

D2.4 Report on Relevant Networks

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EXECUTIVE SUMMARY

PURPOSE OF THE DOCUMENT

The document describes the relevant networks on which ARROW Plus can build, as well as how they can be developed and maintained for the purpose of the project. It includes the streamlining of existing networks of:

- national libraries
- books in print
- RROs (Reproduction Rights Organisations)
- authors and publishers associations
- national Arrow groupings

It also looks at liaison with Europeana, its stakeholders and relevant projects supporting Europeana, as well as other relationships with potential users located in and outside Europe.

RELATIONSHIP WITH OTHER DOCUMENTS

This document is not dependent on other documents

STRUCTURE OF THE DOCUMENT

The first chapter of the document focuses on the description of the networks created by the different categories of project partners. ARROW Plus can build on to gather and disseminate information.

The second chapter focuses on how to use existing networks to gather and disseminate the information on ARROW Plus.

The third chapter describes how WP2 can build on the national groupings network.

The last chapter describes the different networks ARROW Plus partner should address their communication to present the ARROW and its further development with ARROW Plus. It identifies 3 layers: national level, European level and potential users.

1. Introduction

According to the description of the work, network building should serve three purposes:

- To help WP leaders and coordinators to acquire feedback on the implementation of ARROW Plus , including new developments, latest activities, etc.
- Once the information has been given to WP2, the WP2 leader should coordinate and disseminate it so there is a shared level of knowledge on the development of ARROW Plus. Disseminated information goes to the partners but also to supporters and participants in the national groupings.
- Finally, the building of the network should help to promote ARROW Plus and ensure its long-term sustainability by guaranteeing the support of governments and EU institutions, and the interest of potential users.

In short, it means there are two flows of information:

- One that goes to the WP2 leader. The information that flows to WP2 will be channelled via the partners and the national groupings.
- One directed towards partners and their members, members of national groupings, European Union institutions, potential partners and institutions and governments

2. Description of Existing/Relevant Networks

2.1 Book and journal publishers (FEP),

2.1.1 Description of the members of the network, main activities and organizational relationship to the partner concerned

The Federation of European Publishers (FEP) is an independent, non-commercial umbrella association of book publishers associations in the European Union. FEP represents 27 national associations of book and journal publishers of the European Union and of the European Economic Area. FEP is the voice of the great majority of publishers in Europe. Founded in 1967, FEP deals with European legislation and advises publishers' associations on copyright and other legislative issues. It informs its members of all the relevant policy developments at EU level and represents their interests toward the EU institutions. Its members, national associations of publishers, represent in turn the interests of individual publishers toward the national institutions, and through FEP they express their views also at European level.

2.1.2 Coverage in EU, EEA countries and Switzerland

FEP has members in all EU countries except Latvia, Slovakia and Malta, and has members in Norway and Iceland (not in Lichtenstein and Switzerland).

2.1.3 Coverage in relation to countries involved in ARROW Plus and the ARROW pilots

FEP has members in all the pilot countries and in all the countries involved in ARROW Plus, except for Latvia.

2.1.4 Possibilities to develop contacts to be included in the network in countries where there is no member of the network today

Latvia has two publishers associations; FEP has already collaborated with one in the past and is doing so with the other one in the framework of the Arrow Plus project. In general, it can engage in active collaboration with the associations in Latvia.

2.1.5 Evaluation of the strength of the network assessed on the basis of representativeness

FEP has members in the large majority of EU and EEA countries, and in all but one of the Arrow pilot and Arrow Plus countries. In each of them, the members of FEP represent a large majority of publishers. The network is therefore very strong in terms of representativeness.

2.1.6 Information on and assessment of the possibility to make use of the network, as set out in the objectives and purposes of the ARROW Plus networks

As publishers are one of the main stakeholder groups involved in ARROW the existence of a strong network of their representatives serves the purposes of the project very well. FEP regularly informs its members of the progress of the project and is actively engaged with those who are partners of the project themselves, as well as with those based in the countries involved. FEP also uses periodic meetings to disseminate information about Arrow to its members.

