

# DELIVERABLE

**Project Acronym:** Europeana Newspapers  
**Grant Agreement number:** 297380  
**Project Title:** A Gateway to European Newspapers Online

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## D6.1.2 Promotional materials (I)

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**Revision:** 1.1  
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**Contributions:** all partners

Project co-funded by the European Commission within the ICT Policy Support Programme		
Dissemination Level		
P	Public	x
C	Confidential, only for members of the consortium and the Commission Services	

## Revision History

Revision	Date	Author	Organisation	Description

**Statement of originality:**

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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## 1. Executive Summary

This Deliverable is the first of three planned Deliverables relating to promotional material created within the Europeana Newspapers project. The Deliverable documents the setting up of promotional activities and provides an outlook of further promotional materials to be delivered within the 2nd and 3rd production phase, which will be documented in the Deliverables Promotional Materials II and III.

The Europeana Newspapers project aims at the aggregation and refinement of newspapers for [The European Library](#) and [Europeana](#). In addition, the project addresses challenges particularly linked with digitized newspapers:

- use of refinement methods for OCR, OLR/article segmentation, and named entity recognition (NER), and page class recognition to enhance search and presentation functionalities for Europeana customers,
- quality evaluation for automatic refinement technologies,
- transformation of local metadata to the Europeana Data Model (EDM)
- metadata standardization in close collaboration with stakeholders from the public and private sector.

The consortium will provide more than 18 million newspaper pages to the Europeana service.

## 2. Set up of promotional activities

### 2.1 Project name

In the beginning of the project the acronyms 'Newspapers Online' or 'European Newspapers' were promoted for the project. At the Kickoff meeting in March 2012 it was decided across the consortium, to have the final official acronym set as "Europeanana Newspapers", which would allow using the Europeanana family logotype. The new name was agreed with the project officer and considered within an updated version of the DoW right before the Grant Agreement has been signed.

### 2.2 Project logo

The project logo is based on the Europeanana logotype and brand guidelines. Several drafts have been prepared, which were tuned to the final logo of the project, based on the comments from the consortium.

Working versions of the project logo:



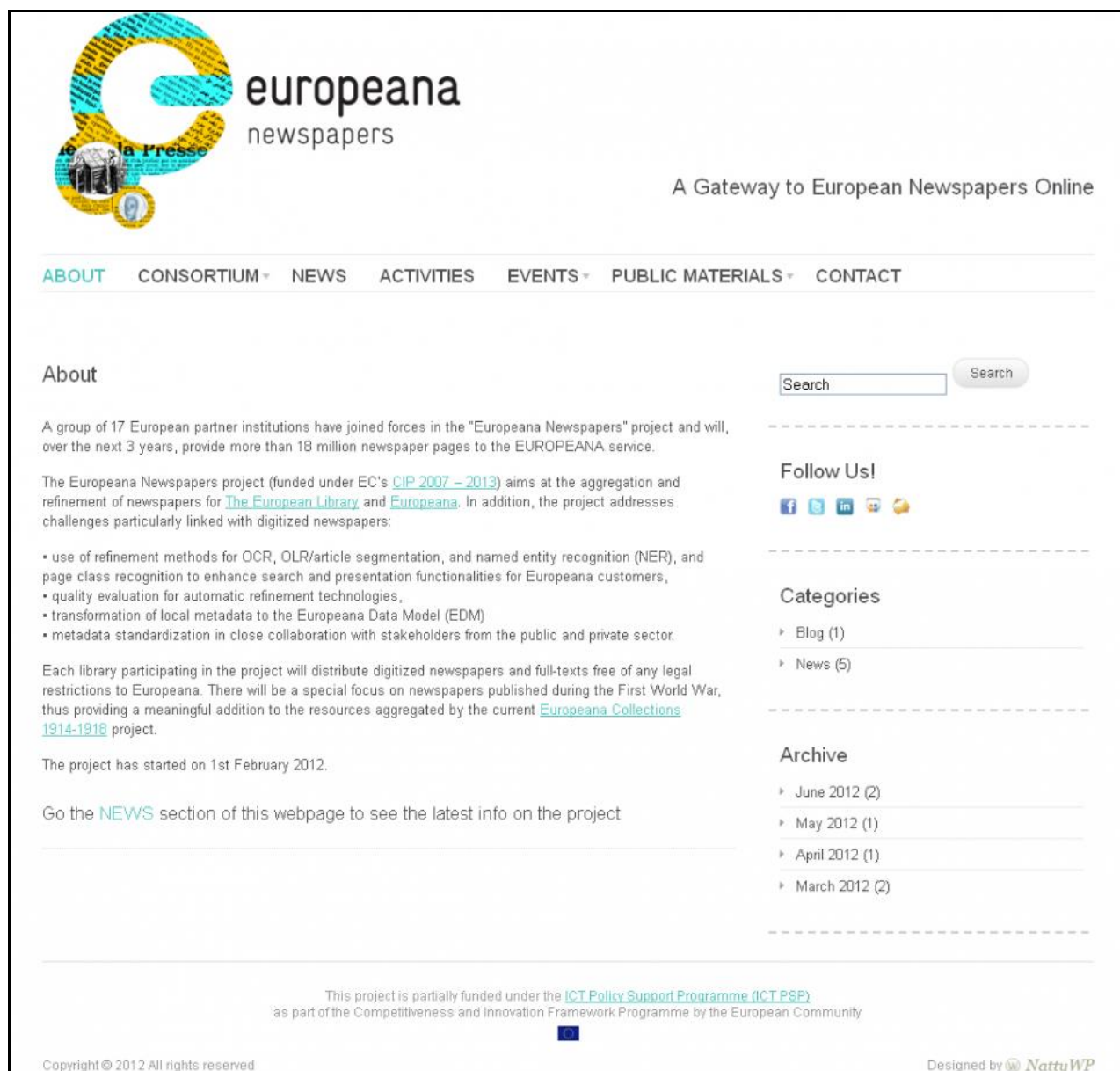
Final version of the project logo:

The final version of the project logo is available in both, a vertical and a horizontal version:



## 2.3 Project website

The project website is available at <http://www.europeana-newspapers.eu/>.



The screenshot shows the homepage of the Europeana Newspapers project website. The header features the Europeana Newspapers logo on the left and the tagline "A Gateway to European Newspapers Online" on the right. A navigation menu includes links for ABOUT, CONSORTIUM, NEWS, ACTIVITIES, EVENTS, PUBLIC MATERIALS, and CONTACT. The main content area is titled "About" and contains a search bar, a paragraph describing the project's goals, a list of technical challenges, and information about the project's start date. A sidebar on the right includes "Follow Us!" with social media icons, "Categories" with links to Blog (1) and News (5), and an "Archive" section listing dates from June 2012 to March 2012. The footer contains copyright information and a design credit to NattyWP.

For detailed information about the project website, please see Deliverable *D6.1.1 Project Website*.

### 3. Promotional materials

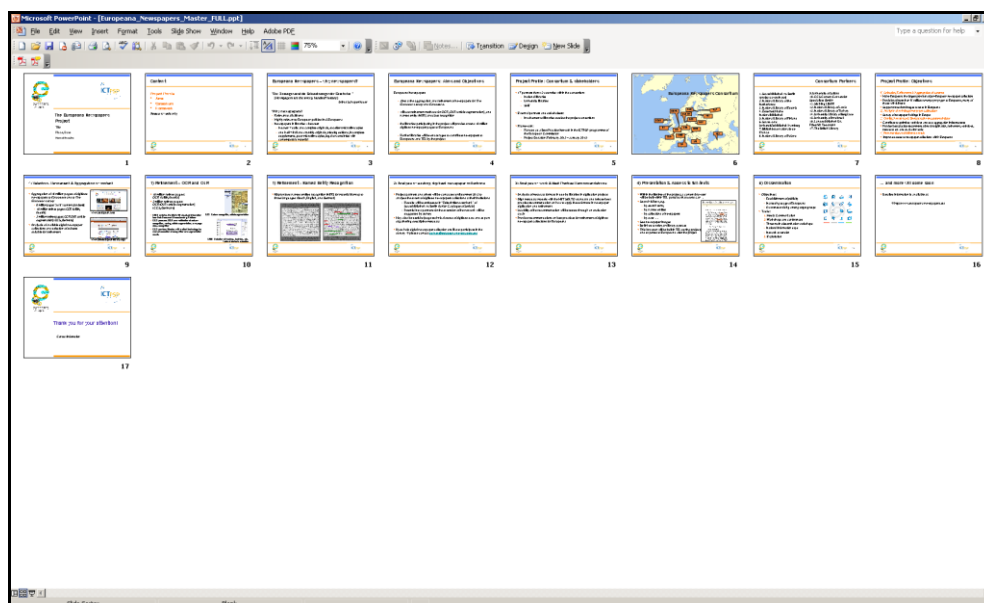
#### 3.1 PPT template

Two project presentation templates were created:

- a blank PPT file – including a blank first slide, a body slide and the last slide. This PPT is the basic template for presentations on the project and defines the layout to be used. It is available for download at the project website at: [http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/Europeana Newspapers\\_template.ppt](http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/Europeana_Newspapers_template.ppt)




- a Master PPT file – including general slides on the project activities, which can be re-used by other partners for their own original presentations of the project. This file contains a basic presentation on the project, the consortium and the project's objectives. The file is available at: [http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/Europeana Newspapers\\_Master\\_FULL.ppt](http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/Europeana_Newspapers_Master_FULL.ppt)



### 3.2 Press release template

A template for project press releases has been created. The partners use it for their own national versions of press releases.

