



**European Holocaust Research Infrastructure
Implementation Phase
HORIZON-INFRA-2023-DEV-01-02
GA no. 101129732**

Deliverable 7.1

Project Dissemination Plan

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Start: February 2024 [M1]

Due: July 2024 [M6]

Actual: July 2024 [M6]



EHRI is funded by the European Union

Document Information

Project URL	www.ehri-project.eu
Document URL	https://www.ehri-project.eu/deliverables-ehri-ip-2024-2026
Deliverable	D7.1 - Project Dissemination Plan
Work Package	WP7
Lead Beneficiary	1 - NIOD-KNAW
Relevant Milestones	MS2
Dissemination level	Public
Contact Person	Katharina Freise (k.freise@niod.knaw.nl)
Abstract (for dissemination)	Consistent and targeted dissemination and communication, both internal and external, are crucial for the EHRI Implementation Phase (EHRI-IP) project - scheduled to run from February 2024 to January 2026 EHRI-IP - to succeed. This <i>Project Dissemination Plan</i> provides a well-formulated dissemination and communication strategy for the EHRI-IP project and is built on the existing EHRI communication channels and activities. It will be implemented and continuously reviewed throughout the project duration and reported against in the Deliverable 7.3, <i>Report on project dissemination</i> that will provide an evaluation of the project's communications and dissemination activities.
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Executive summary

This deliverable provides an initial dissemination plan for the EHRI Implementation Phase (EHRI-IP) project, scheduled to run from February 2024 to January 2026.

EHRI-IP's overall aim is to support the implementation and early operation of the future, permanent Research Infrastructure (RI), EHRI-ERIC. Work Package (WP) 7 Communication, Dissemination and Exploitation is tasked to plan, co-ordinate and implement all project communication and dissemination activities, thereby supporting all activities of the overall IP project. In addition, WP7 is also tasked to develop and test a socio-economic impact assessment framework and to further develop the existing internal and external communication and dissemination tools in line with the needs of the future EHRI-ERIC, as well as to strengthen EHRI's brand and identity.

The main objectives of WP 7 are to:

- Develop and test a socio-economic impact assessment (SEIA) framework to ensure full exploitation of EHRI-ERIC's outputs and outcomes
- Review and enhance existing communication and dissemination tools and strategies, in line with the needs of the growing EHRI consortium and future EHRI-ERIC
- Carry out all project's communications and dissemination activities, both internally and externally
- Grow EHRI's identity and brand to become globally recognised

This Dissemination Plan was prepared in Task 7.2. It will be implemented and continuously reviewed throughout the project duration and reported against in the Deliverable 7.3, Report on project dissemination that will provide an evaluation of the project's communications and dissemination activities. The implementation and evaluation of the project's communication and dissemination will directly inform EHRI-ERIC's long-term branding and marketing strategy that will be reported on in Deliverable 7.4, Report on long-term branding and marketing strategy for EHRI-ERIC.

This Dissemination plan is as a general roadmap for all EHRI-IP-related communication and dissemination activities. It is structured as follows:

- **Section 1** provides a brief introduction to EHRI and more specifically the EHRI-IP project and summarises the document including its aims
- **Section 2** analyses and presents EHRI-IP stakeholders
- **Section 3** provides tailored key messages for EHRI-IP's stakeholders
- **Section 4** presents EHRI's communication channels available to the project
- **Section 5** presents publicity materials
- **Section 6** outlines the overall support for internal, and participation at, external events
- **Section 7** provides a framework for the assessment of our dissemination activities

1 Introduction

The European Holocaust Research Infrastructure (EHRI) is an international infrastructure that has been promoting and safeguarding Holocaust research, commemoration and education on a trans-national level since 2010. EHRI's mission is to support the Holocaust research community by building a digital infrastructure and facilitating human networks. EHRI has already united an unprecedented amount of information about dispersed Holocaust sources in its online Portal (<https://portal.ehri-project.eu>) and developed tools to contextualise, analyse and interpret such sources. EHRI also offers a variety of training courses, seminars, and trans-national access through the EHRI Conny Kristel Fellowship Programme to develop the human network of researchers, archivists, librarians and other EHRI stakeholders.

In 2018, the European Strategic Forum for Research Infrastructures (ESFRI) adopted EHRI on its 2018 ESFRI Roadmap, thereby recognising EHRI's importance for the future of the European Research Area and recommending its implementation as a new, long-term European RI. Between 2020 to 2023, the EHRI-PP project laid the groundwork for EHRI to achieve the legal, financial and technical maturity required for its implementation and operation as a European RI, and the EHRI-IP project is now tasked to advance EHRI's implementation as a permanent, distributed organisation in the form of a European Research Infrastructure Consortium (ERIC).

The overall objectives of EHRI-IP are to:

Implement EHRI by operationalising the governance, frameworks and strategies developed during the Preparatory Phase including establishing an operation-ready Central Hub and linked

National Nodes, and turning the existing high-level strategies with regards to scientific mission, user access and technological development into operational reality.

Grow EHRI by acquiring new potential Member and Observer countries and negotiating cooperation agreements with international and strategic partners. It further involves investigating the scope for a (future) expansion of EHRI with regards to the scientific domain covered, services offered and user communities served.