2.1.7 Work form

FEP disseminates information to its members as a group and individually, if required. FEP members gather 4 times a year for meetings, and FEP reaches out to them also once a year at the Frankfurt Book Fair. In these occasions, FEP will inform its members on the Arrow project. FEP has a link on its website to the Arrow website and updates its members via its regular newsletter. FEP maintains particularly close contacts regarding Arrow in the pilot countries and in those where its members are national reference partners.

FEP members in turn will disseminate information about the project through their national contacts and channels.

2.1.8 Time frame for completing the network to include all relevant countries where this is not immediately possible because there is no member in the country;

An active collaboration has been already undertaken in the country where there is no member of the network.

2.1.9 Current use of the members in the network for purposes similar to the one required for ARROW Plus

FEP and its members use already their network for exchanging information, top-down, bottom-up and across countries.

2.1.10 Name of the partner person responsible for the liaison with the WP2 leader.

Enrico Turrin

2.2 Authors (EWC)

2.2.1. Description of the members of the network, main activities and organizational relationship to the partner concerned

The European Writers' Council currently has 60 members consisting of national and trans-national authors associations, representing professional writers and literary translators in all genres. The main activities include but are not limited to:

- The advocacy of authors' rights in all its dimensions (copyright, moral, economic and social rights, working conditions, fair agreements)
- The defense and promotion of linguistic diversity (including lesser known, spoken/written languages)
- Promoting cultural diversity and exchange of ideas, within national boundaries and across cultures, languages and countries
- Support to strengthen the value of reading and literacy
- Promotion of the role of authors' works in education at all levels and of different kinds (i.e. life-long-learning)
- The preservation and access to knowledge and cultural heritage

Authors' associations work in close collaboration with the publishing value chain, and also with collective management organisations (CMOs). CMOs receive mandates from authors/members who entrust them with specific licensing. EWC is an associate member of IFRRO, the Work Package leader.

2.2.2. Coverage in EU, EEA countries and Switzerland

EWC's membership covers all European Union countries except the Czech Republic.

- Active founding members include Switzerland, Norway, and Iceland.

- Equally important is the fact that EWC members include national associations of writers in Croatia (Candidate Country), Turkey, Belarus.

2.2.3. Coverage in relation to countries involved in ARROW Plus and the ARROW pilots.

EWC membership covers all countries of both ARROW Plus and ARROW pilots.

2.2.4. Possibilities to develop contacts to be included in the network in countries where there is no member of the network today

EWC have worked with authors' associations in countries where it has no members, such as Montenegro, the Former Yugoslav Republic of Macedonia, Bosnia and Herzegovina, and Serbia. EWC can easily and promptly work with specific countries where it has no members, since these also include part of its international collaboration.

2.2.5. Evaluation of the strength of the network assessed on the basis of representativeness;

At the European level, EWC is the largest network for authors' associations.

2.2.6. Information on and assessment of the possibility to make use of the network as set out in the objectives and purposes of the ARROW Plus networks;

Given that authors are key to the existence of works within the scope of the ARROW Plus networks, the project benefits substantially from using EWC's networking resources to ensure the support of its objectives.

2.2.7. Work form

EWC will inform periodically all our members about the progress made.

EWC will set up a special section in our website for ARROW Plus, to give the latter a high visibility amongst the cultural and other players visiting our website in search for news about authors' issues.

EWC will establish a special communication channel directly with the members in the ARROW pilot countries.

EWC will conduct conference calls and meetings with our members in the ARROW pilot countries.

EWC members in the pilot countries will disseminate the project activities through their national channels including newsletters, reports, presentation in their events and assemblies, and will communicate with other stakeholders at national levels (i.e. national libraries, CMOs, etc.)

2.2.8. Time frame for completing the network to include all relevant countries where this is not immediately possible because there is no member in the country;

This is done. EWC has informed their members in the relevant countries.

2.2.9. Current use of the members in the network for purposes similar to the one required for ARROW Plus

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2.2.10 Name of the partner person responsible for the liaison with the WP2 leader.

