Description of the planned dissemination events and materials for the FOSTER project.

http://fosteropenscience.eu
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SUMMARY

This document outlines the dissemination activities carried out by project partners. It sets out what has already been achieved, and provides an outline of what is planned. Main activities will centre around the training events (co-)organised and/or (co-)financed by FOSTER to ensure that training activities and materials under the FOSTER banner are extensively disseminated and promoted within the Open Access community and related external communities, widely announced via appropriate channels, and fully grasped by targeted stakeholders.

An overview is given of all dissemination opportunities identified through traditional communication channels such as event attendance (e.g. conferences, seminars, workshops, etc.), project publications (e.g. leaflets, press releases as well as conference papers, articles in professional journals etc.) and project presentations (e.g. to local stakeholders, etc.), complemented also by online activities based around the project website, and through the main social platforms (e.g. Twitter, Facebook, etc.). The dissemination activities have been designed to target the key audiences and stakeholders and to maximize awareness of FOSTER’s objectives and training activities.
1 METHODOLOGY USED

1.1 METHODOLOGY

The dissemination activities were planned in an iterative way – from an outline in the DOW, through the kick-off meeting discussions and further identification of activities, to this deliverable, and will be carried out over the full duration of the project.

The project relies upon shared Google documents and Dropbox facilities to enable collaborative input and the collection of information about FOSTER activities, including but not limited to the following:

- Conference/workshop attendance.
- Training events.
- Project publicity.
- Other activities.

Based on the content developed in the last two months, the summarizing table was exported to this document (see appendix).

All material developed by the project will be under Creative Commons License, so that it can be widely used and disseminated. This will apply to training material, wherever possible, and even more to all deliverables and material mentioned in this dissemination plan.

1.2 PARTNER CONTRIBUTIONS

The dissemination plan was prepared under management of WP5.1 leader University of Göttingen. An outline of planned liaison activities has been contributed by LIBER as leader of Task 5.2 Community Alignment.

All project members have contributed to the diary of dissemination activities by recording information about individual contributions to training events, conferences and workshops where the objectives of FOSTER have been (or will be) publicised and presented. Consortium members have also actively participated in discussion of the initial dissemination activities (M1 – M3) such as the selection of the project logo or the evaluation of submissions from the first call for training events, as well as the identification of dissemination opportunities in their countries/domains of expertise.

Representatives of all consortium partners have been given the opportunity to review this document.
The overall aim of FOSTER’s dissemination activities is to ensure wide reaching impact, uptake and use of project deliverables among identified stakeholders: academic staff; institutions (including graduate schools, libraries, administrators and developers/managers of Open Systems/Services); research project managers; and funders.

It must therefore be ensured that training activities and materials are extensively disseminated and promoted within the Open Access and related knowledge communities, widely announced via appropriate channels, and fully grasped by targeted stakeholders.

Any dissemination activities and publications in the project will acknowledge the European Community’s Seventh Framework Programme funding. Scientific publications will mention that: “The research leading to these results has received funding from the European Community’s Seventh Framework Programme under grant agreement from project FOSTER – 612425.”

The FOSTER project pursues a two-stage approach. During the first year the main concern will be to identify and collect appropriate existent training content, as well as reaching out to the envisioned stakeholder groups inviting and supporting initial training activities, which will in turn provide new materials that can be shared and re-used. The second stage of the project will build upon the first, evaluating and reviewing initial activities and feeding the results into even more tailored and mature offerings for each of the key stakeholder groups. Careful examination of the initial steps will demonstrate the road forward. The dissemination plan therefore recognizes that the initial activities need to be promoted and materials need to be provided to support the project’s aims and activities in general. Dedicated promotion of training material, especially following the launch of the FOSTER portal training platform, will be aligned according to the collected material and mapping to the specific target groups.

