

Facilitating the engagement of Ibero-American community

Project ID: CESP2016-009

MID-TERM ACTIVITY REPORT

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Executive summary

During this period of time we have held virtual meetings through skype and consolidated the working material in several documents available on [Google Drive](#). We've focused mainly on the first deliverable of the project -the video on data publication process through GBIF- as a starting point to consolidate an aesthetic and conceptual frame of reference that covers the other products included in the project.

Although progress in the project does not meet the initial schedule we have made the necessary adjustments to meet the June 2017 deadline. We are confident that the January meeting in Colombia will serve us all to complete the work that has been started virtually by taking advantage of the participation of the SiB Colombia team and by having the opportunity to focus exclusively on pending issues and identified challenges jointly with the provider.

Contact information

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Introduction

In this midterm report you will find an updated calendar of activities, more accurate and detailed information on the progress of the deliverables and a resume of the findings and challenges that we have encountered working together during this period of time.

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.

The project and its objectives

- Project start date: July 2016
- Expected duration: 11 months, ending on June 2017.
- Participants:

Name of the representative	GBIF Participant represented	Role(s) in the project
Dairo Escobar	Colombia	Main contact point
Cristina Villaverde	España	Co-organizer

Ana Cruz	España	Participant
Katia Cezón	España	Participant: support in creating video capsules storyboard
Carmen Lujano	España	Participant: support in creating video capsules storyboard
Karen Soacha	Colombia	Participant
Natalia Gomez	Colombia	Participant
Javier Gamboa	Colombia	Participant
Leonardo Buitrago	Colombia	Participant
Néstor Beltrán	Colombia	Participant

- Targeted capacity needs:

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 supporting 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.

All the material produced will be available in the GBIF Community Site - *Red de idiomas – ESPAÑOL*.

- 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.
- Expected deliverables:
 1. Data publication process video.
 2. Four video capsules about experiences in management and publishing biodiversity data. Potential topics: i) Systematization process of biological collections with Elysia

and its export to Darwin Core format ii) Publication process through SiB Colombia. iii) experiences creating a data paper as a result of data publishing through national nodes and GBIF. iv) Use of data: experiences of downloading and using data published through national nodes and GBIF.

3. Toolkit. The toolkit will include: video scripts, graphic material glossary, interviews formats, multimedia reference material.
4. Report with feedback from the viewers.

Project activities completed by mid-term

- Initial proposed calendar

Dates	Item
July 2016	Kick-off virtual meeting. Planning with participation of GBIF Spain and SiB Colombia.
August 2016	Define material existing and material for the creation. Segmentation of priorities and information channeling.
September 2016	Define questions and core idea to develop the video capsules and select the universities.
October/November 2016	Collaborative work: face to face meeting in Colombia. Making video tutorial data publishing
January 2016	Video Edition, review and adjustments.
February 2017	Publishing of resources, video tutorials and video capsules
June 2017	Measure the impact of the resources.

- Updated calendar of meetings and activities:

Dates	Item
July 12 - 2016	<ul style="list-style-type: none"> - Kick-off virtual meeting. Planning with participation of GBIF Spain and SiB Colombia. - Initial definition of the scope of the first video regarding esthetics, message tone and public. - Creation of a shared folder on google drive to consolidate collaborative work.
September 8 - 2016	<ul style="list-style-type: none"> - Evaluation of the documentation consolidated by GBIF.es and SiB Colombia

	<ul style="list-style-type: none"> - Identification of differences between data publication processes and tools in order to identify shared steps and possible approaches to a simplified and unified portrayable data publication process. - Calendar update
September 26 - 2016	<ul style="list-style-type: none"> - Face to face meeting in Colombia re-scheduled for november 21-25. - GBIF.es advances on the videocapsule of Systematization process of biological collections - SiB Colombia advances in the consolidation of it's own publication process through a wiki available at: https://sites.google.com/a/humboldt.org.co/wikisib/home
November 17 - 2016	<ul style="list-style-type: none"> - Completion of a brief due to the first week of december in order to consolidate the scope of the videos and find a suitable provider. - Definition of the scope of the toolkit and items included.
December	<ul style="list-style-type: none"> - Video provider selection - Purchase of equipment to gather the material for video capsules.
January 2017	<ul style="list-style-type: none"> - Face to face meeting* in Colombia planned for January 16-20
February 2017	<ul style="list-style-type: none"> - Video capsules video capturing
March 2017	<ul style="list-style-type: none"> - Video capsules video capturing
April 2017	<ul style="list-style-type: none"> - Toolkit construction. - Video capsules: Edition and adjustments. - Data publication process video final adjustments. - Publication**
June 2017	<ul style="list-style-type: none"> - Measure the impact of the resources.