Dr. Myriam Diocaretz, Permanent Secretary-General

2.3 EVA

2.3.1 Description of the members of the network, main activities and organizational relationship to the partner concerned

EVA represents 25 European collecting societies for fine art and photography. EVA represents the interests of these organisations and of the authors whose rights they manage. Close to 60.000 painters, illustrators, photographers, designers, architects, photographers and other visual authors are members of EVA societies. All EVA members are CISAC (The International Confederation of Authors and Composers Societies) members. EVA is an associate member of IFRRO and an official observer of WIPO.

2.3.2 Coverage in EU, EEA countries and Switzerland

EVA has members and observers in Ireland, UK, France, Germany, Portugal, the Netherlands, Belgium, Estonia, Latvia, Lithuania, Spain, Italy, Slovakia, Hungary, Czech Republic, Denmark, Sweden, Finland, Austria, Switzerland, Norway and Iceland.

2.3.3 Coverage in relation to countries involved in ARROW Plus and the ARROW pilots

EVA has members in most countries covered by the ARROW Plus project to the exception of Bulgaria, Greece, Poland and Romania.

2.3.4 Possibilities to develop contacts to be included in the network in countries where there is no member of the network today

EVA has contact with authors' organisations in further EEA countries; participation in the ARROW network should be subject to prior inquiries on technical standards.

2.3.5 Evaluation of the strength of the network assessed on the basis of representativeness

The members of EVA are working in close cooperation and regular international exchange. They are the strongest representative of visual authors in their representation and management of author's rights.

2.3.6 Information on and assessment of the possibility to the make use of the network as set out in the objectives and purposes of the ARROW Plus networks

Within the frame of ARROW Plus, EVA gathers its members and additional contacts in visual authors' organisations in meetings and interviews. It disseminates information about ARROW through its information channels, ie. through the web site.

2.3.7 Work form

Interviews, questionnaires, conference calls, information stand at bookfairs shared with CEPIC and information podium presentation.

2.3.8 Time frame for completing the network to include all relevant countries where this is not immediately possible because there is no member in the country

Throughout the entire running time of ARROW Plus.

2.3.9 Current use of the members in the network for purposes similar to the one required for ARROW Plus

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2.3.10 Name of the partner person responsible for the liaison with the WP2 leader.

Carola Streul

2.4 Libraries (The European Library)

2.4.1 Description of the members of the network, main activities and organizational relationship to the partner concerned

The European Library is the gateway to all of Europe's national libraries. It plays a unique role in providing the union catalogue of Europe i.e. the national catalogues and bibliographies of all of Europe's national libraries, as well as metadata to their digital content. The European Library is now expanding to incorporate the content of Europe's research libraries, positioning itself as the libraries aggregator for Europeana.

The European Library and Europeana are linked extremely closely, both strategically and operationally. This will position The European Library as a bridge between Europeana and ARROW.

- The European Library is currently owned and managed by CENL (Conference of European National Librarians). The Chair of CENL is also the Chair of the Europeana Foundation
- The Director of The European Library is also the Executive Director of Europeana Foundation
- The General Manager of The European Library is a member of the Senior Management Team of The European Library and Europeana

- The General Manager of The European Library is an Officer of the CCPA (Council of Content Providers and Aggregators) of Europeana and is responsible for the Legal Core Working Group of the CCPA
- The General Manager of The European Library is a member of the Board of the Europeana Foundation

The European Library sits at the heart of the libraries domain in Europe:

- The European Library is the coordinator of the Europeana Libraries project, which will establish The European Library as the libraries aggregator for Europeana. The key partners in this project are LIBER (Association of European Research Libraries), CERL (Consortium of European Research Libraries), The European Library and Europeana Foundation
- Through the Europeana Libraries project, national and research libraries are establishing a best practice network and will work together on a single aggregation infrastructure. They will launch a new portal to the expanded content and promote it by means of a shared marketing and communications plan. This will promote services across Europe's libraries and to end users
- The total size of the network is well over 400 libraries, distributed across all of the Council of Europe states.
- IPR issues are a part of the Europeana Libraries project; this work is being led by Professor Charles Oppenheim of Loughborough University, an expert on legal issues. A meeting is planned to bring together representatives from Europeana Libraries, ARROW and Europeana.