The following subject areas have been identified as sources of training content to be collected, and will also be used to categorize training events and to map these to the interests of our target audiences:

- Open Access,
- Open Research Data,
- Copyright & IPR,
- Funder Compliance (H2020; national funders),
- Impact and Metrics,
- Open Science,
- Policy development and implementation,
- Research Data Management.

The resulting dissemination strategy will therefore aim to help in spreading knowledge about the project’s aims and its initial steps to gain maximum support from the Open Access community in identifying relevant content and motivating multipliers to organise and host training events. Project partners are well-embedded within their national, European and international networks, so that dissemination can help with coordinating efforts and providing promotional material to be distributed.

A large number of organisations are supporting the project as associated partners. They will be used as proxies for wide dissemination of the project.
The open Calls for Training will result in at least 20 training events (most likely many more). These can be seen as dissemination opportunities for FOSTER-related topics. At the same time these need dissemination activities and community engagement for audience buy-in at training events.

The following table shows the different project phases and how dissemination objectives and activities are mapped to them. Chapter 4 “Initial dissemination activities M1 – M3 (February 2014 – April 2014) details which dissemination activities were carried out already in the first months. Chapter 5 “Plan of activities M4 -M24 (May 2014 – January 2016)” shows the dissemination tasks that are planned for the remaining project duration.

Table 1 - Dissemination Strategy throughout the project phases

<table>
<thead>
<tr>
<th>Period</th>
<th>Project phase</th>
<th>Dissemination objectives</th>
<th>Dissemination Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>M1– M3</td>
<td>Project Initiation</td>
<td>Achieve visibility</td>
<td>Logo creation; Launch of website; Establish social media presence; Posters at relevant conferences presenting project objectives; Test communication channels (Listserv, Media contacts, Partner Network); Plan liaison activities</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M4 – M12</td>
<td>Initial offering and Evaluation</td>
<td>Community involvement; Response to Open Calls; Uptake of initial offerings</td>
<td>Dynamic website; Communication on selected channels; Provide dissemination kit for multipliers; Liaison activities; Focussed presentations at targeted conferences</td>
</tr>
<tr>
<td>M13-M24</td>
<td>Roll-out and Future Use</td>
<td>Intensive use of project deliverables (training events and material); Provision for sustainability</td>
<td>Advertise FOSTER Portal; Heavily promote training events including lessons learned from 1st year; Review and potentially broaden communication</td>
</tr>
</tbody>
</table>

2.3 TARGET GROUPS

FOSTER’s dissemination activities will ensure wide reaching impact, uptake and use of project deliverables among identified stakeholders:

- Academic staff
- Institutions
- Research project managers
- Policy makers and staff of funding bodies

Different approaches are being developed to achieve:

- Support for the aims and objectives of the project to motivate multipliers to act;
- Participation in training events by the defined target groups by directly addressing them;
- General awareness on the subject of Open Access and related topics using existing communities and networks.

Training events are being organised across and within numerous academic disciplines and regions, and in English as well as in national languages, to adapt to the specific needs of participants.
The above listed target groups can be further segmented and addressed as follows:

**Table 2 - Segmentation of Target groups**

<table>
<thead>
<tr>
<th>Stakeholder Group</th>
<th>Further segmentation</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Academic staff</strong></td>
<td>Researchers; OA, Open Data and Open Science advocates</td>
<td>Motivate to receive training and encourage them to share their knowledge with their peers</td>
</tr>
<tr>
<td></td>
<td>Students (in partnership with students organisations)</td>
<td>Win as multipliers for their communities</td>
</tr>
<tr>
<td></td>
<td>PhD students (via associations, graduate schools and contact to summer schools)</td>
<td>Demonstrate that Open Data publishing and Open Access to research publications are part of an enhanced research workflow that can boost post-graduates research profiles; Integrate in standard trainings and curriculum</td>
</tr>
<tr>
<td><strong>Institutions</strong></td>
<td>Libraries; Administrators and Developers/Managers of Open Systems/services; Graduate schools,</td>
<td>Support them to act as multipliers in their institutions</td>
</tr>
<tr>
<td><strong>Research project managers</strong></td>
<td>Currently or potentially involved in EU programmes</td>
<td>Address in parallel with the release of H2020 guidelines and calls with short demand-driven training sessions, enable self-learning via e-learning portal</td>
</tr>
<tr>
<td><strong>Funding bodies</strong></td>
<td>Policy-makers and staff</td>
<td>Attach training programmes to general meetings of research funders</td>
</tr>
</tbody>
</table>