The template is available for download at: [http://www.europa-newsnewspapers.eu/wp-content/uploads/2012/07/EN\\_Press-Release-EN\\_template.doc](http://www.europa-newsnewspapers.eu/wp-content/uploads/2012/07/EN_Press-Release-EN_template.doc)



Press Release

The Hague, X<sup>th</sup> of XXXX XXXX

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Project Partners:

Berlin State Library	National Library of the Netherlands
National Library of Estonia	Austrian National Library
University of Helsinki, National Library of Finland	Hamburg State and University Library
National Library of France	National Library of Poland
CCS Content Conversion Specialists GmbH	LIBER Foundation
National Library of Latvia	National Library of Turkey
University of Beograd	University of Innsbruck
Dr. Friedrich Tzschiggen Library	The British Library
University of Salford	The European Library

Europeana in a nutshell

Europeana is a multi-lingual online collection of millions of digitized items from European museums, libraries, archives and audiovisual collections. Currently Europeana gives integrated access to 23 million books, films, paintings, museum objects and archival documents from some 2.200 content providers from across Europe.  
[www.europa.eu](http://www.europa.eu)

The Europeana Newspapers project is partially funded under the ICT Policy Support Programme (ICT PSP, [http://ec.europa.eu/ict\\_psp](http://ec.europa.eu/ict_psp)) as part of the Competitiveness and Innovation Framework Programme by the European Community. This document reflects only authors' views. The EC is not liable for any use that may be done of the information contained therein.





### 3.3 Project flyer

The first version of the project flyer was delivered in English language as A4/A5 folded version with four A5 pages.

It has been agreed during the first WP6 Skype call (on July 5th 2012), that the text-content of the 1st version of the flyer will be revised by all partners, resulting in the 2nd version of the flyer, which will be translated to the different partners' languages and printed on-site. This will be important mainly for the national information days, which will take place mostly in the months 16-24 of the project.

The leaflet is available at:

[http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/flyerA5\\_europeana-newspapers\\_PRINT.pdf](http://www.europeana-newspapers.eu/wp-content/uploads/2012/07/flyerA5_europeana-newspapers_PRINT.pdf)

Back and front page of the 1st version of the flyer:



**Partners of the project**

(BnF) BIBLIOTHÈQUE NATIONALE DE FRANCE  
CCS  
BIBLIOTHEK HAMBURG  
KB Koninklijke Bibliotheek National Library of the Netherlands  
Landesbibliothek Dr. Friedrich Teßmann  
EUROPEAN ASSOCIATION OF RESEARCH LIBRARIES  
1644-40 THE NATIONAL LIBRARY OF FINLAND  
BIBLIOTEKA NARODOWA  
Österreichische Nationalbibliothek  
Staatsbibliothek zu Berlin Preußischer Kulturbesitz  
The European Library  
UNIVERSITÄT SALKFORD  
UNIVERSITY OF SALKFORD  
NATIONAL LIBRARY OF FINLAND

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Become a fan on Facebook  
<http://www.facebook.com/EuropeanaNewspapers>

Follow us on  
<http://twitter.com/#eurnews>

Join the LinkedIn  
<http://www.linkedin.com/groups?gid=4425919>

Check the project presentation at  
[http://www.slideshare.net/Europeana\\_Newspapers](http://www.slideshare.net/Europeana_Newspapers)

Contact us at [info@europeana-newspapers.eu](mailto:info@europeana-newspapers.eu)

**Europeana Newspapers**  
A Gateway to European Newspapers Online

**la Presse**

**A group of 17** European public and private partner institutions have joined forces in the Europeana Newspapers project and will, over the next 3 years, provide more than 10 million digitized newspaper pages to the Europeana service.

