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EXECUTIVE SUMMARY

The present document is a deliverable of the pro-iBiosphere project, funded by the European Commission's Directorate-General for Communications Networks, Content and Technology (DG CONNECT), under its 7th EU Framework Programme for Research and Technological Development (FP7).

Within the WP5 "Dissemination, communication and public awareness", one of the project tasks aims at producing every year a report on the status and progress of dissemination activities carried out and planned by the pro-iBiosphere consortium.

The document is an update of the previous D5.2.1 report and addresses the work carried out regarding the various dissemination channels, as well as dissemination events and coordination activities in the second year of the project. It details the dissemination activities performed during the period M13-M24 while comparing their performance with the previous reporting period (year 1). At the end of the report, an impact section details the Key Performance Indicators (KPIs) of each dissemination activity implemented to better assess the performance.

1 – DISSEMINATION ACTIVITIES PERFORMED DURING THE SECOND REPORTING PERIOD

1.1 – Dissemination and communication tools

1.1.1 – Project documentation

1.1.1.1 Posters

During the reporting period, partners developed 5 posters promoting the pilot activities and one poster/flyer promoting the project Final Event (held in June 2014). The posters are available on the wiki in the pro-iBiosphere posters page¹ as well as on the website in the media centre page² along with other project dissemination materials.

These posters have been used for promoting project outcomes on the occasion of project events and external events and, in particular major ones, such as:

- BIH2013 (held in September 2013 in Europe)
- TDWG 2013 (held in October 2013 in Europe)
- ICT 2013 (held in November 2013 in Europe)
- pro-iBiosphere Final event (held in June 2013 in Europe)

1.1.1.2 Project brochure

A project brochure presenting the project's Open Biodiversity Knowledge Management System (OBKMS) and the ten key outputs of the project corresponding to the technical, legal and sustainability aspects of the OBKMS was developed in M22. The aim of this brochure was to (i) highlight the work done during the project period (outputs) and to (ii) ensure the sustainability of the project by disseminating this document to key stakeholders during the Final event and on the occasion of the participation of the project to external events. This brochure can be downloaded from the media centre page .

1.1.1.3 Press releases

Press releases have been published by partners announcing achievement of milestones and key deliverables. They have been disseminated through project dissemination channels, partners' organisations and external dissemination channels (e.g. other initiatives websites, EurekaAlert, European Commission websites). The list of published press releases is available on the wiki in the pro-iBiosphere press releases page³.

¹ http://wiki.pro-ibiosphere.eu/wiki/Pro-iBiosphere_Posters

² <http://www.pro-ibiosphere.eu/media/center/>

³ http://wiki.pro-ibiosphere.eu/wiki/Pro-iBiosphere_Press_releases

During the reporting period, the project published 6 press releases as compared to 1 press release in year 1:

- Recommendations for removing copyright hurdles to scientific research ⁴
- New species discovery, description and data sharing in less than 30 days ⁵
- Classical monographs re-published in advanced open access ⁶
- The Bouchout Declaration: A commitment to open science for better management of nature ⁷
- Successful outputs of pro-iBiosphere Final Conference and official launch of the Bouchout Declaration ⁸
- Next-generation global e-infrastructure for taxon names registry ⁹

1.1.2 – Project website

1.1.2.1 Website updates

The pro-iBiosphere website has been regularly updated with the latest project developments through the publication of news, new dissemination materials, scientific publications, reports, etc.

In the reporting period, 50 news items have been posted on the project website on project activities (events, pilots, contribution to events and articles) and on general announcements (new projects, other events, biodiversity research highlights) representing on average 5 news items posted by month (same statistic as for year 1). Among them, 11 items corresponded to event news.

As regards to the availability of documents and publications, 16 documents have been added to the website during the reporting period representing an increase of 7% from year 1.

Internal Communication Platform (ICP) updates

Only project partners (47 users) are registered to the restricted section (ICP) of the website. The ICP has been used among project partners to share useful documents, such as reports, presentations, posters, letters, meetings, etc. dissemination materials. New mailing lists and groups have been created to facilitate communication between project partners: (i) Financial, (ii) Project Assistants, (iii) Services, (iv) WP leaders.

The website will be maintained for at least 5 years after the end of the project in order to continue contributing to increase project dissemination and impact (as per the DOW).

1.1.2.2 Website statistics

The number of unique visitors (users) from the beginning of September 2013 until the end of June 2014 (pro-iBiosphere final event) was of 3 682, representing on average 368 unique visitors per month and a decrease from the last period (year 1) of -43%. This decrease could be partly explained by the fact that the statistics of the second period cover only 10 months (September-June).