The core message across all stakeholder groups will stress supporting researchers to comply with Horizon 2020 requirements regarding Open Access and Open Data.

In order to increase awareness of the benefits of Open Access, FOSTER will also address the broader public and strive to keep national and international journalists writing about science and education updated on the project’s developments. This would increase the impetus for adoption and implementation of Open Access by funders and research institutes and hence increase the uptake of related training. At the same time another group of beneficiaries of FOSTER’s training materials, SMEs and citizen scientists can be reached who will thereby understand how to take advantage of increased access to research results and can be seen as active consumers of the materials provided.

### 2.4 TASKS OF THE PROJECT TEAM MEMBERS

All partners listed in work package 5 are main contributors to the dissemination activities under management of work package leader UGOE. LIBER plays an especially important role as the co-ordinator of community activities in aligning them to support FOSTER’s goals (see work package 5.2).

All project members are expected to actively contribute by:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.) – by updating the document in the project Dropbox on a regular basis;
- Contributing the contents of their respective work packages to blogs (including video), press releases, presentations, etc.;
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Helping to promote FOSTER training events, in particular engaging key stakeholders to act as multipliers and to motivate participants.
As described in the original project proposal, the dissemination activities implemented in WP5.1 will be supplemented, supported and strengthened through strategic “community alignment” (WP5.2). These activities will be led by LIBER, with contributions from EIFL, SPARC-E, UMINHO, and UGOE. Since the process of liaising with present and future beneficiaries of the FOSTER training is so closely related to the dissemination of the projects objectives, there will be close collaboration and communication between the leaders of WP5.1 and WP5.2 for the duration of the project.

By the end of M8, there will be a detailed list of liaison activities with identified stakeholders and targeted audiences, and by M12, a Liaison Report to fully account for the methods through which a community of interested parties and beneficiaries has been identified and engaged. Since part of the methodology of the FOSTER project is to gather, synthesise and enhance existing training content from information, data management, library, and education communities, it is particularly important to reach out to significant institutions, especially multipliers, in order to maximise the immediate reach and impact of FOSTER’s work. But beyond the short-term efforts to raise awareness of FOSTER’s activities and to cascade the publicity for forthcoming events, we will also endeavour to produce more long-term impacts by, for instance, working with graduate schools to implement the training in their curricula (starting with the graduate school already expressing vivid interest in the project by signing supporting letters as listed in Annex Part B of the DoW), developing certificate requirements and accreditation for FOSTER training. This will be crucial in securing the legacy of the project and making sure that the training initiatives it implements are beneficial to knowledge communities beyond the life of the project funding.

The groups and institutional types with which FOSTER will engage can be listed as follows:

- University Associations (LERU, COIMBRA, EUA, EAIE, etc.)
- Funders (EC, ERC, ESF, Science Europe, KnowledgeExchange, etc.)
- Open Science/ Open Access Initiatives (SPARC Europe, OKF, COAR, etc.)
- Research Administrators (EARMA, NCPs, EuroRIsNet, etc.)
- Senior University Decision Makers
- Publishers, Librarians, Library Managers, NGOs, companies involved in EU projects, etc.

In addition to enhancing awareness of FOSTER, and building a community of shared goals, it will be important to facilitate cross-over training events that engage with multiple stakeholders from different disciplines and fields, to encourage communication and collaboration across institutions.

