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## **C1.3.6: Report on the joint planning of all WPs for communication mechanisms**

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<b>Dissemination Level ( “X” in the relevant box)</b>		
<b>PU</b>	Public	X
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
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As a Network of Excellence, EDIT's activities are all geared towards bringing people together, in one way or another. For this purpose, specially-dedicated communication efforts are central to most EDIT activities. This report catalogues them, measuring them in terms of funding, staff time and effort, and gives a sound basis to sustainability decisions as they pertain to the communication tools of each activity as well as to the effort necessary to sustain a general communication environment for EDIT.

Even though in this report each activity is presented in a discrete fashion, the authors would like to emphasise that a holistic approach should be taken to communication. Making EDIT into a recognisable entity, with distinguishable accomplishments, has been the result of communication work in many different channels, all building on each other.

### Notice

EDIT communication activities take place on two dynamically interacting levels: centralised, coordinated efforts on the one hand, and local, topic- or language-specific activities on the other. The first category is easily identified, especially when the work is performed by the EDIT communication officer. The second category of communication work is the proof that EDIT activities are truly internalised by the partners, and that they take ownership of the image and products of EDIT; however, it makes it much more difficult to assess.

This schema is likely to continue in the future, whichever form EDIT takes. Therefore, in this report we have separated the costs and efforts of activities in two sections:

- “core” for easily identifiable core work, whether it is done at the Network Office or by any other partner. This will be numbered in Full-Time Equivalents (FTE) and in budget.
- “distributed and in-kind” for efforts that are undertaken as part of the institutions' general mission, or on very specific and diffused actions. This will be a qualitative listing of actions.

## **1. Electronic communication**

### 1.1 EDIT websites

Website	URL	Current maintainer	FTEs	WP	Target audience*	Projected to be sustained ?
Central website	<a href="http://www.e-taxonomy.eu">http://www.e-taxonomy.eu</a>	MNHN	0.25	1	GP, R, S	?
Document archive	<a href="http://ww2.bgbm.org/edit/forums/cf_list.cfm">http://ww2.bgbm.org/edit/forums/cf_list.cfm</a>	BGBM	0.1+	1	S	?
Expert database	<a href="http://editexpertnet.org">http://editexpertnet.org</a>	UKBH	0.2	2	GP, R, DM	Yes, within PESI
Catalogue of societies	<a href="http://zoology.fns.uniba.sk/societies">http://zoology.fns.uniba.sk/societies</a>	CUB	0.1	2	GP, R, DM	To be folded in the expert database
Scratchpads	<a href="http://scratchpads.eu">http://scratchpads.eu</a>	NHML	0.05	6	GP, R	Yes, supported by NHML
ATBI main website	<a href="http://atbi.eu">http://atbi.eu</a>	MfN & SMNS, with external hosting soon to be returned to MfN	0.15	7	R, S	?
ATBI project sites	<a href="http://www.atbi.eu/mercantour-maritime">http://www.atbi.eu/mercantour-maritime</a> , <a href="http://www.atbi.eu/gemer">http://www.atbi.eu/gemer</a> , <a href="http://www.atbi.eu/tanzania">http://www.atbi.eu/tanzania</a>			7	GP, R	?

Platform for Cybertaxonomy	<a href="http://dev.e-taxonomy.eu/platform">http://dev.e-taxonomy.eu/platform</a>	BGBM	0.25	5	GP, R, S	?
WP5 developer blog	<a href="http://wp5.e-taxonomy.eu/blog">http://wp5.e-taxonomy.eu/blog</a>	BGBM		5	R, S	?
ECBoL	<a href="http://www.ecbol.org/">http://www.ecbol.org/</a>	CBS	0.1	1	GP, R, S	?
Taxonomy Training	<a href="http://www.taxonomytraining.eu">http://www.taxonomytraining.eu</a>	RBINS	0.25	8	GP, R, DM	yes
Summer Schools	<a href="http://atbi.eu/summerschool">http://atbi.eu/summerschool</a>	RMCA	0.15	8	GP, R	Yes, sustained by RMCA/SMNS
Biodiversity Year Schedule of Events	<a href="http://www.countdown2010.net/byse">http://www.countdown2010.net/byse</a>	RBINS	0,15	8	GP	No (timed in 2010)
EDIT Taxo. Success Stories & Tax Portraits	<a href="http://taxonomytraining.eu">http://taxonomytraining.eu</a> <a href="http://www.e-taxonomy.eu">http://www.e-taxonomy.eu</a>	RBINS MNHN	0,15	8	GP	?
GAP fellowships Database	<a href="http://www.e-taxonomy.eu/node/534">http://www.e-taxonomy.eu/node/534</a>	MNHN	0,05	1	S	?
GAP mentoring Database	To be determined	MNHN	0,05	1	S	?

\* Target audiences: GP= General Public, R= researchers and students, S= EDIT staff, DM= decision-makers

### 1.2 Technical maintenance

Hosting and technical maintenance of these websites is undertaken as in-kind contribution by the partner institutions, generally a part of the “pool” of IT services that the institution maintains.