Manage and Valorise EHRI by ensuring optimal coordination between EHRI-IP and complimentary, concurrent activities (EHRI-3, the process of legally establishing EHRI-ERIC), and by developing clear and robust strategies and systems that ensure that EHRI reaches its full potential with regards to innovation and social, economic and scientific impact.

Consistent and targeted dissemination and communication, both internal and external, are crucial for EHRI-IP to succeed, and a well-formulated dissemination and communication strategy must be implemented from the beginning. The overall objectives of the EHRI-IP dissemination plan are to:

- Ensure continuous two-way information flow between EHRI and all its stakeholders.
- Strengthen EHRI's position within the European Research Infrastructure landscape and internationally.
- Support the overall project in strengthening connections with countries that are not partners of the EHRI-IP project
- Reach out to new users and communities

These objectives will be achieved using the existing communication channels and tools that EHRI has developed and maintained since 2010. These include a website, newsletter, mailing list, social media and, for internal use, Basecamp and Zoom. The EHRI-PP project was the first concrete step that EHRI took to develop from a project into a permanent infrastructure, and consequently, EHRI's communication strategy and tools were reviewed and adapted to include new stakeholders and targets to ensure that EHRI continues to serve its growing and changing audiences. A similar review has been done for the EHRI-IP project, and this document presents EHRI-IP's overall approach to communication and dissemination.

2 Stakeholders analysis and audiences

Since we first started to develop the concept of The European Holocaust Research Infrastructure (EHRI) as an international infrastructure securing Holocaust research, commemoration and education on a trans-national level in 2010, we have continuously analysed and reviewed our key stakeholders to ensure that we reach a growing group of stakeholders and effectively target our key audiences. EHRI's audiences are diverse, which means that we need to develop targeted and tailored ways of communication to support the project's overall objectives and achieve an effective dissemination of the project's outcomes.

The table below lists EHRI's audiences grouped into stakeholder groups alongside some examples of subgroups. The table first lists those stakeholder groups that are of very high importance to the aim of the EHRI-IP project, which is to successfully implement EHRI as ERIC. The other stakeholders are, however, equally important to EHRI, in particular in the context of establishing a sustainable RI that continues to scale its distributed organisation in a sustainable way.

Stakeholder group	Examples	Main areas of interest in EHRI	To be reached via...
<i>Stakeholders of very high importance to EHRI-IP</i>			
(Future) partners of EHRI-ERIC (National Nodes) – already affiliated with EHRI, in contact with EHRI, identified as a high-priority country	Decision makers, managers, researchers and technical personnel and other supporting staff (communication, finance, administrative)	Harmonise activities across EHRI, strengthen national capacities through knowledge exchange, training and best practice exchange.	Basecamp Internal meetings Project website Social media Press releases PR material Newsletters Publications Events

<p>Governments</p>	<p>Governmental representatives, relevant ministries, including of countries expressing an interest in joining EHRI-ERIC</p>	<p>Strengthening and integrating national research capacities in the domain. EHRI is an opportunity to express commitment to Holocaust research/commemoration</p>	<p>Project website Social media Press releases PR material Newsletters Publications Events</p>
<p>Funders</p>	<p>Funding bodies (European, national and private)</p>	<p>Support leading-edge initiative that showcases innovation potential and social relevance of trans-national and interdisciplinary (Holocaust) research</p>	<p>Project website Social media Press releases PR material Newsletters Publications Events</p>
<p>Key international and strategic partners</p>	<p>Major organisation active in the field of Holocaust research and documentation outside the EU/associated partnerships with EU</p>	<p>Embed EHRI as a leading trans-national Holocaust RI into the wider SSH RI ecosystem. Building strong connections with EHRI will enhance stakeholders active in Holocaust-relevant public policy areas. It is key to achieve this.</p>	<p>Project website Social media PR material Newsletters Publications Workshops Events</p>
<p>Collection-holders</p>	<p>Archives, museums, libraries, memory institutions, documentation centres</p>	<p>Integration of their holdings into EHRI to enhance reach, access and impact. Access to innovative tools and resources and training opportunities to enhance their business functions and innovation potential</p>	<p>Basecamp Internal meetings Project website Social media Press releases PR material Newsletters Publications Events Workshops Seminars</p>

<p>Users</p>	<p>Researchers (inc. students), archivists, collection specialists, curators, media professionals (journalists, film makers, photographers), Holocaust Educators and teachers; Holocaust commemoration initiatives</p>	<p>Users of EHRI services, to obtain simplified and comprehensive access to EHRI products and services allowing new and innovative research and training opportunities.</p> <p>Leading-edge Holocaust research is a necessary pre-condition for meaningful Holocaust education and commemoration.</p>	<p>Project website Social media Press releases PR material Newsletters Publications Events Fellowships Seminars</p>
<p>European infrastructure initiatives</p>	<p>Other RIs in particular in the SSH domain</p>	<p>Explore synergies and complementarities of RI services; collaborate to create a well-integrated, interdisciplinary European RI landscape</p>	<p>Internal meetings Project website Social media Press releases PR material Newsletters Publications Events</p>
<p><i>Other stakeholders</i></p>			
<p>Digital and creative industries</p>	<p>Businesses in the fields of digital innovation, including areas such as artificial intelligence, automatic speech recognition, optical character recognition, and crowdsourcing; at regional and national level</p>	<p>Explore new applications of emerging technologies and their customisation to EHRI's particular use case, or use EHRI to test the applicability of such technologies</p>	<p>Project website Social media Press releases PR material Newsletters Publications Events</p>