⁴ http://www.pro-ibiosphere.eu/news/0_9_2013#4393

⁵ <http://phys.org/news/2014-03-species-discovery-description-days.html>

⁶ http://www.eurekalert.org/pub_releases/2014-06/pp-cmr061014.php

⁷ http://www.eurekalert.org/pub_releases/2014-06/pp-tbd060314.php

⁸ <http://ec.europa.eu/digital-agenda/en/news/bouchout-declaration-contribution-biodiversity-community-open-digital-science>

⁹ http://www.eurekalert.org/pub_releases/2013-11/pp-nge110413.php

The series of figures below (1 to 4) and tables (1 to 3) picture (i) the evolution of unique visitors per month, (ii) the new versus returning visitor, (iii) the source of traffic, (iii) the views per page and (iv) the country of origin of visitors.

Figure 1 details the evolution of unique visitors per month, which is quite stable with an average number of unique visitors of 368. However, some peaks can be noticed very likely corresponding to major project events held in (i) October 8-10 2013, (ii) and (iii) June 9-10 2014. As regards to the number of visitors in April 2014, this increase may correspond to the internal and external promotion of the pro-iBiosphere Final Event (see the online Final Conference report ¹⁰).

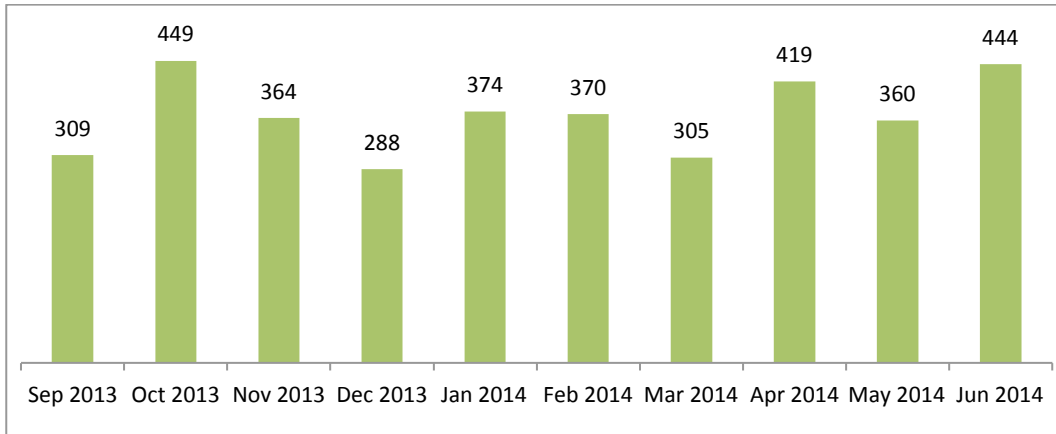


Figure 1. Monthly unique visitors to pro-iBiosphere website

In the reporting period, the number of returning visitors (56.8%) was higher than the one of new visitors (43.2%) as pictured in figure 2. Compared to year 1, there were more new visitors (+3%) which demonstrates the project website kept on attracting new visitors.

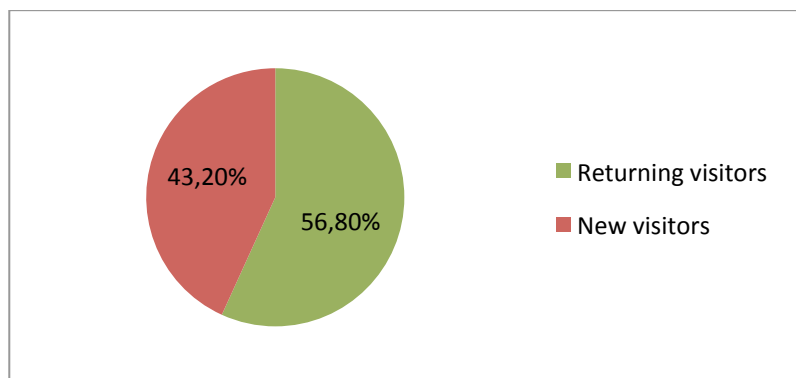


Figure 2. New vs. returning visitors to pro-iBiosphere website

Table 1 and Figure 3 present the source of traffic from other websites and search engines. As for year 1, visits from other websites mainly come from the project wiki (see Table 1).The second source of visitors' traffic is Twitter, which was not the case in year 1, showing the dissemination efforts and success of @proibiosphere account on Twitter in terms of outreach and awareness raising

¹⁰ http://www.pro-ibiosphere.eu/getatt.php?filename=pro-iBiosphere_WP5_Sigma_T5.3_Final_Conference_Report_V1.2_25062014_4703.pdf

during the reporting period. As regards to the visit from search engines (see Figure 3), the data is similar to year 1 with visitors accessing the website firstly through direct access, second via Google and then third via RSS news.

