						Green							Green						Green	Red	
Project website	Green	Green	Red	Green																					
Flyer & poster			Green	Red																				Green	
Project conference																							Green	Green	Green
Journal publications	Green						Green	Green	Green	Green										Green	Green	Green	Green	Green	
Policy papers										Green	Green	Green	Green								Green	Green	Green	Green	
Press releases																								Green	
Newsletter						Green																			
Workshops										Green															
Presentations at external events									Green																
Social networking & blogs						Green											Green	Green	Green						
Personal communication																							Green	Green	Green

Table 5: Timetable of dissemination activities

(notes: red blocks indicate deliverable due dates, and green blocks indicate expected peak activity; exact timing of presentations at external events is unknown)

5.5 EXECUTION OF THE DISSEMINATION STRATEGY

Trilateral Research & Consulting will lead the execution of the dissemination strategy. However, all consortium partners will make significant contributions to its full and effective implementation.

There are four deliverables associated with the dissemination strategy (lead partner indicated in brackets):

- Deliverable 7.1 – Dissemination strategy, due at the end of Month 3, to be reviewed in Months 10 & 17 (KNAW)
- Deliverable 7.2 – Website, due at end of Month 3, but already up and running from kick-off meeting (TRI)
- Deliverable 7.3 – Flyer & poster, due at end of Month 4 (CNR-IIA)
- Deliverable 7.4 – Report on dissemination activities, due at end of Month 24 (TRI)

Table 6 summarises the contributions by partner, with lead partners highlighted in grey.

Task number	Description	TRI	KNAW	USFD	LIBER	EKT	CNR-IIA	BTH	AUP	Total
7.1	Dissemination strategy	0.25	2			0.5	1	0.5	0.25	4.5
7.2	Website – establish & maintain	4								4
7.3	Journal articles & conference presentations	1	1	1	1	1	1	1	0.5	7.5
7.4	Mass media					2	1			3
7.5	Final conference	0.25	0.25	0.25	0.25	2.5	0.25	0.25	0.25	4.25
7.6	Report of dissemination activities	1	0.5	0.5		0.5				2.5
Total		6.5	3.75	1.75	1.25	6.5	3.25	1.75	1	25.27

Table 6: Distribution of dissemination work amongst RECODE partners

All partners will contribute to the publicising of RECODE findings and the production of dissemination materials such as journal articles, press releases, policy briefs, etc. as well as the translation of these materials into different European languages.

6 CONCLUSION

This dissemination strategy provides the RECODE project with a solid framework against which to begin disseminating project results and activities. The RECODE consortium will use this as an initial strategy which will be further reviewed, revised and updated as dissemination materials and specific strategies are evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with stakeholder interests and barriers. This document, and more importantly the dissemination strategy, will be revisited in months 10 and 17 in light of experience. RECODE poses particular challenges for effective dissemination, given the variety of stakeholders involved. However, we have already made good progress in identifying stakeholders, and their own challenges. Consortium members have a wide range of experiences in all of the different dissemination tools that we have identified.

APPENDIX A – RECODE POSTER

RECODE

Policy RECOMMENDATIONS for Open Access to Research Data in Europe

RECODE partners are:

- Triton Research & Consulting
- Humanities
- Library of Theology
- European Union
- Research Data Alliance
- National Research Council of Italy
- Blekinge Institute of Technology
- Amsterdam University Press

RECODE will leverage existing networks, communities and projects to address challenges within the open access and data dissemination and preservation sector, and produce policy recommendations for open access to research data based on existing good practice.

The open access to research data sector includes several different networks, initiatives, projects and communities that are fragmented by discipline, geography, stakeholder category (publishers, academics, repositories, etc.) as well as other boundaries. Many of these organisations are already addressing key barriers to open access to research data, such as stakeholder fragmentation, technical and infrastructural issues, ethical and legal issues, and state and institutional policy fragmentation. However, these organisations are often working in isolation or with limited contact with one another.

RECODE will provide a space for European stakeholders interested in open access to research data to work together to provide common solutions for these issues.

RECODE will culminate in a series of over-arching policy recommendations for a policy framework to support open access to European research data targeted at different stakeholders and policy-makers.

<http://recodeproject.eu/>
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