Policy makers	At national and EU level, NGOs, humanitarian organisations	Support leading-edge initiative that showcases innovation potential and social relevance of trans-national and inter-disciplinary research	Project website Social media Press releases PR material Newsletters Publications Events
General Public		Holocaust research has significant contemporary societal relevance. Continuous investment into Holocaust studies is necessary to advance a range of social discussions such as non-discrimination, antisemitism, xenophobia, tolerance, etc.	Project website Social media PR material Events

3 Key Messages

EHRI has always sought to ensure that its communications are clear, understandable, and tailored to its audiences, which, as explained above, have been continuously identified and monitored during its development since 2010. One of the important components of EHRI's communication and dissemination has always been key messages which were tailored for different audiences and stakeholders. This strategy served us well. EHRI IP WP 7 developed a number of key messages tailored for specific stakeholders described above. The following is a selection of EHRI IP key messages:

- EHRI brings together researchers and data from across the world and enables the transfer of knowledge across Europe, facilitating capacity building in European regions with limited digital resources.
- EHRI's innovations enable new directions in Holocaust research and archiving, bringing previously hidden sources to light and offering new trans-national and comparative approaches to Holocaust research.
- EHRI connects fragmented and dispersed sources and researchers. EHRI is overcoming the fragmentation of sources.
- EHRI is developing digital tools and methods that contribute to the digital transformation of Holocaust research and archiving.

- EHRI builds bridges through fellowship and training programmes and by organizing conferences, seminars and workshops, across and beyond Europe.
- EHRI links an innovative infrastructure with a large, varied community that builds, informs and uses this infrastructure.
- EHRI's approach to infrastructure development has relevance far beyond its specific research context and informs similar initiatives across the humanities and social sciences.
- EHRI supports a comprehensive understanding of the Holocaust that continues to be relevant to today's and future generations. It helps promote the development of open, tolerant and non-discriminatory societies and acts as a bulwark against Holocaust denial and distortion, antisemitism and xenophobia.
- EHRI contributes to the safeguarding of an important shared European heritage by uncovering, protecting, preserving and re-interpreting sources relevant to the Holocaust.

4 Communication Channels

Since 2011, EHRI has established a firm and well-functioning project communication and dissemination infrastructure. This section describes each communication channel and considers new ways to engage with EHRI's growing stakeholder communities to ensure that all stakeholders are concisely informed about project activities and results and to increase the visibility of, and knowledge about, EHRI and its benefits to wider society.

4.1 EHRI Website

The EHRI project website, www.ehri-project.eu plays a central role in EHRI communication and dissemination and is one of the primary and first interfaces accessed by various audiences. In particular, the website:

- provides up-to-date information about EHRI;
- is a gateway to EHRI's resources including the EHRI Portal, EHRI Online Course, EHRI Document Blog, EHRI Geospatial Repository, EHRI Massive Open Online Course, EHRI Podcast and Online Editions;
- disseminates calls for Conny Kristel Fellowships, seminars, workshops and conferences;
- provides information to other Holocaust-related institutions on how to join the EHRI infrastructure;

- provides information on institutions holding archival collections relevant to the Holocaust on how to integrate metadata on these collections into the EHRI Portal
- provides Holocaust-related news.

The website has been continuously improved since it was first created, more recently during the EHRI-3 project where feedback from EHRI’s Virtual Access Advisory Board was used to make it easier to navigate and more user-friendly.

In preparation for EHRI’s transition to becoming an ERIC, the emerging National Nodes have also begun to set up their own websites using one common branding. The main EHRI website will be visually rebranded to fit the future ERIC and to increase traffic, generate more leads, and add, where relevant, improved functionality to enhance the user experience.

The EHRI website is an important starting point for the dissemination of information to all our stakeholder groups. It attracts a sizeable audience (currently more than 4,400 sessions per month) and will be used to communicate information about EHRI-IP’s background, progress and result as well as to disseminate other relevant news stories from partner institutions and beyond, including in relation to the progress of setting up National Nodes and attracting new member countries to EHRI.



Figure 1 EHRI Project Website Statistics June 2024

EHRI-IP will particularly focus on producing content geared towards its objectives and stakeholder groups as well as its strategic partners such as the most important international organisations active in EHRI’s scientific field (such as the US Holocaust Memorial Museum, the USC Shoah Foundation Visual History Archive, the Fortunoff Archive for Holocaust

Testimonies, the Holocaust Education Foundation of Northwestern Universities, among others) and other important initiatives and stakeholders active in areas of relevance and interest to EHRI (International Holocaust Remembrance Alliance, Claims Conference, other RIs in the social science and humanities).

