

FINAL NARRATIVE REPORT

Guidelines on how to complete the activity report are included in italics.

Use the information included in your CESP Full Proposal (reproduced in Annex 1 of your CESP contract) as a baseline from which to complete this report.

Remember that this report will be made available on your project page on the GBIF website and therefore should not include any contact information, unless you have permission from all mentioned in the report that their contact information can be published.

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1. Project information

Please insert text in the table

Project title	OpenPSD - Engage and promote the private sector in open biodiversity data publication	
Project ID	CESP2019-004	
Project period	Start date (dd/mm/yy): 01/06/2019	End date (dd/mm/yy): 31/01/2021
Reporting period	Start date (dd/mm/yy): 1/12/2019	End date (dd/mm/yy): 31/01/2021
Project lead		
Name of the main contact person	Cristina Villaverde	
Name of institution	GBIF Spain - Royal Botanic Garden - Spanish National Research Council (CSIC)	
City and country	Madrid, Spain	
GBIF Participant represented	GBIF Spain	
Role(s) in this project	Coordinator	
Project partner(s)		
Name and institution of the representative	GBIF Participant represented (if applicable)	Role(s) in the project
Rui Figueira, Instituto Superior de Agronomia, GBIF Portugal	Portugal	Mentor, Documentation, training
Tai Messina, Instituto Superior de Agronomia, GBIF Portugal	Portugal	Mentor, Documentation, training
Dag Endresen, National History Museum, GBIF Norway	Norway	Mentor, Documentation, training
Vidar Bakken, National History Museum, GBIF Norway	Norway	Documentation, training

Rukaya Johaadien, National History Museum, GBIF Norway	Norway	Mentor, Documentation, training
Dairo Escobar, SiB Colombia	Colombia	Mentee, documentation, training
Camila Plata, SiB Colombia	Colombia	Mentee, documentation, training
Anne-Sophie Archambeau, Museum National D'histoire Naturelle, GBIF France	France	Mentee, documentation, training
Sophie Pamerlon, Museum National D'histoire Naturelle, GBIF France	France	Mentee, documentation, training
Pedro Beja, CiBio/InBIO	Portugal	Academic partner
João Madeira, Energias de Portugal (EDP)	Portugal	Private company partner
Per Ihlen, Asplan Viak AS	Norway	Private company partner
Katia Cezón, GBIF Spain, Royal Botanic Garden	Spain	Mentee, documentation, training
Miguel Vega, GBIF Spain, Royal Botanic Garden	Spain	Mentee, communication, training, documentation
Esteban Manrique Reol, Royal Botanic Garden.	Spain	Mentee

2. Executive summary

Please provide a brief summary of your project's objective(s), its implementation and achievements. You should also describe the context and the approach taken for the final evaluation of your project, and the key best practices and lessons learnt identified. Remember to include any additional objectives that were defined during the implementation of the project and explain why they were added to the project's initial objectives. In the event of unexpected challenges that have prevented you from reaching a planned project objective, please provide explanations and indicate if and how you plan to reach these objectives post project.

(Max. 300 words)

We aimed to use the previous experience of Norway and Portugal, where private companies are already GBIF publishers, to engage and promote GBIF-mediated biodiversity data publication and use by the private sector. This was achieved through workshops, documentation targeted to the private sector, creation of promotional materials and mentoring. By the time we write this report:

- Norway and Portugal have created use cases to identify motivations and benefits for private sector companies to become GBIF data publishers based on their national experiences;
- A guidance document to support the internal authorization process to become a GBIF publisher has been published in English, Portuguese, French and Spanish, and we are now working on a GBIF format publication of this guide. We have also prepared a template of a

Service Level Agreement between a company and national GBIF node, available in different languages;

- Outreach and training activities to engage private sector companies in GBIF have been carried out in Norway, Colombia, Spain, Portugal and France;
- A promotional video and leaflet have been launched;
- 17 new companies in Colombia, Portugal, Norway and Spain were endorsed and 111 private sector datasets were published.