The European Library's marketing and communications plans will be published in November 2011, as a deliverable in the Europeana Libraries project:

- One communications plan is aimed at libraries and librarians, the other aims at end users of The European Library service
- Promotion of the ARROW system will be a core element of the marketing and communications plan for libraries
- The European Library will promote ARROW to libraries and libraries, offer training and provide a set of resources aimed at raising awareness and demonstrating the benefits of the ARROW system.

2.4.2 Coverage in EU, EEA countries and Switzerland

The European Library covers all the countries of the Council of Europe, 47 states in all. Our partner networks, LIBER and CERL, also cover the states of the Council of Europe.

2.4.3 Coverage in relation to countries involved in ARROW Plus and the ARROW pilots

All countries are covered that are relevant to ARROW Plus.

2.4.4 Possibilities to develop contacts to be included in the network in countries where there is no member of the network today

The European Library is able to leverage its network of national libraries across Europe. Working with LIBER, CERL and Europeana, we are able to reach out to an extensive network of research libraries – well over 400 in total.

2.4.5 Evaluation of the strength of the network assessed on the basis of representativeness

The European Library has all of the national libraries within its network, therefore making it extremely representative. Likewise, LIBER and CERL have a wide membership base from across the Council of Europe states.

2.4.6 Information on and assessment of the possibility to the make use of the network as set out in the objectives and purposes of the ARROW Plus networks

The combined network of the libraries domain (The European Library, LIBER, CERL and Europeana Foundation) have extensive opportunities to promote ARROW and these are detailed in the joint Communications Plan, which lists the main channels by which librarians and libraries can be reached. These include conferences and meetings, written communications such as newsletters and journals, as well as appropriate social networks.

2.4.7 Work form

Promotion and information dissemination about ARROW will be an integral part of The European Library's communication activities, as detailed in our Communications Plan.

2.4.8 Time frame for completing the network to include all relevant countries where this is not immediately possible because there is no member in the country

The network of The European Library is already mature, having been in place since 2005. It reached all 47 states of the Council of Europe in 2008.

2.4.9 Current use of the members in the network for purposes similar to the one required for ARROW Plus

As detailed above, there are many synergies between the dissemination work for ARROW Plus and other dissemination activities in The European Library. These will be fully exploited.

2.4.10 Name of the partner person responsible for the liaison with the WP2 leader.

Friedel Grant (Friedel.grant@kb.nl).

2.5 National libraries networks/ catalogues

2.5.1 Description of the members of the network, main activities and organizational relationship to the partner concerned

The European Library has close links with libraries networks at national level, whose data it aggregates at European level. An example is ICCU, Istituto Centrale per il Catalogo Unico. ICCU is the Central Institute of the Ministry of Cultural Heritage and Activities in Italy.

In order to improve the knowledge of bibliographic collections as well as simplify user access, the Institute promotes and coordinates the development of bibliographic databases and cataloguing activities. The Institute as National Agency for bibliographic control is responsible for the production and the diffusion of standard rules and regulations for cataloguing of all types of materials ranging from manuscripts to multimedia documents.

The Institute promotes and coordinates cataloguing, digitisation and standard activities. Examples include:

- “National Library Service” (SBN) is the network of Italian libraries of more than 4600 libraries (nationals, regionals, locals, privates, university).
- The Union catalogue is a database of over 11 million bibliographic descriptions (titles) and over 3 million authors. <http://opac.sbn.it/opacnew/opac/iccu/free.jsp>
- “Internet Culturale” is a multi-lingual portal, which promotes knowledge and use of the Italian cultural heritage <http://www.internetculturale.it/opencms/opencms/it>
- “Anagrafe delle biblioteche italiane” is the directory of Italian libraries, with more than 17.000 libraries <http://anagrafe.iccu.sbn.it/index.html>
- “Culturalitalia” is an ever-growing collaborative network of public and private institutions. It allows access to all of the Italian digital cultural resources, libraries, archives, museums, archeological sites, historical villas, monuments, etc. <http://www.culturalitalia.it/pico>