Table 1. Visits from other websites

No	Site name	Sessions
1	wiki.pro-ibiosphere.eu	459
2	Twitter.com	456
3	t.co	90
4	sigma-orionis.com	59
5	taverna.org.uk	50
6	Google.com	48
7	naturkundemuseum-berlin.de	44
8	semalt.semalt.com	42

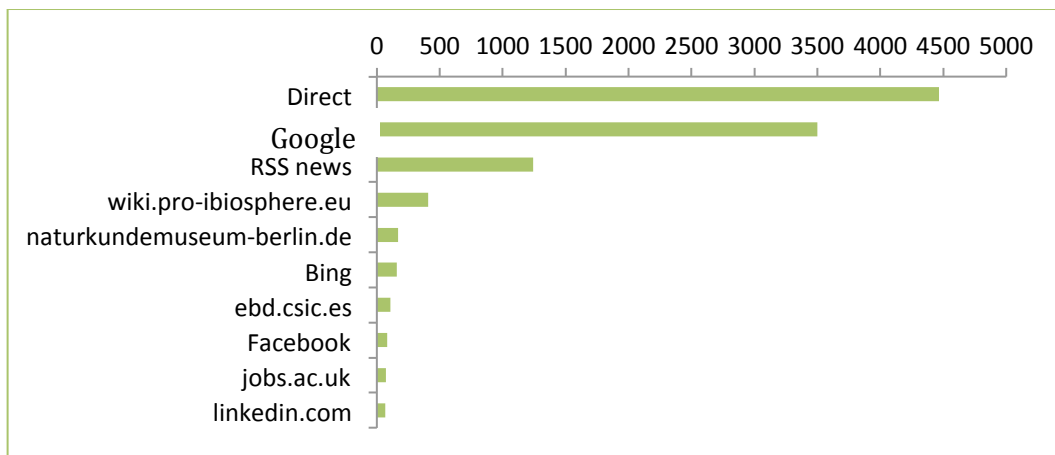


Figure 3. Visits from search engines

Table 2 shows the views per page. The average number of page views per month is 39 113.

Table 2. Views by page

Page Title	Page views	Unique Page views	% Total
pro-iBiosphere	18,923	9,090	N/A
pro-iBiosphere - News	6,634	3,156	33%
pro-iBiosphere – Main outcomes	1,510	646	7%
pro-iBiosphere - The project	1,502	830	7%
pro-iBiosphere - Results	1,357	714	7%
pro-iBiosphere - Work packages	1,248	650	6%
pro-iBiosphere - Events	1,056	574	5%
pro-iBiosphere - Partners	1,013	550	5%
pro-iBiosphere - Contacts	634	340	3%
pro-iBiosphere - pro-iBiosphere Final Event in Meise	587	364	3%
Other	4,649	2,820	23%
	39,113	19,734	

When looking at Figure 4 below, it can be seen that visitors to the pro-iBiosphere website are widespread all over all 5 major continents representing 88 countries in total. As for year 1, the majority of visitors are from Europe with the top 6 European countries representing 67% of visitors (see Table 3). North America accounts for 9% of total visitors which includes 7% of visitors from the USA.

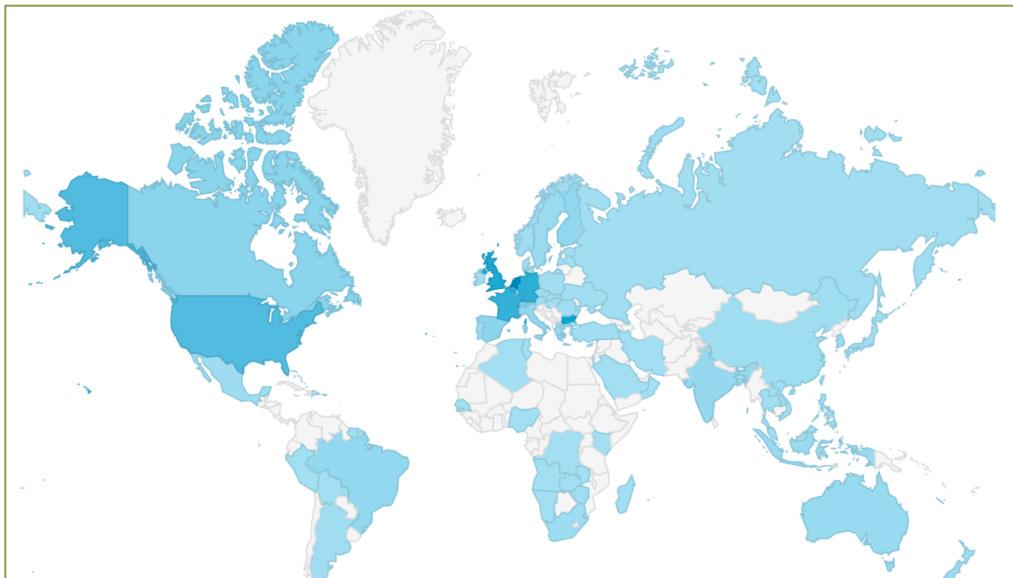


Figure 4. Map of visitors' location



Table 3 Visits by country

Country / Territory	Sessions	% Total	New Users
Netherlands	742	16%	201
Bulgaria	518	11%	136
United Kingdom	482	11%	379
Belgium	430	10%	199
Germany	424	9%	445
France	407	9%	230
United States	321	7%	309
Switzerland	149	3%	56
Canada	100	2%	172
Spain	94	2%	234
100% (88 countries)	4,506		3,682

1.1.3.1 Wiki updates

The project wiki, one of the major tools for project management and sharing of information between partners, has been regularly updated and used. Partners used it to update the status of their pilots, contribute to the update of tables such as contributions to events, publications and project posters. They also updated events pages such as agendas, lists of participants in real time, thus allowing the project stakeholders and event participants to share the latest developments of the project.