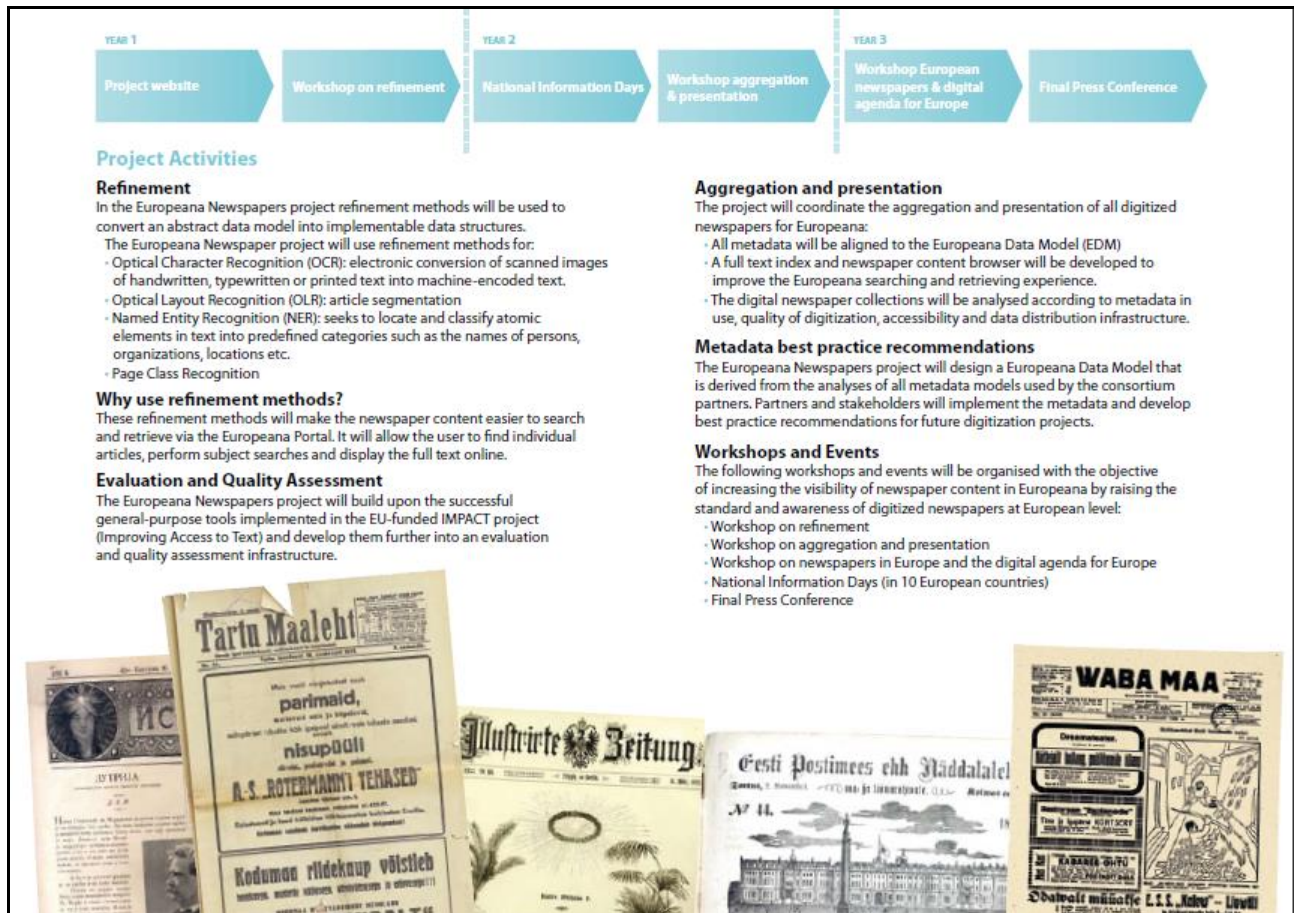
**Each library participating in the project will distribute digitized newspapers and full-texts to Europeana.**

The Europeana Newspapers project is funded under EC's CIP 2007–2013 and aims at the aggregation and refinement of digitized newspapers for The European Library and Europeana.

**The project has started on 1<sup>st</sup> February 2012.**  
CIP-ICT-PSP-2011-5-Best Practice Network project no. 297380.

The Europeana Newspapers project is co-funded by the European Commission under the Competitiveness and Innovation Framework Programme. This document reflects only authors' views. EC is not liable for any use that may be done of the information contained therein.

## Inner pages of the 1st version of the flyer



### 3.4 Outlook on further promotional materials (II, III)

The following promotional materials have been suggested to be produced during the project lifetime:

- 2nd version of the project flyer + versions in national languages
- Project poster (A0)
- Project brochure (ca. 12 pages)
- Project stickers
- Project promotional video

The planned promotional materials may still change, based on current needs and decisions made by the WP6 working group on promotional materials.