Initially, the outreach and training activities were planned to be face-to-face meetings, but due to the pandemic, we were forced to run most of these activities online. However, it was not harmful at all, but a good opportunity to reach a higher number of participants and test webinars as a useful tool to teach and perform outreach GBIF activities. Requesting an extension in the project period was necessary in order to have time to complete all the many time-consuming scheduled activities and deliverables.

It is always great to partner with a design company that knows the GBIF work so well because it makes the work easier.

We have kept a good level of communication between project partners that helped us to complete all activities. The engagement and willingness for collaboration of partners during all of the project and tasks must be highlighted here as well.

3. Progress against expected milestones

Please indicate the status of the expected milestones as outlined in Annex 3 of the contract, at the time of final reporting.

Please provide more information in the Deliverables table in section 5 of this report, including detailed explanatory notes in the event of unexpected delay(s).

Expected milestones	Completed? Yes/No
Case studies on identifying potential publishers complete. (Mid-term report milestone)	Yes
Documentation to support internal company processes to become a GBIF publisher complete. (Mid-term report milestone)	Yes
Identification of activity's sectors and potential publishers in private companies in CO, ES, FR (also PT & NO) complete and potential publishers inventory delivered. (Final report milestone)	Yes
Promotional materials developed. (Final report milestone)	Yes
Workshop Experience Exchange – Portugal, held and report available. (Final report milestone)	Yes

Workshop Experience Exchange – Norway, held and report available. (Final report milestone)	Yes
3 one-day workshops Experience Exchange in CO, ES, FR, held and reports available. (Final report milestone)	Yes
Completion of final capacity self-assessments. (Final report milestone)	yes

4. Activities

Please indicate the status of the activities as outlined in your CESP Full Proposal (section 3.5), at the time of final reporting.

The table below should be completed in the same way as in your CESP Full Proposal, but should include information and updates on the status of each activity. Please indicate relevant source(s) of verification and provide links, or a copy of the source of verification mentioned if no links are available. Attachments should be provided in the Annex.

In the event of unexpected delay(s), please provide detailed explanatory notes and indicate new planned completion date(s).

Please include any additional activities completed during the implementation of the project that were not originally outlined in your CESP Full Proposal.

Add rows as required.

Activity name	Status of activity: Completed? Yes / No (inc. % complete)	Explanatory notes, including new planned completion date if necessary	Source(s) of verification
Case studies on identifying potential publishers	Yes	Four use cases were developed. One for a private company in Portugal (EDP) and three companies based in Norway (DNV GL, Asplan Viak, and ARC DA).	https://www.gbif.es/wp-content/uploads/2019/05/Use_cases_OpenPSD.zip
Support in-house documentation and authorization by companies	Yes	Both documents were elaborated and translated: <ul style="list-style-type: none"> - Documentation to support the internal authorization process to become a GBIF publisher - Service Level Agreement between a company and the GBIF Node 	https://www.gbif.es/en/proyecto/opensd-datos-sector-privado-en-gbif/ (links to both docs at the project web page) The guidance document is meant to be published with gbif.org format: https://docs.gbif-uat.org/private-sector-data-publishing/2.0/es/
Development of promotional materials	Yes	A leaflet and a video were developed to promote GBIF and the benefits of becoming a data publisher, highlighting	Video: https://vimeo.com/473377963 Leaflets (in different languages): https://drive.google.com/drive/folders/1