The wiki has also been used to list and make available project deliverables, milestones (and corresponding reports) for project follow-up and public dissemination. Together with the pro-iBiosphere website, it represents a major dissemination and informational channel for stakeholders to obtain updated and detailed information on project activities.

The wiki will be maintained for at least 5 years after the end of the project to continue contributing to project's dissemination and impact (as per the DOW).

1.1.3.2 Wiki statistics

Per June 2014, the wiki comprises 74 content pages, 623 registered users (having a login and password) and, among them, 15 active users (2%) representing project partners (see Table 4 below).

Table 4. Wiki statistics (per June 2014)

Page statistics	
Content pages	74
Pages (All pages in the wiki, including talk pages, redirects, etc.)	817
Uploaded files	358
Edit statistics	
Page edits since pro-iBiosphere was set up	8,068
Average edits per page	9.88
User statistics	
Registered users	623
Active users (list of members) (Users who have performed an action in the last 30 days)	15
Bots (list of members)	0
Administrators (list of members)	18
Bureaucrats (list of members)	17
Upload Wizard campaign editors (list of members)	13

1.1.3 Social Media

1.1.3.1 Social Media updates

Social Media have been widely used in the second project period to promote major project activities and events along with other information of interest for stakeholders (calls, events of interest, major biodiversity developments etc.).

The social media will be maintained for a minimum of 2 years after the end of the project.

1.1.3.2 Social Media statistics

The pro-iBiosphere Social Media group and account statistics have generally increased as compared to year 1 thanks to the promotional efforts displayed on the occasion of project events (use of Twitter hashtags, dissemination of the social media postcard), other events and online via the website and newsletter. Twitter and Facebook have been used intensively during the project period to increase the visibility of the project among the community and to attract new stakeholders to join the project activities and, in particular, the project Final event held in June 2014.

FACEBOOK

The total of likes of the project Facebook page is 120, representing an increase of 40% in comparison with the previous period. This rise can be explained by the more intense activity of the Facebook page and by an increase in posts by 403% as compared to year 1 with 634 posts posted in year 2. This intense activity is the result of the linking of the Facebook account with Twitter at year 2 so that tweets have also been posted on Facebook during the period. 75 pictures on project events have also been added to the Facebook page during the reporting period.

The pro-iBiosphere “Facebook fans” are located in Europe and other parts of the world such as the USA, Brazil, South Africa, India attesting to the global reach of the Facebook community. In comparison with the previous period, the statistics are similar. A noticeable difference with the previous period is the rise of Indian fans representing 3% of members. See Figure 5 below.

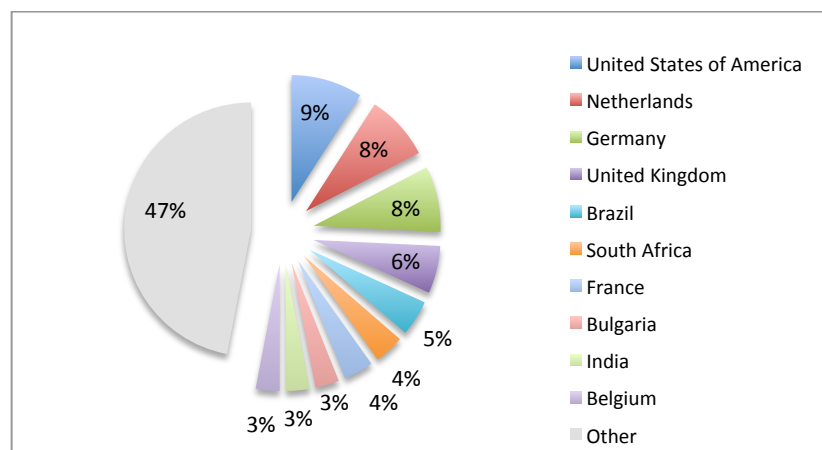


Figure 5. pro-iBiosphere Facebook “fans” location

TWITTER

To enable daily management of tweets and to improve the project’s visibility and the participation of the biodiversity community on Twitter, the project implemented a TweetDeck¹¹ tool in the second project period. TweetDeck is a social media dashboard application for the management of Twitter accounts to facilitate retweeting, scheduling of tweets, tracking of mentions and hashtagging, etc.

The following statistics can be reported for the project Twitter account for the reporting period:

- 630 tweets from the project representing an increase of 296% since year 1
- 288 Twitter accounts following pro-iBiosphere: increase of 188% since year 1
- 254 Twitter accounts followed by pro-iBiosphere: increase of 100% since year 1

This increase is partly due to the implementation of TweetDeck, partly to the use of specific hashtags (#pibber for Berlin meetings and #pibmei for the Meise meeting) to encourage participants to tweet during the sessions.