EHRI-IP-related articles and news items will particularly inform on important developments and achievements of EHRI during the process of implementing the ERIC. Where relevant and possible, communication will be aligned with its key messages, and we will publish articles that help increase the knowledge about EHRI as well as the importance of Holocaust research and documentation for open and tolerant societies.

Our aim is to publish at least 1 EHRI-IP specific article or news item per month, or a total of 24 EHRI-IP-related articles by the end of the project. The frequency of news will vary according to the development of the project, with peak times with more than one article per month in the second part of the project.



EHRI Implementation Phase Kick-Off in Amsterdam | Last Steps Towards a Permanent Organisation
Thursday, 21 March, 2024

Step 1 Application to Become an ERIC Approved
On 27 February 2024, the European Holocaust Research Infrastructure (EHRI) started its Implementation Phase (IP) project, which will lead EHRI to become a permanent organisation for the support of Holocaust research in Europe.

Fourteen partners from all over Europe, Israel and the US gathered in Amsterdam to kick off this last round. Amsterdam is also the home town of coordinating partner [NIOO](#) Institute for War, Holocaust and Genocide Studies and the future central hub of the EHRI-ERIC (European Research Infrastructure Consortium). NOD Director Martijn Eickhoff welcomed the meeting stressing the importance of EHRI for the Netherlands, for NIOO and for Europe, especially at this time of conflict and crisis.

EHRI-IP Project Director Reto Speck, welcomed all the EHRI-IP partner institutions which act as representatives of the countries that will be part of the EHRI-ERIC from the start: Israel, Croatia, Slovakia, Czech Republic, Austria, Germany, Belgium, Romania, the UK, Poland and the Netherlands with additional partners from Ukraine and the US.

Around forty people that had gathered in the stately Amsterdam City Archives building 'De Bazel' listened to presentations of the [seven Work Packages](#) that are going to make sure the implementation of EHRI as a permanent infrastructure will become a fact.

Apart from establishing the ERIC in terms of governance, finance, central hub, national nodes and communication, this phase is also concerned with growing EHRI. As part of the Kick-Off meeting a "newcomers workshop" was organised. Representatives from Sweden, Bulgaria, Luxembourg, Italy, Lithuania, Hungary and Greece were introduced to EHRI-ERIC. Some of these countries are close to joining, others still need to do a lot of work, but enthusiasm was great all around.

Step 1 Application
Just after the final drinks and everyone leaving to go home, the news arrived that the European Commission had just approved of the Step 1 Application for EHRI to become an ERIC. This means the door is now open for Step 2 in the application process and the EHRI will become a permanent organisation.

RESOURCES

- EHRI Portal
- EHRI Digital Tools Guide
- EHRI Document Blog
- EHRI Geospatial Repository
- EHRI MOOC
- EHRI Online Course
- EHRI Online Editions
- EHRI Podcast
- EHRI Publication Repository
- EHRI Research Guides

LATEST NEWS

- Call for Applications: EHRI Seminar "Holocaust and Exile: Approaches, Sources, Methodologies"
- EHRI hosts international GDPR workshop in Brussels
- Call for Applications RESILIENCE | Fellowships 2024-2025

More news...

Figure 2 EHRI website with EHRI-IP news item

4.2 Social Media

Over the last decade, EHRI has steadily and consistently developed its presence in social media, reaching new audiences and growing transnational communities interested in news related to Holocaust research.

Starting with a Twitter account in 2013 (that is now X) and continuing with a YouTube channel, a Facebook page, and a LinkedIn account, EHRI has constantly delivered its messages to a broad audience and a community that today counts almost 10,000 followers.

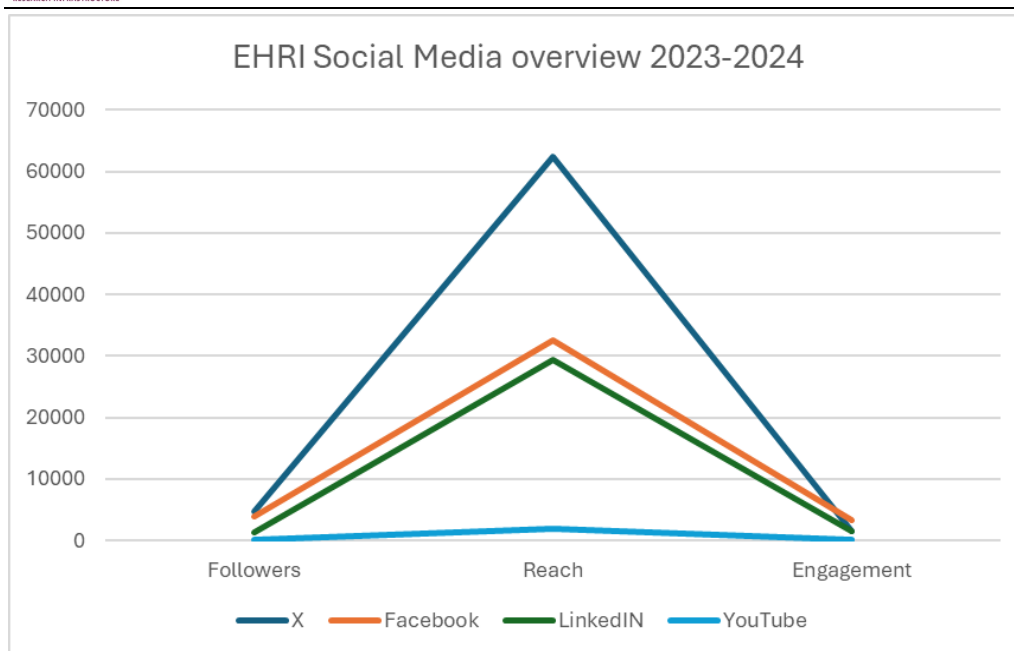


Figure 3 EHRI Social Media overview of the last year (2023-2024)