		the main motivation arguments provided by current private-sector publishers	yLBikbbSvtpzHeCMqXwTdLiWVoEWxCgg CESP Open PSD inspirational mood-board
Mid-term reporting	Yes		https://assets.ctfassets.net/uo17ejk9rk/wj/4Yv5lrvra2QLJ4x3FAFpuR/ec9c04c89c9330c701702b594c28773c/2019_CESP_Mid-term_narrative_report_CESP2019-004_Approved.pdf
Identification of activity' sectors and potential publishers in private companies in CO, FR, ES (also PT & NO)	Yes	Inventories of private companies based in France, Portugal, Colombia, Spain and Norway were developed and grouped by sector of activity. *Inventories have private information so this should not be made public.	
Experience exchange on Open Private Sector Biodiversity Data Publication - Norway	Yes	GBIF Norway, in collaboration with Asplan Viak and Artsdatabanken, hosted a meeting on biodiversity data on February the 5th, 2020, attended by 17 experts from Norwegian private sector companies. This meeting was open to all interested parties and was streamed online as a webcast to allow remote participation.	<ul style="list-style-type: none"> - https://www.gbif.no/events/2020/openpsd-oslo.html - https://www.gbif.org/event/suRoE0lByoPo07AgKblmb/workshop-on-biodiversity-data-for-the-private-sector
Experience exchange on Open Private Sector Biodiversity Data Publication - Colombia	Yes	SiB Colombia, in collaboration with the National Business Association of Colombia (ANDI), organized an online meeting aimed to engage new companies to join the GBIF community on May 5th, 2020. This meeting was attended by 156 representatives from companies from different business	<ul style="list-style-type: none"> • https://www.gbif.org/event/45XHtato7JUaB1bXzVM82R/webinar-bringing-together-open-data-on-biodiversity-from-the-private-sector • https://www.youtube.com/watch?v=UwQLU27jFa4&feature=youtu.be

		sectors such as oil, mining, electricity, manufacture, cosmetics, etc.	<ul style="list-style-type: none"> http://repository.humboldt.org.co/handle/20.500.11761/35521
Experience exchange on Open Private Sector Biodiversity Data Publication - Spain	Yes	GBIF Spain organised the webinar “Publication of biodiversity data through GBIF. An invitation to the business sector” on November 12th, 2020. It was supported by the Spanish Initiative for Business and Biodiversity (Biodiversity Foundation) and LafargeHolcim Spain and gathered over 50 professionals from 30 Spanish companies from different sectors that collect biodiversity data as part of their operations.	https://www.gbif.es/en/talleres/webinar-publicacion-datos-en-gbif-para-empresas/ https://youtu.be/hNwuWh3cBTU
Experience exchange on Open Private Sector Biodiversity Data Publication - Portugal	yes	The Portuguese Node of GBIF, together with EDP and CIBIO, organized the webinar <i>Biodiversity data sharing through GBIF by the Private Sector</i> on December 18th, 2020. Out of a total of 81 registrations from 34 organisations (23 companies), 54 participants took part in the workshop.	https://www.gbif.pt/webinar-openpsd https://www.youtube.com/watch?v=QCUfPsS6XM8&feature=youtu.be
Experience exchange on Open Private Sector Biodiversity Data Publication - France	yes	GBIF France organized the webinar <i>Encourager les acteurs du secteur privé à partager leurs données de biodiversité via le réseau mondial GBIF</i> , on January the 27th, 2021.	http://www.gbif.fr/content/webinaire-encourager-les-acteurs-du-secteur-prive-partager-leurs-donnees-de-biodiversite-le
Final reporting	yes		

5. Deliverables

Please indicate the status of each of the planned deliverables as outlined in your CESP Full Proposal (section 3.6), at the time of final reporting, listing the related activities connected to these and explanatory notes. Please highlight any changes from the original plans.

The table below should be completed in the same way as in your CESP Full Proposal, but should include information and updates on the status of each deliverable. Please indicate and provide links to documents or webpages in the "Sources of verification" column, or a copy of the source of verification mentioned if no links are available. Attachments should be provided in the Annex.

In the event of identifying a deliverable as not completed, please provide detailed explanatory notes, % complete and expected completion date.

Please include any additional deliverables completed during the implementation period that were not originally outlined in your CESP Full Proposal.

Add rows as required.