¹¹ <https://tweetdeck.twitter.com>

LINKEDIN

Per June 2014, there are 76 members of the LinkedIn project group representing an increase of 30% since year 1 (see Figure 6 below). This increase is likely to be the result of promotion of project social media during project workshops and external events through the dissemination of the social media postcard but also to an increase of discussions by 83% comparing to year 1 reaching a total of 22 discussions posted at year 2 corresponding to an average of 2 items per month.

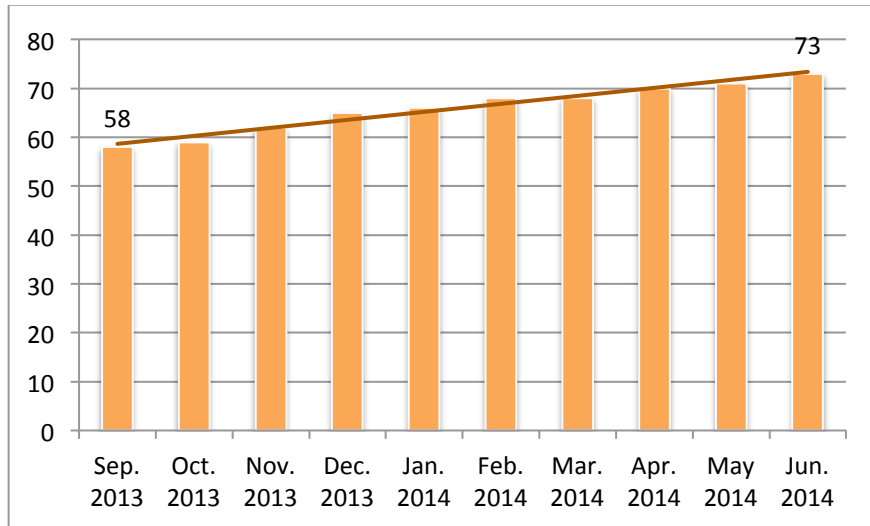


Figure 6. pro-iBiosphere number of LinkedIn group members

The typical profile of members of the pro-iBiosphere LinkedIn group, as for year 1, is a European researcher (26%) from a research organisation as pictured in Figures 7 to 9 below. Members occupying a position in Information Technologies (IT) represent 9% of total members and 10% of members are affiliated to either an IT or Computer software organisation. These statistics are similar to year 1 thus the profile of members has not changed much in the second period.

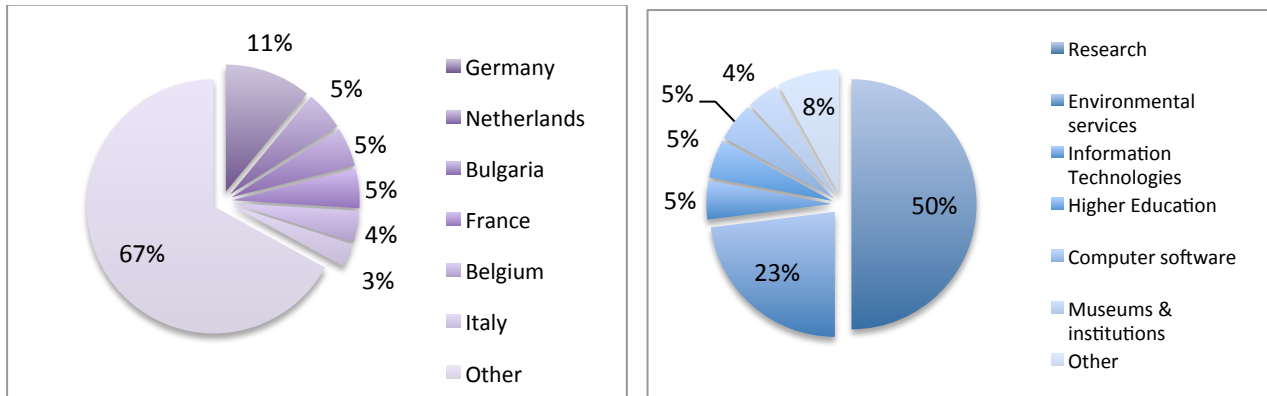


Figure 7. and 8. pro-iBiosphere LinkedIn group members' location and organisation

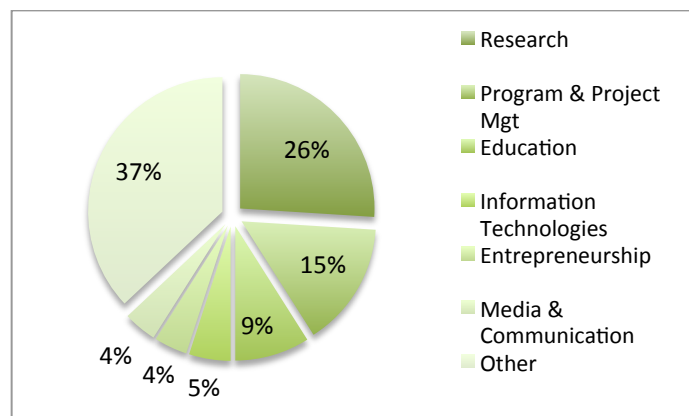


Figure 9. pro-iBiosphere LinkedIn group members' position

GOOGLE +

By the end of June, the number of pro-iBiosphere Google+ followers had not increased nor decreased. In the reporting period, there were 21 posts posted on Google +, representing 2 posts per month on average and 74 pictures added on project events.