4.2.1 Analysis

Disseminating content consisting mainly of text and photos, Facebook, LinkedIn, and X are the channels most used by EHRI in communicating online with various audiences. At the same time, EHRI has its own YouTube channel with promotional video content, such as on EHRI's Mission and Vision or the recently launched MOOC targeted at a wider audience. As video content has so far been less explored and promoted by EHRI, the EHRI YouTube channel (until now mainly used for archiving and posting video content) has a smaller community in comparison with the other channels but a community that continues to grow. In the future, we will further develop the YouTube channel to make available recordings of training events that users can then follow on demand, as, e.g., with the recent online lecture on "Methodological Challenges of Photography Collections and Cataloguing".

Overall, all the Social Media channels used by EHRI have a constant and organic growth in terms of followers and engagement with the content.

X continues to attract the interest of the largest number of followers compared to the other Social Media channels used by EHRI: 4636 users follow EHRI through X, with an increase of 2% over the last year, and on average, 4% of them interact by posting, sharing, liking the content distributed on EHRI X channel.

Being one of the less used platforms by EHRI until present, YouTube presents a small community, but with a very good engagement rate of 3.9%. The engagement reflects the interest of the users towards video content, and in particular to the videos presenting online courses.

The **EHRI Facebook** page gathers a community of 3922 followers, an international one, with top followers in Germany, the United States, Romania, Italy, Poland, and the UK, a gender-balanced one (58,4% women, 41.6% men), and a broad segment considering the age (25-55 years old).

Over the last year, the community increased with 303 new followers, and the messages shared reached almost 32.6K people who mostly interacted with posts announcing calls for applications for workshops, seminars, and the Conny Kristel Fellowship.

The **EHRI LinkedIn** community registered an impressive growth of 45% last year (642 new followers). Mainly being a professional network, the content shared and top engaged with on LinkedIn (announcements about Calls for Applications for workshops, seminars, conferences, the Conny Kristel fellowship, or other EHRI activities) gathered a community of professionals who are active mainly in education, research, business development, and the media & communication field and industries such as higher education, museums, historical sites, research services, located mainly in Netherlands, Germany, UK, France.

4.2.2 Input for strategy

Considering the overall objectives of keeping the various audiences updated with the EHRI-IP progress and reaching out to new users and communities, delivering messages through social media will play a key role in the overall dissemination and communication plan. Presence on all the above-mentioned platforms will secure the reach to a wide range of audiences in terms of interests, professional profile, existing followers, and potential new users.

Addressing a broad category of audiences, from the general public to professionals and stakeholders, the content published so far on the social media channels managed by EHRI tackled a wide range of topics: news from the fields of Holocaust research, studies, documentation and education; and announcements about the events and programs organized by EHRI and/or its partners. With the aim to strengthen EHRI's position within the European Research Infrastructure landscape and to secure the connection with potential new partners, the content delivered through social media will focus on highlighting EHRI-ERIC's future

offerings, strengths, benefits on the academic, social, economic, and cultural impact, as well as valorising national nodes activities and progress.

Collaboration with the upcoming National Nodes coordinators will enable the dissemination of content of interest to regional and local audiences.

4.3 Contact database

EHRI has maintained a contact database on Mailchimp, an e-mail marketing platform, since the beginning of the first project phase. Starting from scratch in 2010, the database today has more than 2,100 subscribers. The EHRI contact database is used for sending the regular EHRI Newsletter and other mailings (calls, invitations to events etc.), and a segmentation of the total audience is possible. Our database figures indicate that at least around 25% of our mailing list belongs to one of our stakeholder groups of particular relevance to the implementation phase.