Community links and relationships will be instigated and developed through existing channels and contacts, and through communications (electronic and face-to-face) prior to and during the conferences, workshops and training events listed in the appendix of the dissemination plan.
During the project initiation phase, dissemination activities concentrated on establishing the project name linked to the assembled expertise of the partner consortium, describing the project’s goals and achieving visibility in the already known communities. This was achieved through a series of steps as explained below.

### 4.1 SELECTION OF THE PROJECT LOGO

A number of suggestions for the project logo were developed by project partner OU. After a few iterations with the Project Steering Committee, four possible designs were presented at the project Kick-Off where consortium members selected the logo by vote. It represents ease (of use), participation (being connected), and outreach (spreading the seeds) and has a light and dynamic look and feel.

![Figure 1 - Project Logo](image)

### 4.2 CREATION OF A PROJECT FACTSHEET

The Factsheet outlines the project’s objectives and main activities. It is used as a first hand-out to inform people about the project, and already seek their active contribution by listing the several options for getting involved (“How to participate”).

Based on the Project Factsheet the initial website was created and posters for the early conference participation were designed.

![Figure 2 - Project Factsheet](image)
4.3 FIRST PRESS RELEASES AND ANNOUNCEMENTS

A press release and a first article in a professional newspaper were launched immediately after the start of the project and the kick-off. Both opportunities were used not only to inform about the project, but also to advertise the open calls for training and content (see 4.6). A procedure was agreed upon by consortium members on how to distribute announcements in their respective networks (see Table 5 - Dissemination Lists) additional to using social media channels (see 4.5).

Figure 3 - Early Press Release and Press Article

A copy of these documents can be downloaded from [http://www.fosteropenscience.eu/index.php/about-the-project/materials](http://www.fosteropenscience.eu/index.php/about-the-project/materials)

4.4 LAUNCH OF THE PROJECT WEBSITE

The project website is located at [http://www.fosteropenscience.eu](http://www.fosteropenscience.eu). The domain was reserved already before the start of the project, so that the website could be launched at a very early stage to support the first project steps (see Deliverable D5.1 Website Report). Google Analytics is used to continually measure the performance and activity of visitors so that impact can be easily assessed.

Figure 4 - Initial Project Website
4.5 ESTABLISHING A SOCIAL MEDIA PRESENCE

The project’s Social Media accounts, Twitter and Facebook were set up in order to enable a two-way communication with the active Web2.0 community. In this context, the presence of the project on major social networking platforms has been established from the early stages. Successful distribution of messages and absorption by the community will be shown by the number of citations and Retweets of messages and the following highly satisfactory participation in our open calls.

Continued and expanded presences in social media channels and work towards community engagement will result in audience buy-in at training events.

Figure 5 - Twitter and Facebook Initial stages

4.6 CALL FOR TRAINING AND CALL FOR CONTENT

Under the leadership of work package 2 (Content) and work package 4 (Training & Support), two calls were launched as important first steps of the project and to create a foundation for further activities.

In terms of dissemination both activities were great opportunities for reaching out to the intended target groups: the project name can be established, the expertise of the project consortium is advertised and expectations for project results are set. At the same time, the first gains were visible for prospective beneficiaries.

The envisioned communication channels could already be tested. Apart from website and social media platforms, an initial list of established newsletters and list servers in the relevant fields was compiled and will be added to. The dissemination portfolio also included traditional means like press announcements and an article in a professional paper.