* Face to face meeting agenda is yet to be defined. Nonetheless, we've identified the necessity to focus exclusively on the project to produce the final brief and guidelines for the first video and by doing so, defining the scope and tone of communication of the entire project.

** The conditions and channels to make this possible are to be addressed during the face to face meeting in January.

Project communications

Project deliverables will be available through the project page at:

<http://www.gbif.org/project/2016-ibero-american-engagement>

Additionally, each node will publish the data publication process video and the video capsules through their own channels which include social networks, youtube channels and

institutional web sites. Specific plans regarding dates, messages and channels are yet to be completed in order to construct a joint plan of publication. This communications joint strategy is one of the main topics in the working agenda during the face to face meeting in January.

Mid-term evaluation findings and recommendations for the remaining project implementation period

During this past few months we've held several virtual meetings to coordinate efforts and successfully construct useful and relevant material that initially serves both nodes involved in this project and that will eventually serve other Spanish-speaking nodes as well.

Taking this inclusive scope into account and the challenge of portraying a joint data publishing process that goes beyond specifics has been possible through virtual meetings but not optimal.

We've focused mainly in the first of the deliverables - data publishing process video - because it is the biggest challenge and it provides the context and starting point for the other deliverables as well, allowing us to draw an aesthetic and conceptual frame.

The first thing you may notice is that the initial calendar has been updated. These modifications have occurred because through the evaluation of the context, referents and the scope of the project we've found the necessity to make the most of the -face to face- meeting in Colombia. We believe that involving most of the SiB Colombia team in the revision and brainstorming sessions and focusing exclusively on the project for an entire week will be very helpful in order to determine the scope and reach of a joint data publishing process through GBIF that rightfully meets both nodes needs. By arranging an agenda that hopefully includes the video provider as well, we hope to determine the aesthetic and conceptual guidelines that will permeate all the deliverables compromised in the project. Such a meeting was not possible before January because of unavailability of the SiB Colombia team due to changes in its own team members.

Even though we are planning most of the activities for this face-to-face meeting, it is possible to address current progress on project deliverables one by one.

1. Data publishing process video.

We've consolidated information regarding various data publication processes throughout the GBIF network as well as our own, conceptual guidelines and aesthetic referents in a [shared document](#) in order to consolidate a common frame. We've also identified challenges and possible outcomes.

We are working as well on a [brief](#) that will synthesize the ideas shared on the document mentioned above that will serve as the main work resource for the selected provider.

Perhaps **the greater challenge we've found is to portray a common-ground data publishing process that serves both nodes** regardless of specific tools, proceedings or context-based conditions such as accents and specific-language terms. Even though we've outlined the solution may reside in adopting an animated and infographic approach, we hope to solve and address these challenges during our face-to-face meeting in January.

2. Video Capsules

We've determined which of the nodes is responsible for each capsule and the main potential topics to be addressed on them ([more info on this document](#)). But we plan to determine specifics such as people to interview, institutions to visit and scripts in the face-to-face meeting in January.

The video-capsules are:

- Systematization process of biological collections with Elysia and its export to Darwin Core format. - GBIF.es
- Publication process through SiB Colombia. - SiB colombia
- Experiences creating a data paper as a result of data publishing through national nodes and GBIF. - Both nodes
- Use of data: experiences of downloading and using data published through national nodes and GBIF. - Both nodes.

3. Toolkit

We've determined the potential contents of the toolkit and they are:

- Video scripts.



- Graphic material glossary.
- interview formats.
- Multimedia reference material & tools.

The contents and reach of each items are to be determined on the face-to-face meeting in january.