2.5.2 Coverage in EU, EEA countries and Switzerland

2.5.3 Coverage in relation to countries involved in ARROW Plus and the ARROW pilots

- The coverage is mainly at national level. At EU and EEA countries the Institute is in charge and is partner of several European projects. These include:
- LINKED HERITAGE. Coordination of standards and technologies for the enrichment of Europeana <http://www.linkedheritage.org>
- INDICATE (International Network for a Digital Cultural Heritage e-Infrastructure) <http://www.indicate-project.eu/>
- DC-NET, *Digital Cultural Heritage Network* <http://www.dc-net.org>
- Michael Culture Association. It supports the Minerva network of European professionals working on digital cultural heritage, participates in major European initiatives and promotes and develops the Michael portal <http://www.michael-culture.eu>

2.5.4 Possibilities to develop contacts to be included in the network in countries where there is no member of the network today

ICCU, as a partner of international projects and as a member of international committees, can develop contacts to be included in the network. These include:

- World Digital Library (WDL) <http://www.wdl.org/en>
- VIAF: The Virtual International Authority File <http://viaf.org>
- Europeana: <http://www.europeana.eu/portal>
- Permanent Unimarc Committee (PUC): which has as its primary objective to control the UNIMARC format in accordance with the Universal Bibliographic Control principles
- IFLA: Standing Committee Cataloguing Section
- CERL: Consortium of European Research libraries. Promoting Europe's cultural heritage in manuscript and print
- EBLIDA: European Bureau of Library, Information and Documentation Associations <http://www.eblida.org>
- AIB Associazione Italiana Biblioteche: the professional association of Italian librarians <http://www.aib.it>

2.5.6 Information on and assessment of the possibility to make use of the network as set out in the objectives and purposes of the ARROW Plus networks

- Dissemination of Arrow and ArrowPlus projects to SBN libraries through a mailing list of about 5,000 mail addresses
- Organization in cooperation with the Italian Publishers Association of a workshop and a meeting on the project; a technical meeting with some representative of libraries and a workshop open to a wide audience
- Promotion of Arrow and ArrowPlus in Italy through on-line professional lists

2.5.10 Name of the partner person responsible for the liaison with the WP2 leader

Patrizia Martini (ICCU)

2.6 RROs (IFRRO)

2.6.1. Description of the members of the network, main activities and organizational relationship to the partner concerned

The International Federation of Reproduction Rights Organisations (IFRRO) is the main international body which links together members of the copyright community in the print and publishing sphere worldwide. Currently IFRRO membership totals 131, with 76 RROs, and 55 bodies representing authors and publishers nationally, regionally and internationally in all relevant categories of creation and publishing in the text and image based works sector.

IFRRO has a number of important links with key bodies such as WIPO, UNESCO, EU institutions and regional intergovernmental bodies in Africa, the Asia Pacific, Caribbean and the Americas.

IFRRO's mission statement, purpose and tasks may be summarised as follows:

- Increase the lawful use of copyright materials, and eliminate unauthorised copying, by promoting efficient collective management by RROs which complements rightholders' own activities.
- Foster the creation of new RROs, facilitating agreements and information exchange between members, and raising awareness of copyright and of the activities of RROs.
- Provide legislative and operational support for members, and disseminate up to date information concerning the positive impact of collective management on a well-functioning society.

2.6.2 Coverage in EU, EEA countries and Switzerland

IFRRO has members in almost all 27 European Union countries, with the exception of Latvia, Estonia, Cyprus, Malta and Bulgaria. IFRRO has members in EEA countries and in Switzerland.

2.6.3 Coverage in relation to countries involved in ARROW Plus and the ARROW pilots

IFRRO has members in all countries involved in ARROW Plus and ARROW pilots, with the exception of Bulgaria and Latvia. Nevertheless, IFRRO has had a constant and long-term relationship with contacts in both countries

2.6.4 Possibilities to develop contacts to be included in the network in countries where there is no member of the network today.