First feedback was far beyond expectations. The high number of quality applications made the selection of beneficiaries a challenge. This was great confirmation of concept and approach of the FOSTER project as well as the selected communication strategy.
4.7 EARLY CONFERENCE PARTICIPATION

Participation in events during the first months of the project was prepared in advance. Calls for papers during the last year were closely monitored and a number of contributions have been submitted to guarantee that the project receives the attention of the relevant communities right from the beginning. As a result, FOSTER could already be presented with posters and talks at several events, for instance: Open Educational Resources 2014 (OER14), Open Repositories 2014 (OR2014), European Association for Health Information and Libraries (EAHIL 2014), and LIBER 43rd Annual Conference (LIBER14). Other events where project participants are taking part are used to disseminate information about FOSTER as well, such as the European Grid Initiative (EGI) Annual Meeting in Helsinki (19-23 May 2014), the OpenAIRE/COAR Conference (21-22 May 2014 in Athens), and the LERU seminar on Open Scholarship (6 June in Brussels).

Below are examples of posters designed for these events.

*Figure 6 - Project poster (left OER14 and right OR2014)*
In this section we provide an outline of the planned dissemination activities for the upcoming months on the basis of the emerging dissemination opportunities. The table below gives an overview on the kind of communication we are planning for each of them, i.e. what messages are directed at which target group and what material is going to be used.

Table 3 - Plan of dissemination activities and material

<table>
<thead>
<tr>
<th>Dissemination Opportunities</th>
<th>Audience /Target Groups</th>
<th>Objectives/Messages</th>
<th>Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conferences</td>
<td>Open Access Community, Library community &amp; Related</td>
<td>Outline main project aims; Raise awareness of OA and how trainings can be set up with help of FOSTER</td>
<td>Project Poster, Presentation, Flyer, Postcards</td>
</tr>
<tr>
<td>Training Events</td>
<td>Respective Target group</td>
<td>Invite to training; Advertise training to further potential participants</td>
<td>Flyer, Factsheet, Roll-up, Presentation template</td>
</tr>
<tr>
<td>Call for Training 2015</td>
<td>Institutions, Associations</td>
<td>Get engaged &amp; receive funding for training events; Boost response to training call</td>
<td>Website, Social Media channels, Press Release</td>
</tr>
<tr>
<td>H2020 calls and release of guidelines</td>
<td>Research Project Managers, Policy makers, Funders</td>
<td>Awareness of OA mandate and Open Data pilot; Urgency for training programmes; Uptake of project deliverables</td>
<td>Website, Social Media channels</td>
</tr>
<tr>
<td>Liaison activities</td>
<td>Targeted Communities as detailed in WP5.2</td>
<td>Support of project aims; Promote training; Achieve long-term sustainability</td>
<td>Dissemination Kit</td>
</tr>
<tr>
<td>National events</td>
<td>Open Access Community, Policy makers</td>
<td>Promote trainings, engage stakeholder to contribute to trainings offering</td>
<td>Flyer, Factsheet, Roll-up</td>
</tr>
<tr>
<td>Several, e.g. EC Communication on H2020</td>
<td>Interested Public, Journalists and professional media</td>
<td>Awareness of how OA can improve value of national and European research investment</td>
<td>Interviews with participants, Press Releases, Factsheet, Flyer, Postcard</td>
</tr>
</tbody>
</table>

The following sub-sections detail these elements further.

5.1 EVOLUTION OF WEBSITE AND TRAINING PORTAL

The initial website will be developed into a full-featured website to act as the main communication platform for the project. After the launch of the FOSTER Training Portal both will be integrated and present a consistent view to the public. The website communicates all project aims and objectives, milestones and details for visitors to be able to access the value of the project for their own goals. Calls and announcements will be placed here. The dissemination kit is available for use by stakeholders, especially the wider community and liaison partners to support the project. A dedicated area will feature all training events, and provide links to training materials on the FOSTER portal, as well as information about expert speakers available for invitation to further training events.

Continuous updates of dynamic parts of the website include:

- Rotating homepage banner – advertising main events and FOSTER results;
- Project Blog – presenting articles about project progress and dissemination activities;
• Calendar of events – featuring all FOSTER events and inviting relevant target groups to participate.

A Quick Start scheme is developed to guide visitors to the most interesting areas for the designated target groups so they can access the most relevant information in a fast and easy manner.

