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WP 2: Dissemination strategy

Brussels, 20 March 2012

General Meeting

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ARROW Plus is a Best Practice Network
selected under the ICT Policy Support
Programme (ICT PSP)



ARROW Plus objectives

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1. Enhance the ARROW system
2. Increase number countries using ARROW
3. Asses use of ARROW for visual material

WP 2 General Objectives

- Promote understanding and use of ARROW;
- Enable users involved in rights clearance to understand benefit of using ARROW in their work;
- Ensure demand-driven development of ARROW through stakeholder involvement;
- Build stakeholder network for dissemination and implementation purposes;
- Increase awareness within digital library value chain of the benefit of using ARROW;
- Disseminate project results; broaden number of ARROW users

Target groups

- Library communities
 - ▣ Libraries and catalogue bodies,
 - ▣ EUROPEANA and its partners

- Rightholders and their bodies
 - ▣ Authors and their associations
 - ▣ Publishers and their associations
 - ▣ CMOs, in particular RROs and visual arts CMOs

- Book trade suppliers
 - ▣ Book trade supply chain
 - ▣ BIPs
 - ▣ Book standard communities (ONIX, ISBN, ISTC, ISNI, DOI, ACAP)

Target groups

- Government institutions
 - ▣ European Parliament
 - ▣ European Commission
 - ▣ National governments with a focus on pilot countries

- Defined institutions and bodies outside Europe

Dissemination strategy 1st phase (M5-M17)

FOCUS: Explaining the system and its use to the potential users and promoting ARROW and its enhancements for its wider uptake

Objectives:

- a) Enhance understanding of the benefits of using ARROW
- b) Help to increase the uptake of ARROW
- c) Lay foundation for implementation of the ARROW business model
- d) Disseminate information to various stakeholder groups

Methodology

- Work with input of the WP contributors and MB
- Present ARROW & ARROW Plus at events
- Disseminate information with the aim to increase number of countries using ARROW

WP2 and its contributors

- AIE, FEP, KB, EDItEUR, ICCU, EWC and EVA
- Regular conference calls
- Working on:
 - ▣ Champions programme
 - ▣ Network building
 - ▣ Dissemination activities
- Ensures feedback from relevant partners

RESULTS

The ARROW Website:

- Revamped website (end of 2011): reorganised and new information added
- A more product/service oriented site
- More clear split between ARROW as a system and ARROW as a project (ARROW Plus)

<http://www.arrow-net.eu>

RESULTS

- ARROW period (available data from December 2009, until 31 March 2011): 18,132 visits & **59.29% new visitors**
- ARROW Plus: 1st April – 30 November 2011 (before revamping) 10,900 visits & **58.79% new visitors**
- December 2011- February 2012 (after revamping): 4,301 visits & **65.91% new visitors**

RESULTS

New information material:

- ARROW system and ARROW Plus factsheets
- ARROW system and ARROW Plus leaflets
- ARROW demo presentation
- Press dossier

RESULTS

Network building

- Guidelines for national groupings (D2.2),
 - ▣ handed over to WP3 for implementation

- IFRRO assistance to WP 3 on the RRO domain

- Description of ARROW (Plus) networks and how
 - ▣ they can serve as the basis for information exchange
 - ▣ further development and implementation of ARROW

RESULTS

Events (demos/presentations)

- ARROW at meetings with government representatives and key decision makers
- ARROW at book fairs and stakeholders events
- ARROW at partners' main events
- ARROW at key digitisation related events

Phase 2: M18-M30

Wider deployment and use

- Objective:
 - *“create demand” for ARROW services via existing network; bring Arrow results into existing discussions*
- Focus on promoting:
 - *How can*
 - *ARROW help communities of interest?*
 - *users get value from using ARROW?*
 - *Effect of ARROW “Less work than without ARROW”*

Phase 2: M18-M30

- *Target groups:*
 - ▣ *Libraries,*
 - ▣ *Book trade supply chain;*
 - ▣ *book standard community;*
 - ▣ *CMOs;*
 - *RROS*
 - *Visual arts community*

Phase 2: M18-M30

- ARROW at existing events
- Final ARROW conference
- ARROW on the mass media and relevant publications/channels

What we need from you?

- Events
- Information on ARROW related matters
 - ▣ Orphan Works
 - ▣ Legislation
 - ▣ Digitisation projects
- Be active user and promoter of ARROW website
 - ▣ Public home page
 - ▣ Intranet – “Partners Only”

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FURTHER INFORMATION

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