

Project ID: CESP2016-009

FACILITATING THE ENGAGEMENT OF IBERO-AMERICAN COMMUNITY FINAL ACTIVITY REPORT

Contents

1. Executive summary	1
2. Contact information	1
3. Project summary	1
4. Project objectives	1
5. Project deliverables	1
6. Evaluation: findings and conclusions	1
7. Recommendations and lessons learned	2
8. Future plans	2
9. Signature of the project main contact point	2

1. Executive summary

We are proud and happy to deliver what we consider a very useful and beautiful resource for the GBIF community. Even though we initially planned to deliver the products on february, and by this time of the year, we hoped to be reporting on the results, during the time we've worked together we've learned that the effort of producing this kind of resources, was clearly underestimated.

On January, we held our face-to-face meeting in Colombia, and it served us to plan the final phase of our collaboration. We defined the scope of the project regarding the topics on the capsules, the agents involved in them and the approach of the interviews. We also decided that each node would be responsible for two capsules. As for the main video, we decided that the approach should be motivational rather than technical, hoping that it would be

helpful for more nodes and appealing to a broader audience. We also worked closely with the team that was in charge of the development on the script and the esthetics.

Nonetheless, one week was not enough to finish this planning and we had to continue with it remotely. In general terms, it was a successful exercise, and possible by tools such as Skype and Google Drive, but, sometimes, due to the time zone difference, feedback was a little outdated.

As for the toolkit, we decided to make the materials available through Google Drive while we decide the best way to share them throughout the community.

Since the monitoring and evaluation mechanisms described in the full proposal rely upon the final publication of the material, both short term and long term evaluation are not included yet in this report.

In the end, as we said at the beginning, we reach this point of the project proud and happy of the results, and we hope that the resources produced by this collaboration are useful not only for the ibero-american community but for the entire network.

2. Contact information

Name of the representative	GBIF Participant represented	Role(s) in the project	Contact
Natalia Gomez	Colombia	Participant	nagomez@humboldt.org.co
Ana Cruz	España	Participant	ana.cruz@gbif.es
Javier Gamboa	Colombia	Participant	jgamboa@humboldt.org.co
Cristina Villaverde	España	Co-organizer	villaverde@gbif.es
Dairo Escobar	Colombia	Co-organizer	descobar@humboldt.org.co

3. Project summary

In the last few years we've seen a huge explosion of tools, services and platforms aimed at facilitating the publication of biodiversity data in order to support national and regional biodiversity strategies and action plans. However, many of these resources available through the GBIF network only have documentation in English and very few are documented in Spanish (656 vs 53) which is an official language in 21 countries (442 million people approx.) and most of them participate in the GBIF Network. We believe that having support

documentation available in our native language increases the interest and appropriation within our national communities.

We believe that success in data publication and management relies not only upon the creation of high quality and easy-to-use products and services but also on helpful documentation that allows users to learn, share and take advantage of resources at a greater level.

Good documentation has two main advantages. On one side, it adds value to the product or service and on the other side, it reduces the need of support provided making it useful and reliable.

In order to answer to the call made by GBIF, the nodes involved in this project have identified the need to produce and adapt key documentation about our products and services to encourage the engagement of the spanish-speaking communities (cientifics, academics, citizen science groups, data publishers and users) in the GBIF Network.

As a result, we hope that any Spanish-speaking node will be able to use and improve their own publishing workflows and/or their communication with their publishers and stakeholders to increase their capacity regarding data mobilization and data usage published via GBIF.

3.1. Activities completed

- Promotional animated video highlighting the importance of sharing data through GBIF.
- Four video capsules about experiences in management and publishing biodiversity data.
 - i) Advantages and experiences in systematization of biological collections with Elysia.
 - ii) Publication process through SiB Colombia.
 - iii) Experiences creating data papers from SiB Colombia partners.
 - iv) Use of data: experiences of downloading and using data published through GBIF.es and GBIF.org.
- Toolkit: main video script, editable graphic material developed for the project and interview guidelines.