Deliverable name	Status of deliverable: Completed? Yes / No (inc. % complete)	Explanatory notes including new planned completion date if necessary	Source(s) of verification
Case study for private companies selection	Yes	4 use cases available	https://www.gbif.es/wp-content/uploads/2019/05/Use_cases_OpenPSD.zip
Documentation to support internal company processes to become a GBIF publisher	Yes	Both documents prepared in English, Spanish, French and Portuguese: <ul style="list-style-type: none"> - Guide to become a GBIF publisher for companies - Service Level Agreement (SLA) 	https://www.gbif.es/en/proyecto/openpsd-datos-sector-privado-en-gbif/ https://docs.gbif-uat.org/private-sector-data-publishing/2.0/es/
Mid-term report	Yes		

Potential publishers inventory	Yes	Inventories available for Spain, Norway, France, Portugal and Colombia. Inventories have private information so this should not be made public	
Promotional material - video	Yes	In English with subtitles in Portuguese, Spanish, French and Norwegian	https://vimeo.com/473377963 https://youtu.be/RpekFNVIM64
Promotional material - leaflet	Yes	In English, Spanish, Portuguese, French and Norwegian	https://drive.google.com/drive/folders/1yLBikbbSvtpzHeCMqXwTdLiWVoEWxCgq
5 workshop reports, one per workshop event	Reports for Colombia, Norway and Spain events completed	Reports for Portugal and France events to be developed	Norway's report Colombia's report Spain's report Portugal's report France's report
Capacity self-assessment	yes		
Final report	yes		
*Companies endorsed	yes	17 companies endorsed	https://docs.google.com/spreadsheets/d/1cAaTx6iht0OmXdhBl-wJ9LGRZy2uwSSirQRYE7Jo0mA/edit#gid=0
*Datasets published	yes	111 datasets published	https://docs.google.com/spreadsheets/d/1cAaTx6iht0OmXdhBl-wJ9LGRZy2uwSSirQRYE7Jo0mA/edit#gid=0

Presentations, videos from national workshops/webinars	yes		<p>Norway:</p> <ul style="list-style-type: none"> - https://www.gbif.no/events/2020/openpsd-oslo.html - https://www.gbif.no/events/2020/openpsd-video/ <p>Colombia:</p> <ul style="list-style-type: none"> - https://www.youtube.com/watch?v=UwQLU27jFa4&feature=youtu.be - http://repository.humboldt.org.co/handle/20. <p>Spain</p> <ul style="list-style-type: none"> - https://www.gbif.es/en/talleres/webinar-publicacion-datos-en-gbif-para-empresas/ <p>Portugal</p> <ul style="list-style-type: none"> - https://www.gbif.pt/webinar-openpsd <p>France</p> <ul style="list-style-type: none"> - http://www.gbif.fr/content/webinaire-encourager-les-acteurs-du-secteur-prive-partager-leurs-donnees-de-biodiversite-le
*Text draft of a manuscript for Science (policy forum paper type).	yes	Manuscript about the importance of biodiversity data publication by the private sector	https://docs.google.com/document/d/18iqCRr7pdyS3zfA5jX1JUe89KUvMKhpx3bSHg3B0os/edit#
*Presentation of the main OpenPSD outputs in the GBIF community webinar (Dec. 2020)	yes		https://drive.google.com/file/d/1oa_GRpsi40kcENvFdk7fPqMqNPhUh_dh/view?usp=sharing

			https://vimeo.com/489422181
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6. Events organized as part of the project

Please indicate the status of the events as outlined in your CESP Full Proposal (section 3.7), at the time of final reporting.

The table below should be completed in the same way as in the CESP Full Proposal, but should include information and updates on the status of each event. Please provide links to any documents or web pages documenting the event(s) in the sources of verification. Attachments should be provided in the Annex

In the event of unexpected delay(s), please provide detailed explanatory notes and indicate new planned completion date(s).

Please include any additional events organized as part of the project that were not originally outlined in your CESP Full Proposal.

Add rows as required.