### 1.3 Mailing-lists

EDIT currently uses 17 mailing lists. Of these:

- 5 are used for the software developer team and sub-teams.
- 6 are used to coordinate EDIT’s standing bodies (NSC, team leaders, directors, etc.)
- 4 are used for thematic groups of staff (GAP, publications, etc.)
- 3 are used for general communication purposes

These mailing-lists are hosted and maintained by the MNHN.

There are no e-taxonomy.eu email addresses.

### ***Web communication total:***

**Core: 1.9 FTE**

**Distributed and in-kind: hosting, technical maintenance.**

### 2 Printed communication

EDIT uses a light graphic chart, consisting of:

- A general-use logo
- The “branch” pattern, seen on the “branched logo” on posters and on the EDIT Newsletter covers
- The use of a few recurring colours, notably “EDIT blue” (C70M0Y30B0)

- The layout elements used in the EDIT Newsletter
- The legally-required Framework Package 6 logo.

These elements are used on the EDIT Newsletter, on flyers and on posters, and on conference items.

### 2.1 EDIT Newsletter

The EDIT Newsletter is bimonthly. It includes text written by members of all work packages and institutions of EDIT, as well as outside partners.

Additional writing, editing, layout and design is done by the network office communication officer, representing 0.5 FTE.

The newsletter is produced in electronic and printed formats. The electronic version is sent to ca. 1000 members of the EDIT mailing-lists. The printed run is of 400 copies every two months, averaging ca. €3600/y in printing costs. It is then sent to member institutions for further diffusion.

### 2.2 Posters and flyers

EDIT produces approximately 20 posters per year. These are designed as needed by the network office communication officer or by team leaders, researchers and activity leaders. They are printed, by the member institutions or by outside private printers on EDIT or institution funding.

EDIT also produces flyers, as represented by this chart:

Flyer content	Current producer	WP	Number/year	Cost/year
General presentation	MNHN	1	2000	€600
ATBI	MfN	7	1000	€180
Summer Schools	RMCA	8	500	€130
BYSE flyer	RBINS	8	2000	€2250

### 2.3 Conference items and holiday cards

In the years 2008 and 2009, representing full operation regarding the production of conference items, the network office communication officer has ordered EDIT-marked notepads, pens and bags, representing ca.€1800/year. EDIT holiday cards printing costs are ca.€300/year.

The EDIT newsletters, flyers, conference items, posters etc. are regularly sent by post, using in-kind contribution from the relevant institutions that is difficult to estimate.

Design of posters, flyers and conference items by the EDIT communication officer represents roughly 0.15 FTE.

#### ***Printed communication total:***

**Core: 0.65 FTE, €5300**

**Distributed and in-kind: poster design and printing, postage**

### **3 Events**

#### **3.1 General meeting**

The EDIT General Meeting each year is the occasion to bring all members of EDIT together to discuss the future of EDIT. It is always a multiple event, including meetings of EDIT sub-projects and spinoffs and constituent body meetings.

In 2009, the General Meeting budget was ca. €66000 and took 0.3 FTEs to organise.

A number of other events, organised by EDIT work packages, also serve a communication purpose, alongside a scientific one. However, they are considered as outside the scope of this report, since the sustainability of these events is linked to the sustainability of the specific activities they cover (e. g. ECBoL, ATBI+M, Scratchpads, etc.). Therefore, they represent a separate concern as opposed to the sustainability of the global EDIT communication strategy.

#### **3.2 Other events**

EDIT is represented at many scientific and policy events throughout the year, usually by ways of posters or live presentations. This requires travel from various EDIT members, usually on EDIT funding.

#### ***Events total :***

**Core: 0.3 FTE, €66.000**

**Distributed and in-kind: travel, booth material, organisation duties**

### **4. Conclusion**

The purpose of the report is to assist in the definition and budgeting of priorities in the EDIT communication methodology beyond February 2011. The authors would give the following broad recommendations:

- the image of EDIT rests on solid positioning over several channels. We would therefore recommend the continuation of activities in both the web and print areas, notably through a central website and the EDIT newsletter. Events, while optional, serve an undeniable purpose and should be considered.
- EDIT is strongly identifiable thanks to a clear graphic code, respected by all constituent parts. This should not be lost.
- The total of the core activities identified in this report represent **2.85 FTEs** and **€71.300/year**, along with substantial distributed and in-kind contributions from institutions. It is our opinion that a sustainable and effective communication plan cannot be carried out solely by the communication offices of the institutions, without a dedicated focal point to coordinate and give dynamism to the network. Even a severely reduced communication strategy will still require the use of dedicated staff.

This report is part of a larger consideration on **Designs for EDIT as a sustainable entity (D17)**. Each activity will then be submitted to the EDIT Board of Directors, in order for institutions to decide which activities they want to pursue and support starting March 2011.