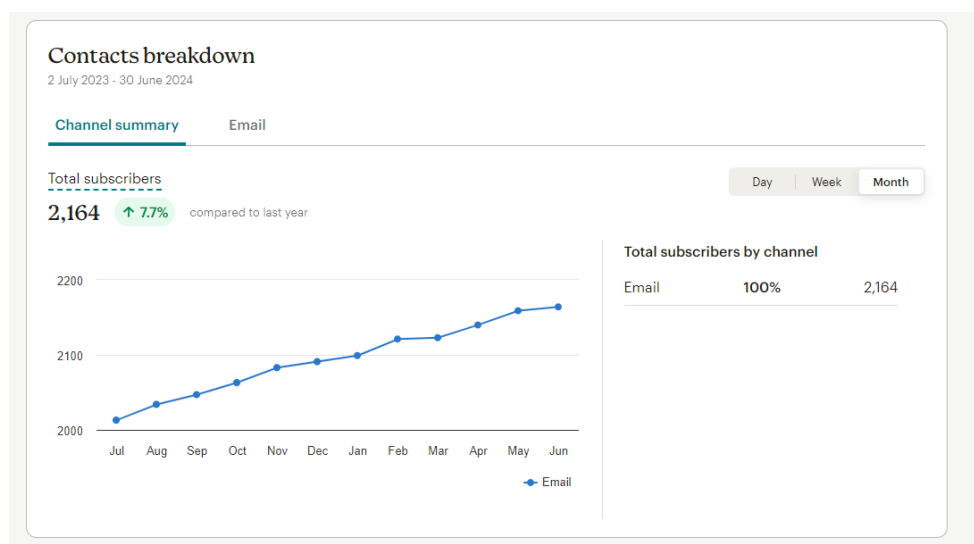


Figure 4 Subscribers to mailing list July 2023 - July 2024

Subscription to the EHRI mailing list is possible via the EHRI website or by a database administrator, on request. Both forms of subscription are in compliance with the GDPR.

Statistics are regularly gathered on the contact database to have a better understanding of our subscribers and where our strengths and challenges are. As part of the EHRI-3 project, we have also actively promoted subscription to our mailing list, for example by asking participants who took part in our workshops or seminars if they wanted to subscribe, which many agreed to. This has led to an increase of 151 subscribers or almost 8% between July 2023 and July 2024. However, the database administrator is currently running behind with adding

subscribers who gave their permission to be added to the database, so the actual increase may be higher.

4.4 EHRI Newsletter

EHRI has published e-Newsletters on regular basis since 2011. The EHRI Newsletter is distributed around 4 times a year and sent to all subscribers of the mailing list. When there is special news, or to coincide with important dates such as the International Holocaust Memorial Day, an extra mailing is sent out. The news items in the Newsletter are also published on the EHRI website, which results in a significant increase in website traffic. The newsletter's opening percentage is a healthy average of 50%. The average click rate is 8.8%. This indicates that EHRI has a dedicated and loyal audience.

Since September 2020 onwards, joint newsletters are sent out to cover EHRI-3 and as well as the EHRI projects that develop and implement the future permanent EHRI organisation (EHRI-PP 2019 - 2023 and now EHRI-IP). We will aim to include information about the latest developments in EHRI's transformation to a permanent status in each Newsletter, in particular on the progress in the development and establishment of National Nodes, the attraction of new member countries and the growth of our strategic partnerships.



EHRI Newsletter - January 2024

Marking International Holocaust Memorial Day 2024

25/01/2024

EHRI Releases Massive Open Online Course

“It Must All be Recorded Without a Single Fact Left Out” - The Holocaust through the Perspective of Primary Sources

On the occasion of the 79th anniversary of the liberation of Auschwitz and International Holocaust Remembrance Day on 27 January, the European Holocaust Research Infrastructure (EHRI) launches its first Massive Open Online Course (MOOC) “It Must All be Recorded Without a Single Fact Left Out” - The Holocaust through the Perspective of Primary Sources”, created by our EHRI-Partner Yad Vashem. The MOOC discusses the critical examination of the sources presented and provides methodological guidance as well as hands-on tools for their use. It features interviews with leading scholars and presents various primary sources - photographs, diaries, bureaucratic documents, letters, and testimonies - essential for Holocaust research.

Watch a short intro to the MOOC:

Figure 5 Extra edition of EHRI Newsletter January 2024

5 Publicity

EHRI has created a wide range of templates and publicity materials in previous project phases, and EHRI-IP will continue to use the established visual identity of EHRI. During the EHRI-PP project, many materials were updated and new material was created to address new key stakeholders such as government ministries and funders, e.g., a short video that outlines the urgency and importance of EHRI’s mission as well as an EHRI-ERIC Value Proposition (see Annex 1) that are targeted at government officials, policy makers and the general public.

Applicable templates, a copy of the logo and a selection of publicity materials are available via the “Handbook” basecamp board. Further (offline) publicity material can be obtained by contacting the EHRI Dissemination Officer.

Currently, these include:

- Flyer
- Notepad
- Document folder
- Info Card Set
- Banners
- Bookmarks
- Infographics on different aspects of EHRI-ERIC (e.g., on EHRI’s policy and science landscape)

Further publicity materials are currently developed as part of EHRI-3 and will be adaptable to be used for promoting EHRI-IP and the future EHRI-ERIC as well.