3.2. Ongoing and post-project activities

We plan to continue on the project with these activities:

- Official publication of videos - July 2017
- Publication of toolkit with all materials used in the project to help other nodes to build their own videos. We plan to do this activity in two steps:
 - Publish raw materials through Google Drive - July 2017
 - Select, organize and standardize toolkit raw materials and make them available through a Google Site - August/Sept. 2017
- Arrange a dissemination plan, along with the GBIF Secretariat, for the publication of the resources in order to reach the widest possible audience and to guarantee their availability. July/August 2017
- Dissemination of videos - July/August 2017
- Measure the impact of the resources by monitoring their related activity for a year. Two reports should be issued, one by December 2017 and one by July 2018.

4. Project objectives

1. Produce key learning and promotional resources regarding the process of data publication as a whole (occurrences data, checklist data and sample-based data), taking into account the dynamics of our national communities and materials available in other languages.
2. Aiding and speeding up the effective incorporation of new data publishers and capacity enhancement of users to better understand the process of publication biodiversity data through GBIF.
3. Improve the technical support provided by both nodes and support capacity exchange among the different national communities.
4. Promote the publishing and mobilizations of biodiversity data via GBIF with emphasis in the new approaches and endorsement.
5. Avoid duplication of efforts by reusing the resultant documentation by other nodes.
6. Maximize the impact of GBIF in the two national communities and therefore in the whole Ibero-American community, increasing the capacity regarding data mobilization and use of data published.

5. Project deliverables

1. Promotional animated video highlighting the importance of sharing data through GBIF. <https://goo.gl/NVo3fK>
2. Four video capsules about experiences in management and publishing biodiversity data.
 - a. Systematization process of biological collections with Elysia and its export to Darwin Core format <https://goo.gl/JBfVKS>
 - b. Use of data: experiences of downloading and using data published through GBIF by national providers <https://goo.gl/GTDjus>
 - c. Publication process through SiB Colombia <https://goo.gl/2KGdLD>
 - d. Experiences creating a data paper as a result of data publishing through national nodes and GBIF <https://goo.gl/rWdKik>
3. Toolkit: main video script, keyvisual, editable graphic material, interview guidelines and master versions of the videos. Google drive link: <https://goo.gl/NQLBhZ>
4. Reports with feedback from the viewers. The first one to be delivered at the end of this year and the second one in July 2018.

6. Evaluation: findings and conclusions

All partners learned a lot about each national workflow regarding biodiversity data publication. The exchange of knowledge between partners was really useful and appreciated.

We have confidence that the resources produced will benefit the Spanish-speaking GBIF community and hope they can also be inspiring for a broader GBIF community, mainly for those interested in producing their own video resources.

We are proud and happy to have created such useful and nice videos.

7. Recommendations and lessons learned

- The effort of producing such documentation was clearly underestimated.
- Remote working was very successful in general, using Skype and Google Docs helped a lot. However, sometimes due to the difference of time zone feedback was a little outdated.

- Even though we hoped to provide open software recommendations and guidelines to produce videos in the most open way possible in the toolkit, we've found that open video software lacks the robustness to produce high quality animated materials, especially when interoperability between formats (video and vectors) is of the utmost importance. That is why we finally worked with Adobe software to create our videos.
- Due to the heavyweight nature of the resources (mostly video and vector files) it is important to find where to host them to guarantee their availability. We've uploaded the toolkit to a free Google Drive account as a provisional measure and hope to resolve their final destination along with the GBIF Secretariat.

8. Future plans

We plan to deliver two communication reports one by December 2017 and one by July 2018 to measure the impact of the resources shared with the network. These reports will include stats regarding the amount of activity of the videos on social media platforms, interactions and feedback from users if available.

9. Signature of the project main contact point

Signed on behalf of the project partners

Date