Event title	Organizing institution	Date held / expected dates	Number of participants	Explanatory notes	Source(s) of verification
Workshop Experience exchange on Open Private Sector Biodiversity Data Publication - Norway	GBIF-Norway , Asplan Viak and Artsdatabanken	5th February 2020	17 (on site)	On site event with online streaming	https://www.gbif.no/events/2020/openpsd-oslo.html
Workshop Engage Private Sector on Open Biodiversity Data Publication - Colombia	SiB Colombia and Asociación Nacional de Empresarios de Colombia (ANDI)	5th May 2020	156		https://youtu.be/UwQLU27jFa4
Workshop Engage Private Sector on Open Biodiversity Data Publication - Spain	Gbif Spain supported by LafargeHolcim Spain and Fundación Biodiversidad	12th November 2020	60		https://www.gbif.es/en/talleres/webinar-publicacion-datos-en-gbif-para-empresas/

Workshop Experience exchange on Open Private Sector Biodiversity Data Publication - Portugal	The Portuguese Node of GBIF, together with EDP and CIBIO	18th December 2020	54		https://www.gbif.pt/webinar-openpsd
Workshop Engage Private Sector on Open Biodiversity Data Publication - France	GBIF France with the dept "spaces and partnerships" of UMS PatriNat with interventions from AFD and IMERYS	27th January 2021			http://www.gbif.fr/content/webinaire-encourager-les-acteurs-du-secteur-prive-partager-leurs-donnees-de-biodiversite-le
Participation in the GBIF community webinar	GBIF.org Presentation of the main outputs of the OpenPSD project	9th Dec 2020	80 (aprox.)		https://www.gbif.org/es/event/55M4QzQ5LLxDmJDUBITxz/gbif-community-webinar-december-2020
Holcim LAC regional webinar - "Celebrando nuestra biodiversidad"	Holcim Presentation of the OpenPSD project	5th Jun 2020	401		https://www.holcim.com.ec/asi-se-vivio-nuestro-primer-webinar-regional-celebrando-nuestra-biodiversidad https://cemdes.org/bl/g/holcim-ecuador-fue-parte-del-primer-webinar-regional-por-el-medio-ambiente-celebrando-nuestra-biodiversidad/

<p>ANDI Relationship Round 2020 Biodiversity and Development for “La Sabana de Bogotá” - Webinar</p>	<p>ANDI Participation and engagement</p>	<p>30th Sep 2020</p>	<p>25</p>		<p>http://www.andi.com.co/Uploads/MEMORIA-S-%2011%20 RUEDA RELACIONAMIENTO VF%20(2).pdf</p>
<p>Meetings with different Spanish companies</p>	<p>GBIF Spain, LafargeHolcim Spain, Suez Spain, Red Electrica</p>	<p>Nov - Dec 2019</p>	<p>12</p>		<p>https://www.gbif.es/en/primeras-reuniones-empresas-openpsd/</p>
<p>Meeting with the Portuguese company EDIA</p>	<p>EDIA</p>	<p>7th Dec 2020</p>	<p>2</p>	<p>The meeting had the purpose to start a possible collaboration between the PT Node and the company, in which the publication process was explained to them and they have shared some of their data with us to be formatted to DwC.</p>	

<p>Meeting with EDP RENEWABLES EUROPE</p>	<p>GBIF Spain and EDP RENEWABLES EUROPE</p>	<p>27 January 2021</p>	<p>8</p>	<p>EDP Europe proposed a meeting with the aim to know the process of publication and resolve some questions about data use</p>	
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7. Calendar of activities

The calendar should be completed the same way as in the CESP Full Proposal (section 3.9), but should also clearly indicate and include any changes (e.g. by the use of colour coding). Please provide explanations for any changes in the notes column. Please provide general comments on the calendar of your activities in the 'General comments on project implementation' section.