For a detailed description of the website see Project Deliverable 5.1 Website Report.

5.2 PROJECT COMMUNICATION SCHEME

The project website and social media channels need to be fed with announcements and updates on the project’s progress and targeted messages about offerings to the different stakeholder groups. Conference contributions and training events provide good opportunities for this. Therefore all project partners are expected to announce participation in events (information is collected in the project’s Dropbox). Short messages live from the events are distributed via Twitter and Facebook accounts of the project. Summary of the contribution and results are compiled for news on the website. Each partner is therefore asked to draft short articles and provide pictures where possible.

Apart from events that FOSTER is (co-)organising or attending, the communication around the Horizon 2020 research framework will be followed closely and any opportunity used for attaching to it, i.e. publication of roadmaps, calls and guidelines. Other relevant projects on national or EU level, for instance OpenAIRE, are included in the communication activities and cooperated with to leverage efforts.

FOSTER project partners and associated organisations have large national and international networks with mailing and discussion lists, etc. where the project results will be shared (see Table 5 - Dissemination Lists).

Important announcements resulting from the various project activities are selected for press releases and submission to professional newspapers as well as scientific papers. A plan for scientific publications will be developed over the next months in line with the first project results and evaluation.

5.3 SOCIAL MEDIA ACCOUNTS

The established social media presence on Twitter and Facebook resulted in a highly satisfying response to the initial open calls. These elements of the dissemination plan will therefore be continued and strengthened as it represents an important way to be in touch with the relevant community. The project team is using these channels collectively by promoting the blog content and creating awareness, i.e. recommending them to members of their social networks. Feedback over these channels will be observed and acted upon in a timely manner. If the need develops, further platforms can be added, such as LinkedIn or Google+, for setting up specialized groups.

5.4 DISSEMINATION KIT

A dissemination kit is being prepared and will be available for download from the project website. Its content is developed for multipliers to support their efforts to contribute to the project’s aims and activities. Dedicated content will be provided to liaison partners who will multiply the project’s efforts and ensure wider reach and impact. Institutions that are using FOSTER materials to set up their own training courses should be able to easily use and adopt material provided by FOSTER for their own purposes.
The dissemination kit will therefore contain:

- Project Factsheet
- Logo in different resolutions to print or use in electronic media
- Home page button link to FOSTER
- Flyer/Brochure for download
- Project presentation to be adapted (general project overview, background information, timeline)
- Template for Roll-up to be used in trainings or other events

## 5.5 PROMOTIONAL MATERIAL

FOSTER will produce roll-up posters that reflect the mission and expected outcomes of the project. Posters show the project’s logo including catch phrases and keywords, list of partners, relevant links to the project site, its social media channels and the European Union co-funding information. Different messages will address general project interest as well as specific target groups. These roll-ups will be used in training events organised or (co-)funded by FOSTER, e.g. to welcome participants to the event and guide their way in buildings, thus creating awareness about FOSTER’s aims and topics.

A similar approach will be used for flyers and postcards, where one version highlights the overall project goals and more specific editions are being developed for selected events and audience.

## 5.6 TRAINING EVENTS

Training events and material are the main deliverable of the FOSTER project. Participation in training events can take different forms:

- Providing/suggesting content for a FOSTER training
- Hosting/organising a FOSTER training action at an institution
- Attending FOSTER courses
- Becoming a FOSTER multiplier by replicating training

Training events organised and/or (co-)funded by FOSTER are starting in June 2014 and will be held throughout the whole duration of the project (for a comprehensive list for the 2014 training events, please refer to Deliverable 4.1 Training Schedule). Events will be intensively promoted by FOSTER together with the organising institution. Different options are available on the website from listing upcoming events, displaying a geographic map to featuring special events. Participants will be able to select training events according to their interest, country, language and level of expertise. Different formats will adapt to the varying needs of trainees. The whole communication arsenal as described throughout the dissemination plan is available for bringing these events to the attention of the target audience.

