WP 2: Dissemination strategy

Brussels, 20 March 2012
ARROW Plus objectives

1. Enhance the ARROW system
2. Increase number countries using ARROW
3. Assess 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”
FURTHER INFORMATION

VERALIAH BUENO

IFRRO
Rue Joseph II 9-13
B1000 Brussels
Belgium

Tel  +32 2 234 62 60
Fax  +32 2 234 62 69

veraliah.bueno@ifrro.org

http://www.arrow-net.eu