(purple: new deadlines approved in April 2020)

(green: updated calendar by Jan 2021)

Activity	2019							2020												2021	Notes			
	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J				
Activity: Case studies on identifying potential publishers Lead partner: GBIF Norway				X	X	X	X	X	X	X	X	X	X											EDP, Veritas, ARC DA and AsplanViak use cases ready.
Activity: Support in-house documentation Lead partner: GBIF Portugal				X	X	X	X	X	X	X	X	X	X	X										Final version of documentation ready. Spanish (Co and Sp) and French translation of documentation ready. Portuguese (SLA) translation ready. All documents formatted and available online.
Activity: Identification of activity's sectors and potential publishers in private companies in CO, ES, FR, PT Lead partner: GBIF Spain				X	X	X	X	X	X	X	X	X	X					X	X					Spanish, Norwegian and Colombian inventories ready. French inventory ready. Portuguese inventory ready.

7.1. General comments on project implementation

(Max. 200 words)

The project went well overall and was 100 % implemented, despite the pandemic outbreak in the middle of the project period. Due to this exceptional situation, we extended the project for 7 more months. This extra time gave us the chance to complete all activities planned and finish all the expected deliverables.

There were some challenges with the transferral of funds to most of the partners. The home institutions of GBIF France, GBIF Portugal and GBIF Colombia were not able to invoice the Royal Botanic Garden (home institution of project coordinator) in order to receive money for the activities already run. This required us to find other ways to transfer the funds to partners, which in turn delayed both the mid-term financial report and also the transfer of funds. We had to elaborate and request amendment letters for each of these partners and get the consequent signatures, which further delayed the whole process.

We managed to engage 17 companies during the project period that are sharing nearly 2.6 million biodiversity data through GBIF. Furthermore, the collaborations and connections made with companies from all these countries suggest that more data will be available through GBIF in the short term from the private sector.

8. Project communications and visibility

Describe the way the results of your project have been and will continue to be communicated and shared with the project stakeholders and broader GBIF community.

Please also review the page describing your project available from <https://www.gbif.org/programme/82219/capacity-enhancement-support-programme#projects> and highlight any additional documents, events, news items or links that you would like to add to your page and provide links/attachments in the Annex.

(Max. 300 words)

The main results of the project were and continue to be communicated by posting on the official websites and social networks of the project partners as well as through the communication channels of the GBIF Secretariat. We coordinated the launch of the promotional video with all project partners and the Secretariat in order to maximise impact on the GBIF network and the private sector. We even premiered the video during the GB27. We also coordinated (with the Secretariat) the publication of a guidance document that supports the internal authorization process to become a GBIF publisher.

All OpenPSD training activities have their own web pages and news items containing information about the activity, as well as links to access materials, lists of participants, etc. Twitter has been a very useful tool for project communications, and we have been tagging all activities and events with hashtag #OpenPSD and #ShareDataWithGBIF.

All documents, events and reports are gathered in both the project webpage at gbif.es and at gbif.org as well as the project's Drive.

Overall we have kept a fluent communication with the Secretariat as many activities of the OpenPSD project matched with some of the GBIF 2020 work plan actions. We held several catch-up and coordination meetings with GBIF Secretariat staff. We also used these meetings to discuss ways to strengthen the engagement of the private sector in GBIF e.g. ad hoc helpdesk and email address for private sector acquirements, revision of Best Practices for Publishing Biodiversity Data from Environmental Impact Assessments, ways to reach the Equator Principles Financial Institutions, etc.

As a side deliverable of the project, Pedro Beja from CIBIO (academic project partner) prepared a draft of a manuscript for Science (policy forum paper type), about the importance of biodiversity data publication by the private sector. This would be another way to communicate all the work done in this project and that will widen communication recipients by reaching the academic community as well.

9. Monitoring, evaluation and lessons learned

Please indicate the results of the monitoring and evaluation, as outlined in your CESP Full Proposal (section 3.8), at the time of final reporting. Please return to the [capacity self-assessment](#)(s) that you completed as part of your project proposal and update it to reflect progress through your project.