Successful events on the other hand are perfect opportunities to be used as examples for other events. FOSTER has therefore developed an MoU for organisers of all FOSTER-sponsored training events to ensure that the resulting training materials can be disseminated as openly as possible via the FOSTER portal.
Clause 8. [INSTITUTION NAME] will upload all training materials to the FOSTER portal for re-use. The training materials will be made available under a CC BY 4.0 License. If selected presentations are recorded, they will be provided in sufficient media and language quality for re-use.

FOSTER has also developed guidance for organisers of FOSTER sponsored training session to ensure that outcomes are disseminated more widely than simply to those in the audience. Beneficiaries are requested to provide a summary of the training event, ideally with photos and videos so that future dissemination material can re-use material from actual events. To help spreading the word on social media channels training organisers are asked to tweet about their events.

Clause 9. FOSTER support will be acknowledged in all appropriate literature and advertisements related to the training, and other venues where contributions are mentioned. It shall be done by citing “Supported by EU FOSTER project” and using FOSTER logo (attached). It is recommended to use FOSTER PowerPoint templates when creating training materials. Hashtag #fosteropenscience will be used when tweeting about project events.

The initial series of trainings will be evaluated and results fed into the second call for training. The training series in 2015 will therefore be even better adapted to the needs of the defined groups of stakeholders and can be promoted more specifically to selected audiences. Lessons learned will not only concern format and material but also the promotion of events so that improvements can be made in the second year of the project.

5.7 EVENT ATTENDANCE

Throughout the duration of the project, consortium partners will be actively participating in events of the Open-* community (Open Access as well as Open Data, Open Science and related emerging communities) as well as library and training & education communities. Presentation at professional conferences and dissemination of the project objectives and results have started early in the project and will continue to be an important part of the dissemination activities. The list of events that are in the scope, planned to be attended and were successfully contributed to is updated constantly and by all project partners. A snapshot is provided in the Appendix.
This dissemination plan is a flexible, living and light-weight plan. Based on the defined target groups and objectives described in the description of work, the communication strategy aims at maximizing the use of project deliverables, mainly the offering of training events and material, ensuring that key stakeholders receive the full, lasting benefits of FOSTER’s training initiatives. It also allows the project team to adapt to future developments, especially the lessons learned from the first months of the project and its initial activities.
## Table 4 – Snapshot from dissemination events calendar (from project Dropbox)

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Event/URL</th>
<th>Type &amp; Size of Audience</th>
<th>Contribution</th>
<th>Call for Papers</th>
<th>Status</th>
<th>Who will attend</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 21-22, 2014</td>
<td>Athens</td>
<td>OpenAIRE/COAR Conference <a href="https://www.coar-repositories.org/community/events/annual-meeting-2014/">https://www.coar-repositories.org/community/events/annual-meeting-2014/</a></td>
<td>Repository Managers</td>
<td>Poster</td>
<td></td>
<td>Accepted, Picture available</td>
<td>Birgit Schmidt</td>
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<td>Sept 8-9, 2014</td>
<td>Cologne</td>
<td>National Open Access Days <a href="http://open-access.net/de/aktivitaeten/open_access_tage">http://open-access.net/de/aktivitaeten/open_access_tage</a></td>
<td>German Open Access community</td>
<td>Poster, Exhibition?</td>
<td>Mar 31, 2014</td>
<td>Accepted</td>
<td>Astrid Orth</td>
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<td>June 2015</td>
<td>CERN, Geneva</td>
<td>OA19 <a href="http://indico.cern.ch/event/oa18">http://indico.cern.ch/event/oa18</a></td>
<td>~300 librarians, academics, information scientists</td>
<td>Presentation</td>
<td>Not available yet</td>
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Additionally partners agreed to forward announcements to national lists and Graduate Schools ( coordinators) where adequate. The network of associated partners will be included in communicating project steps and results for wide dissemination among key players.