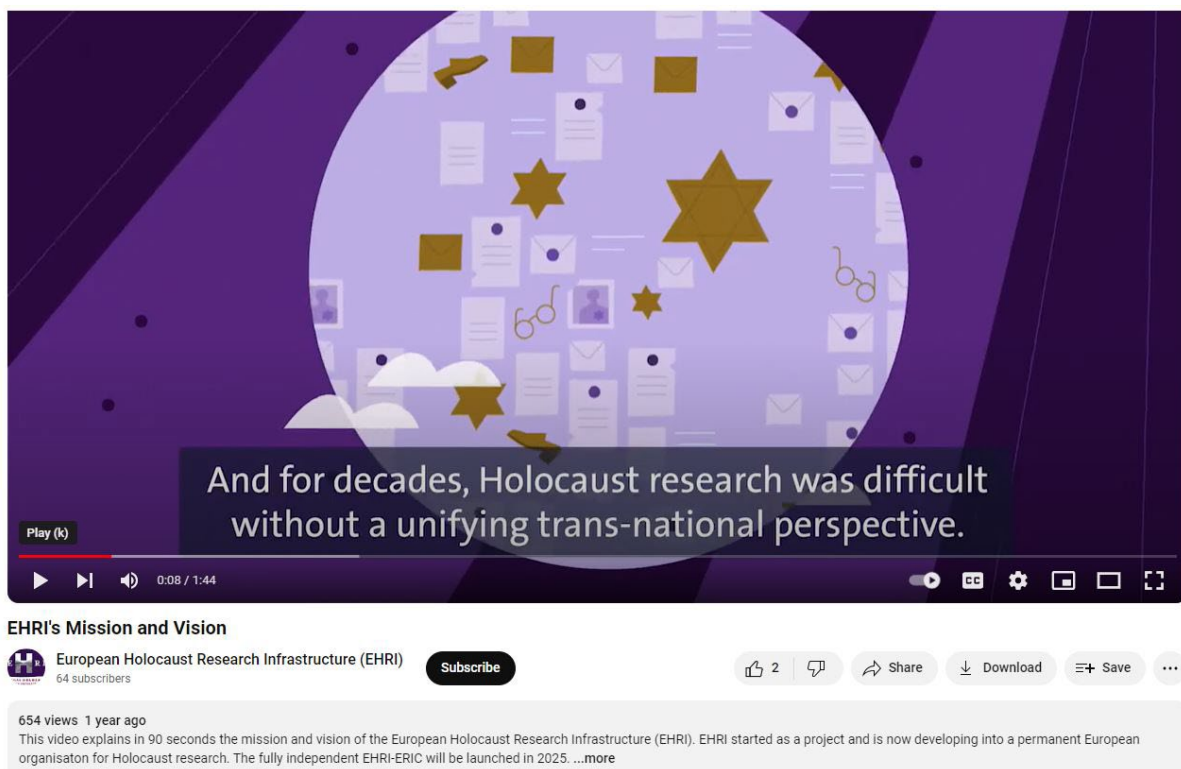


Figure 6 Still from EHRI promotional video about its mission and vision.

6 Events

In addition to the established communication channels, in-person events will be an important way to reach out to key stakeholders. Various Work Packages will be organizing a total of approximately six workshops with external participation across the project. While these events

are not formally coordinated by Work Package 7, they will provide excellent opportunities for targeted dissemination campaigns. WP7 will therefore collaborate closely with the organising WPs and ensure that we can exploit dissemination opportunities offered by EHRI events to the fullest.

Workshops will be organised in WP3 Strengthening of National Nodes to develop the distributed structure of the future ERIC and promote the future joint working between the national Nodes; in WP5 to reach out to prospective international and strategically important partners; and in WP6 to reach out and support stakeholders in potential future member countries.

WP7 will support the organising WPs and partners by promoting the event among potential attendees, supplying the organizers with PR material, and by disseminating its results widely. Additionally, and where relevant, WP7 will also coordinate EHRI-IP's attendance at externally organized events (academic conferences and workshops; ESFRI and other strategic European RI events; events organized by national and strategic stakeholders, etc.). Such events provide the project with important opportunities to promote its mission and achievements among key stakeholder groups. WP7 will proactively identify such opportunities, coordinate participation among project partners, support participants with information and materials (PowerPoint slides, PR materials to be distributed, etc.), and monitor overall EHRI-IP participation and its effectiveness.

7 Dissemination evaluation and assessment

Timing/Quantity	Dissemination Activity	Audience	Purpose	Key Message
Throughout	Project Website and Social Media	All stakeholders	Awareness Inform Engage Promote	Continuously updated information on the project, the opportunities it offers and its results
M2 and quarterly thereafter	Newsletters	All stakeholders	Inform Promote	Information about events; milestones, and project results

Throughout and as relevant	Press Releases	All stakeholders	Awareness Inform Promote	EHRI's importance for securing trans-national Holocaust research long-term
From M6 onwards	Flyers/Brochures, PR materials	Users; governments; funders; collection holders	Awareness Promote	EHRI is an innovative infrastructure that can advance Holocaust research and documentation
Throughout	Key deliverables	RIs; users; funders; governments	Awareness Inform	Highlight the key findings of the project and their innovation potential
At least 5 local events throughout the project	EHRI events; workshops	Users; collection holders; governments; funders; RIs	Awareness Engage Inform	Importance of EHRI; development of future strategies and collaborations
At least 15 across the project	EHRI contributions to external events (conferences, workshops, etc.)	Users; collection holders; RIs	Inform Engage Promote	Importance and impact of EHRI
After M24	Integration of EHRI-IP results and achievements into the long-term dissemination and exploitation strategy	All stakeholders	Awareness Inform Engage Promote	The EHRI-IP project has a significant long-term impact

8 Annex

Value Proposition for EHRI-ERIC communities/stakeholders

Since its inception in 2010, the European Holocaust Research Infrastructure (EHRI) has been used, benefited and been of interest to many different stakeholders ranging from individual researchers and research organisations, collection holding institutions, non-academic users with an interest in accessing knowledge about the Holocaust, funding bodies and national ministries, national and European initiatives such as the European Strategy Forum on Research Infrastructures (ESFRI), to intra- and non-governmental organisations and humanitarian organisations active in Holocaust-related policy areas. Below outlines the key value propositions for these stakeholders and how EHRI-ERIC will deliver these.