Bulgaria has currently 2 RROs. IFRRO is in permanent contact with both RROs and clarification on the potential partner should come in the coming months. Latvia is currently in the process of creating an RRO, and IFRRO is assisting them.

2.6.5 Evaluation of the strength of the network assessed on the basis of representativeness

IFRRO has a strong network in most of the European Countries as it does not only count on RRO members but also on national associations of authors or publishers.

2.6.6 Information on and assessment of the possibility to the make use of the network as set out in the objectives and purposes of the ARROW Plus networks

IFRRO has a number of Fora, working groups and committees that can be used to further disseminate information. In particular, IFRRO has a European group that addresses all EU matters and a list of EU contacts. This list is used to exchange information, and to help IFRRO in disseminating its messages.

2.6.7 Work form

- IFRRO will disseminate information to its members on a collective or bilateral basis as required.
- IFRRO has a link on its website to the ARROW website.
- IFRRO's European Group meets physically twice a year and receives regular email updates on the latest issues and developments.
- IFRRO's EU contact network provides national information to IFRRO and supports IFRRO in disseminating information.
- Under the ARROW Project, IFRRO has created an IFRRO RRO Group. This group is chaired by CEDRO, Centro Español de Derechos Reprográficos.

2.6.8 Time frame for completing the network to include all relevant countries where this is not immediately possible because there is no member in the country

IFRRO is currently working on this issue. The completion depends on the formal approval of the RRO in Latvia, and the mandate given by authors and publishers to one RRO in Bulgaria.

2.6.9 Current use of the members in the network for purposes similar to the one required for ARROW Plus.

IFRRO already uses its network to collect and disseminate information.

2.7 Books in Print (Editeur),

2.7.1 Description of the members of the network, main activities and organizational relationship to the partner concerned.

There is no European Books in Print network as such, but most of the Books in Print providers are members of EDItEUR, the International trade standards body for the global book and serials supply chains, and of EDItEUR's ONIX for Books International Steering Committee which meets at the Frankfurt and London Book Fairs. The main activities are standards-related, discussing the development and implementation of ONIX for Books, the international metadata standard for book product description.

2.7.2 Coverage in EU, EEA countries and Switzerland

Books in Print providers in the following EU and EEA countries are members of EDItEUR:

- Belgium
- Denmark
- Finland
- France (inc. French speaking Switzerland)
- Germany (inc. Austria and German speaking Switzerland)
- Italy
- Netherlands
- Norway

- Spain
- Sweden
- UK and Ireland

2.7.3 Coverage in relation to countries involved in ARROW Plus and the ARROW pilots

The above list includes the Books in Print providers in France, Germany, Spain, and UK who are participating in the ARROW pilots. It does not include Greece or the countries involved in ARROW Plus that do not yet have Books in Print (Bulgaria, Hungary, Poland, Portugal, Latvia, Lithuania).

2.7.4 Possibilities to develop contacts to be included in the network in countries where there is no member of the network today

Contacts have already been made in all the above-mentioned countries as a result of ARROW Plus country visits. EDItEUR will invite representatives to attend their meetings at the Frankfurt Book Fair and encourage them to join EDItEUR in the future.

2.7.5 Evaluation of the strength of the network assessed on the basis of representativeness

The representatives of the organisations concerned tend to be fairly technical colleagues, since the main topics under discussion are standards-based. This makes the network very strong from the point of view of standards implementation.

2.7.6 Information on and assessment of the possibility to the make use of the network as set out in the objectives and purposes of the ARROW plus networks

The network is a strong force for standards implementation and for dissemination of information of interest to Books in Print providers but is not really appropriate for wider promotion and dissemination of ARROW Plus. However, EDItEUR's newsletter and website has a circulation beyond EDItEUR's membership and would be an appropriate channel for dissemination of more general ARROW Plus project news.