Google + is a new tool, and hence, has not been much used among the biodiversity community in Europe. From the other biodiversity initiatives only one of them is present on Google + (EU-BON, see the social media strategy section in the previous deliverable D5.2.1). This fact may explain the lack of interactivity among the community through this tool.

1.1.4 – Electronic newsletters

The dissemination database, comprising all project stakeholders, has been regularly updated during the project period with project events participants, networking contacts made on the occasion of the participation to external events and new stakeholders contacting the project (see helpdesk services paragraph below). Per June 2014, the dissemination database contained 603 members, representing an increase of 50% of the number of contacts.

The project released a total of 3 newsletters in the reporting period. The newsletters have been sent to the members registered in the project database and are available in PDF format on the project website in the news section¹²:

- Newsletter #6 - September to December 2013
- Newsletter #7 - January to April 2014
- Newsletter #8 - May to August 2014

1.1.5 – Other communication tools

Helpdesk services have been provided to the community during the project period through different means including the info@pro-ibiosphere.eu contact email address, social media such as LinkedIn and Facebook and the project website. From September 2013 until June 2014, 24 requests have been received by the project, mainly via the info@pro-ibiosphere.eu contact address and the final-event@pro-ibiosphere.eu contact address created especially for questions related to the project Final.

1.2 – Dissemination of the project through outreach activities

1.2.1 – Summary of the partners' contributions to outreach activities

In the DOW, partners committed to contribute to at least 2 contributions on behalf of the project (either events, articles or both). In M24, all partners had reached this target and had made 2 or more contributions (see Table 5).

Table 5. Follow-up of partners' contributions for the whole project period (as of June 2014)

Partner	Other events	Publications
<i>FUB-BGBM</i>	1	1
<i>MfN</i>	4	-
<i>Naturalis</i>	12	3
<i>NBGB</i>	3	-
<i>Pensoft</i>	11	6
<i>Plazi</i>	6	4
<i>RBGK</i>	3	-
<i>Sigma Orionis</i>	2	-
TOTAL	32	10

¹² <http://www.pro-ibiosphere.eu/news/>

For partners' contributions related materials (presentations delivered, events agenda, articles, etc.) see the online wiki pages contribution to events¹³ and contribution to articles¹⁴.

During the reporting period, the project organised a total of 4 meetings and contributed to 19 external events and 8 publications (see sections 1.2.2 to 1.2.4).

1.2.2 – Partners' participation in events

Project partners participated in 19 events in the second reporting period (Sep. 2013 to Aug. 2014). Three of these events took place overseas (Ethiopia, Peru and Thailand) and 2 events were organised by the European Commission DG CONNECT (ICT 2013 and 2nd International Conference on Research Infrastructures). The contribution to events included the participation as speaker presenting key outcomes of the project, and/or networking activities with stakeholders like the dissemination of brochures or display of posters..

A total of 16 presentations on the project or mentioning the project have been presented at external events representing an increase of +167% when compared to the previous reporting period. This participation to external events and presentations of project activities and results contributed to the reach and visibility of the project and lead to an increase of stakeholders' awareness in among the EU e-Infrastructure community and beyond.

Some of these external events include:

- BIH (Biodiversity Informatics Horizon Conference) 2013 – Dissemination of pilot posters
- TDWG 2013 – Presentations of pro-iBiosphere given by project partners
- ICT 2013 – Hold a booth and organised a networking session on "What does the future hold for e-science and big data?" in collaboration with other e-Infrastructure projects. Dissemination of project brochures and networking activities.
- 2nd International Conference on Research Infrastructures – Dissemination of project brochures

¹³ http://wiki.pro-ibiosphere.eu/wiki/Partners%27_contribution_to_events

¹⁴ http://wiki.pro-ibiosphere.eu/wiki/Partners%27_contribution_to_articles

1.2.3 – Partners’ publication of articles

7 articles were published in the second project period:

- “*Eupolybothrus cavernicolus* Komerički & Stoev sp. n. (Chilopoda: Lithobiomorpha: Lithobiidae): the first eukaryotic species description combining transcriptomic, DNA barcoding and micro-CT imaging data” in the [Biodiversity Data Journal](#)¹⁵
- “Biodiversity research in the “big data” era: GigaScience and Pensoft work together to publish the most data-rich species description ” in [GigaScience](#)¹⁶
- “Scientific names of organisms: attribution, rights, and licensing” in [BioMedCentral](#)¹⁷
- “Providing instant access to data behind species discovery” in [GBIF news](#)¹⁸
- “Detailed mark-up of semi-monographic legacy taxonomic works using FlorML” in [Taxon, IAPT](#)¹⁹
- “Enriched Biodiversity Data as a resource and service” in [BiodiversityDataJournal](#)²⁰
- “Open exchange of scientific knowledge and European copyright: The case of biodiversity information” in [Zookeys](#)²¹

1.2.4 – Partners’ contribution to other dissemination activities

Project partners have also been promoting the project via other online channels, such as other websites (particularly those of other biodiversity initiatives), newsletters, mailing lists, etc. These other channels have been used in particular to disseminate project outputs (press releases), to promote project events (in particular the Final Event) and to report on project synergies with other initiatives (such as BioVeL). A table of partners’ contribution to other dissemination activities is available on the project wiki²².

1.2.5 – Project meetings

The list of project meetings is available on the wiki on the meetings page²³. During the reporting period, the project organised 4 meetings:

- Meeting #4 in Berlin from October 8-10, 2013: 4 workshops – **more than 60 participants**
- Meeting #5 in Berlin from February 10-12, 2014: 2 workshops – **more than 50 participants**
- Meeting #6 in Leiden from March 17-21, 2014: 1 hackathon – **more than 35 participants**
- Meeting #7 in Berlin from June 9-12, 2014: 1 workshop, 1 training, 2 demonstrations and 1 conference – **79 participants**.

¹⁵ <http://dx.doi.org/10.3897/BDJ.1.e1013>

¹⁶ <http://www.gigasciencejournal.com/content/2/1/14>

¹⁷ <http://www.biomedcentral.com/content/pdf/1756-0500-7-79.pdf>

¹⁸ Providing instant access to data behind species discovery

¹⁹ <http://www.ingentaconnect.com/content/iapt/tax/2014/00000063/00000002/art00014>

²⁰ <http://bdj.pensoft.net/articles.php?id=1125>

²¹ <http://dx.doi.org/10.3897/zookeys.414.7717>

²² http://wiki.pro-ibiosphere.eu/wiki/Partners%27_contribution_to_other_dissemination_activities

²³ <http://wiki.pro-ibiosphere.eu/wiki/Meetings>

1.3 – pro-iBiosphere Final Conference

The project Final Conference was organised in Meise (North of Brussels) on June 12, 2014 as one of the activities during the Final event. (workshops, demonstrations, trainings and poster sessions) on June 9- 12, 2014. The conference welcomed more than 75 participants, including 56 external participants. Fourteen key project stakeholders were invited to speak during the conference

After the event the participants were asked to take part in a survey. The outcomes of the survey (available in the event report) show a high satisfaction rate with 85% of respondents assessing the event as either excellent or very good. All respondents found an interest in participating; the majority of them made more than 5 useful contacts and would recommend the Final Conference to others (see the details in the event report).

A major output of the Final Conference has been the official signature ceremony and launch of the Bouchout Declaration²⁴ for an Open Biodiversity Knowledge Management System. The biodiversity community followed the launch online via Twitter, 50 tweets on @bouchoutdec have been tweeted and retweeted in 7 days representing an estimated reach of 60,180 accounts reached.

During the Final event (June 9-12, 2014), 350 project outputs brochures, 100 postcards and event flyers were disseminated. Seven posters presenting the project outputs (pilots) and 2 posters presenting the project objectives were displayed in a dedicated poster session on June 11.

A specific Final Event hashtag was created (#pibmei) to directly share inputs from project partners, speakers and external participants, resulting in more than 50 tweets about the Final Event, and 23 pictures shared on Twitter.

Following the conference, a press release on the Bouchout Declaration²⁵, a press release on the Event outputs and 7 articles were published on EurekAlert and other biodiversity websites and blogs. The event proceedings were added to the wiki and promoted online on the website and social media (Twitter, LinkedIn, Facebook, Google +).

For complementary information on the Final Conference (outcomes of the session, speakers and audience profile, event survey etc.) see the event report.

²⁴ <http://www.bouchoutdeclaration.org>

²⁵ http://wiki.pro-ibiosphere.eu/wiki/Pro-iBiosphere_Press_releases

2 – IMPACT OF ALL DISSEMINATION ACTIVITIES

To assess quantitatively the impact of all dissemination activities undertaken by the project during the reporting period, Table 6 shows a number of Key Performance Indicators (KPIs).

When comparing the indicators for year 2 with year 1, it can be noted that the project sustained its dissemination efforts while ensuring that content was available on the different dissemination channels (project website, wiki, social media, newsletters etc.). The project also increased its outreach activities (participation in other events, publication of articles, press releases, other dissemination activities such as synergies etc.). Following the revised social media strategy implemented at the end of year 1, particular attention was given to increase the available content and the interactions with stakeholders via social media, in particular Twitter. This resulted in an 296% increase in tweets, an 188% increase in followers and the extensive use of Twitter during the Final Conference activities, such as the launch of the Bouchout Declaration.