Value proposition for individual researchers and research organisations

- Single-point physical and virtual access to high-quality collections, data and expertise relevant to the study of the Holocaust
- Sustainable platform for international cooperation including via multi-national and multi- and interdisciplinary research projects, online and offline training opportunities, and bespoke conferences and events
- Increased level of digitisation and connection of national archival sources and expertise to support new transnational research
- Increased visibility, findability and (re-)coverability of research outputs and outcomes
- Enhanced accessibility and capacity of national research infrastructures
- Access to funding to support mobility for knowledge generation and exchange, including with thematically adjacent research fields
- Access to high-quality data and research to feed into university teaching

EHRI-ERIC will deliver value to individual researchers and research organisations through providing user-friendly and simplified access to relevant Holocaust collections, digital tools, specialised national and transnational expertise, online and offline training including workshops, seminars, conferences, and funded mobility schemes, as well as through supporting open access publication and alternative publication channels.

Value proposition for collection holding institutions

- Integration of their holdings into EHRI to enhance visibility, reach, access and impact

- Access to innovative tools and resources as well as training opportunities to enhance business functions and innovation potential, in particular in the area of digital maturity
- Access to knowledge exchange in archival practice via international professional networks

EHRI-ERIC will deliver value to collection holding institutions by continuously increasing the reach and depth of its EHRI portal, and thus the visibility of collections held in national institutions, facilitating knowledge exchange across national and sectoral borders through its National Nodes Committee and working groups, and supporting professional networks internationally.

Value proposition for funding bodies and national ministries/governments

- Transnationally connected and coordinated access to national data and services
- Increased value and impact of national research efforts through reduced fragmentation and enhanced cooperation
- Internationalisation and enhanced digital transformation of national and local research infrastructures
- Renewed commitment to Holocaust research and documentation through integration in national and regional research strategies and balanced development of relevant European R&D landscape
- Increased sustainability of Holocaust research to help address contemporary societal challenges and inform policy-making on a range of pressing issues such as Holocaust denial and distortion, antisemitism, xenophobia, democratic values, as well as war, mass violence and its aftermaths

EHRI-ERIC will deliver value to funding bodies and national ministries/governments through embedding them in key governance and decision-making processes and by supporting the formation and strengthening of national EHRI consortia.

Value proposition for Europe and the international community

- Strengthening of Europe's scientific leadership in the Social Sciences and Humanities (SSH) landscape with the first European Holocaust RI to compete with globally leading institutions
- Enhanced conditions for, and thus excellence in, European Holocaust research and documentation through enhanced mobility of researchers, expertise and resources,

interoperable services for cross-border cooperation and integration of cutting-edge thematic services

- Renewed/strengthened commitment to Holocaust research and documentation as part of national and pan-European efforts to tackle societal challenges
- Support for open science and data in SSH through open access to data and methods, promotion of data interoperability as well as sharing and implementation of open access publications practise in the domain

EHRI-ERIC will deliver value to Europe and its international user community through active participation in relevant initiatives such as the European Strategic Forum on Research Infrastructures, the European Research Infrastructure Consortium Forum, the European Open Science Cloud, the International Conference on Research Infrastructures as well as Horizon Europe, and cooperation and exchange with relevant EC policymakers such as the European Commission Coordinator on combating antisemitism and fostering Jewish life.

Value proposition for non-academic users

- Access to reliable source data, expert comments and cutting-edge research evidence for media professionals, family historians, genealogists, citizen scientists, policy-makers etc.
- Renewed awareness of the significance of the history of the Holocaust at regional, national and European level
- Training and networking opportunities for education professionals at European level

EHRI-ERIC will deliver value to non-academic users through its existing and new outreach and dissemination activities, providing user-friendly access to expertise and knowledge, and adapting its digital and physical services to non-academic users where possible and relevant.

Value proposition for intra-and non-governmental organisations with relevant remit

- Well-positioned pan-European partner with shared interest in Holocaust research, remembrance and education
- Access to international network of Holocaust experts for research evidence to inform policies
- Opportunities to exploit synergies in pursuing common goals for better results

EHRI-ERIC will deliver value to intra- and non-governmental organisations with relevant remit through communicating its distinct added value as a pan-European organisation to them, exploring ways in which it can complement their activities, e.g. through supporting projects of mutual interest or cooperating in international initiatives that commemorate or teach about the Holocaust, and ensuring that the relevance and benefits of its services beyond the core EHRI users are known to intra- and non-governmental organisations.