2.7.7 Time frame for completing the network to include all relevant countries where this is not immediately possible because there is no member in the country;

Potential new members have been identified and will be invited to join meetings of the group at the Frankfurt Book Fair in October.

2.7.8 Work Form

The group meets face-to-face twice a year and by email reflector whenever there are queries or information to share.

2.7.9 Current use of the members in the network for purposes similar to the one required for ARROW plus

The purpose of the group is to achieve consensus on the development and implementation of ONIX for Books and related standards

2.7.10 Name of the partner person responsible for the liaison with the WP2 leader.

Brian Green

3 Streamlining existing Networks

3.1 Partners:

Existing networks will help WP2 address the 3 purposes of Network building: provide information, communicate it and promote ARROW and the ARROW Plus project.

Six different groups of networks can be identified. The WP2 contributor responsible for the building and maintenance of the network is noted in brackets:

1. Book and journal publishers (FEP)
2. Authors (EWC)
3. Books in Print (Editeur)
4. Libraries (KB/TEL)
5. Catalogue institutions (ICCU)
6. RROs (IFRRO).

Each of the partners will build on their existing networks. Those responsible for the libraries and the catalogues will work together. Each of the partners will communicate information on ARROW Plus to their network, based on updated information that will be provided by WP2 leader.

The partners should update on their activities, especially if they participate in a conference to speak about ARROW Plus or have met someone from a public institution, etc.

WP2 also expects these groups to provide information on activities and events that could be used to promote ARROW.

Individual meetings might be organised between WP2 and the partners to exchange views. A conference call will also be organised every 6 weeks to coordinate actions.

3.2 Organisations members of ARROW Pilot

Another aspect of streamlining existing networks will be to use organisations that were involved in the ARROW pilot project. The experience they have gained is valuable for helping and mentoring new national groupings in participating in ARROW Plus. Their concrete involvement should be assessed on a case-by-case basis. This could include participation in workshops with national groupings.

4 Working with National groupings

The development of national groupings falls under the missions of WP3.

WP2 should streamline the communication with the national groupings.

Member organisation of national groupings will intervene at three levels:

1. Feeding information
2. Communicate information
3. Promote ARROW Plus and the ARROW system.

Within the national groupings, the national contact point or the communication person should be the one feeding into WP2 via WP3 leader.

The deliverable D2.2 will indicate to national contact points and communication persons to determine what information to share with the WP2 leader, and how to most effectively communicate that information.

WP2 will communicate directly with the national contact point, the communication person and the members of the group in coordination with WP3 leader.

5 Networks for the Promotion of ARROW

The promotion of ARROW should be done at European and national levels. It can also be directed at potential users.

5.1 At national level

Communication at a national level should be handled through national groupings. WP2, through its guidelines, should harmonise the message ensuring the corporate identity of ARROW Plus is consistent.

The national contact point or the communication person should identify relevant people within their government and institutions who could bring support to ARROW.

5.2 At European level

5.2.1 EU institutions

- a. Communication on the progress of ARROW should be targeted towards the European Commission, Members of the European Parliament and the Council. To this end, ARROW Plus partners should focus on organising regular demonstrations of its service and participating in relevant conferences. Concrete activities should be decided amongst the members on a regular basis. A conference call organised once every 6 weeks should help on deciding future activities and reporting on past activities.
- b. Relevant actors in EU institutions
 - EU Commission: DG Information Society, DG Internal Market, DG Culture and DG Enterprise.
 - European Parliament: Members of the Culture and legal Affairs committees, Assistants of MEPs and Policy advisors of political groups.
 - Council: the Presidency of the European Union (person in charge of culture, libraries) and the various Member States Permanent Representations (person in charge of culture, libraries)

5.2.2 Use of Europeana

Europeana and its network should also serve as a mean to provide and disseminate information on ARROW. In particular, participation in annual conferences such as the CCPA should be envisaged. This section shall be developed further with the suggestion of the partners.

5.3 Potential users

In the course of the development of the project, partners should consider how to promote ARROW amongst potential users; first by identifying potential users and then ensuring contacts and demonstration of ARROW are made.