The project website kept on attracting new visitors (+3% versus year 1) while also enlarging its scope to countries outside of Europe. This was as the case with the social media tools, in particular Facebook.

Table 6. Impact of the different dissemination activities conducted by the pro-iBiosphere project

Types of activities	Impact measurement (for the reporting period)	Quantitative results (September 2013 - August 2014)
PROJECT DOCUMENTATION	<p>Flyers/brochures/postcards Number of copies printed and disseminated through project and external events and project partners' network</p> <p>Posters Number of copies printed and disseminated through project and external events and project partners'</p>	<p>350 of each</p> <p>26 posters</p>
SOCIAL MEDIA	<p>LinkedIn</p> <ul style="list-style-type: none"> - Number of members - Constituency of members <p>- Number of discussions</p> <p>Twitter</p> <ul style="list-style-type: none"> - Number of tweets - Number of followers - Number of following 	<p>74 (+30% vs. Y1)</p> <ul style="list-style-type: none"> • Research: 50% • Environmental services: 23% • Higher Education: 5% • Computer software: 5% • IT & services: 5% • Museums & institutions: 4% <p>22 (+83% vs. Y1), 2 per month</p> <p>630 (+296% vs. Y1)) 288 (+188% vs. Y1) 254 (+100% vs. Y1)</p>



	<p>Facebook</p> <ul style="list-style-type: none"> - Number of likes - Number of posts - Number of photos <p>Google +</p> <ul style="list-style-type: none"> - Number of +1 - Total number of consultations (Y1 + Y2) - Number of posts - Number of pictures 	<p>120 (+40% vs. Y1) 634 (+403% vs. Y1) 75</p> <p>30 (+0% vs. Y1) 10 260 21 (-60% vs. Y1) 74</p>
WEBSITE	<ul style="list-style-type: none"> - Unique visitors - Average number of unique visits per month - Percentage of returning visitors - Percentage of new visitors - Average visit duration - Number of pages per visit - Visits by country - ICP users - Number of news per month - Size of the dissemination database 	<p>3 682 (-67% vs. Y1) 368 (-70% vs. Y1) 58,6% (-2% vs. Y1) 43,2% (+ 3% vs. Y1) 3 minutes 24 seconds 5,07 Europe: 67%; North America: 9% 47 (+9% vs. Y1) 5 (+0% vs. Y1) 603 contacts (+50% vs. Y1)</p>
WIKI	<ul style="list-style-type: none"> - All visits - Average number of visits per month - Registered users - Content pages - Uploaded files 	<p>21 717 2 715 623 (14 project partners) 74 358</p>
NEWSLETTER	<ul style="list-style-type: none"> - Number of newsletter sent 	<p>3 (6 for the overall project period)</p>
SYNERGIES / INTERLINKING WITH OTHER INITIATIVES	<ul style="list-style-type: none"> - Number of initiatives with which linkages have been established - Number of AB members 	<p>More than 50 5</p>
CONTRIBUTION TO EVENTS AND PUBLICATIONS	<ul style="list-style-type: none"> - Number of contributions to external events - Number of articles published - Number of press releases published 	<p>19 (+58% vs. Y1) 8 (+300% vs. Y1) 5 (+67% vs. Y1)</p>
HELPDESK SERVICES	<ul style="list-style-type: none"> - Number of helpdesk requests received on the website and/or Social Media 	<p>24 requests received and treated (+56% vs. Y1)</p>
FINAL CONFERENCE	<ul style="list-style-type: none"> - Number of participants - Type of participants - Origin of participants - Event survey: satisfaction rate - Press releases and articles published after the event - #pibmei tweets / pictures - @bouchoutdec tweets / accounts reached 	<p>76 74% external participants, 26% project partners EU: 78% ; overseas: 22% 85% ("very good" and "excellent") 9 50 / 23 50 / 60 150</p>

CONCLUSIONS

The project dissemination efforts in the second reporting period resulted in an increased awareness among the biodiversity community in Europe and overseas (North America, Africa, Asia). This is reflected in the number of new website visitors and increase of social media followers.

Following the work accomplished by the other work packages, project outputs were shared with stakeholders during the reporting period via the project dissemination channels (website, wiki, social media) and through outreach activities thanks to the participation of project partners to external events, the publication of articles and press releases, and the organisation of project meetings such as the Final Conference welcoming more than 75 stakeholders.

These dissemination activities, raised awareness among the community, ensured the availability of content and a high level of interactions with stakeholders via online tools, helpdesk services and project events. They thereby facilitate and encourage the sustainability of project results and of a community of stakeholders interested in an Open Biodiversity Knowledge Management System (OBKMS). This is illustrated, in particular, by the interest that arose from the official launch of the Bouchout Declaration during the Final Conference (June 12 2014), leading to a total of 100 signatories by the end of the day.