Ideally this section should also include the following:

- *An evaluation of the project activities and their outputs/deliverables*
- *An assessment of the overall outcomes, impacts of the project and how it contributes to the overall objective of the CESP programme*
- *A description of the results of the individual capacity self-assessments and the development of the institution in comparison to when the project started.*
- *Comments on the project implementation and completion, and its efficiency and effectiveness, strength and weaknesses etc.*
- *Any feedback on the project's relevance from the partners and stakeholders*

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- *Indications and reasons for any changes which have been made to the project's original plans, and actions to follow-up*
- *Areas of success to build on, after the project's implementation period and best practices that could be useful for the community*
- *Main lessons from the project experience that could be applied in other contexts*
- *Conclusions from your experience during the implementation of the project and recommendations for the GBIF Secretariat or the community to reinforce the success of the project*

(Max. 400 words)

The project activities are all implemented by the time we write this report. However some deliverables have been released close to the end of the project timeline (e.g. leaflet, video or Portuguese and French webinars resources), so more time is needed to better evaluate the impact of those outputs. Nevertheless, information about the results of the monitoring and short-term evaluation can be found below. So far we think activities and deliverables have been effective as numbers show: 17 companies have been endorsed during the project period, sharing 111 datasets and over 2.5 million biodiversity records through GBIF.

The OpenPSD project has addressed the need of reaching the private sector community by global collaboration, and thus contributing to the objectives of the CESP goals. The OpenPSD promotional video reached over 750 views in Youtube and Vimeo platforms; the communications about the video release got globally around 15,000 impressions, 88 retweets, 138 people reached and 449 engagement on Twitter. On Facebook we obtained a reach of more than 1,848 people and 60 Interactions in the publications in the SiB Colombia.

We will follow up the impact of the recent webinar in France, as well as keep on tracking the impact of the Portuguese and Spanish webinars also scheduled very close to the end of the project period. We will provide further feedback about those webinars to the Secretariat if needed.

One of the main lessons learned is that companies are willing to share data when nodes are proactive in engaging this kind of stakeholders. We recommend setting up alliances with national business associations that group companies that seek economic development compatible with the conservation of biodiversity (such is the case of ANDI in Colombia or IEEB in Spain). Thus, replicating the outreach activities may be useful for the GBIF community in order to start engaging the private sector in their countries/contexts. GBIF nodes have access to all materials generated during the project that we think are very valuable resources and a good start point to strengthen the relation between the private sector and the GBIF country participant.

Also as GBIF Secretariat is nowadays reporting, financial institutions are showing interest in sharing data of the projects they fund, as many of them have adopted the Equator Principles. We should then make the most of this shift and promote a key role of the private sector in increasing knowledge on biodiversity.

Results of the short-term evaluation [From full proposal]:

- number of online meetings of the project team, including number of participants. 3 online team meetings with 9, 12 and 10 participants respectively.
- definition of the main criteria to identify potential sectors of activity, and main potential private sector publishers

CO: We made a strategic relationship with ANDI, the National Business Association of Colombia, that represents the interests of more than 1.200 companies.

ES: We made an intensive search of companies and business associations from key sectors (energy, petrol, gas, wastewater treatment, building, infrastructures, mining, transport and environmental consultancy), we contacted them via email, DMs, website forms, etc), and we were also supported by the Spanish Initiative for Business and Biodiversity from the Ministry of Environment.

PT: We used keywords from the main sectors such as: energy, mining, waste and so on, to identify major possible contributors. Later we contacted them by email in order to invite them to the workshop.

NO: We hired a part-time consultant at the GBIF node who disseminated information in his own contact network, and the private sector OpenPSD partner from Norway also participated in information dissemination. Various national lists of private sector companies were surveyed to identify companies likely to hold and manage biodiversity data. This search activity was with a focus on engineering and energy

companies required by national regulation to survey and report environmental impact for construction projects. We also made outreach to some companies registered in various national biodiversity reporting platforms but not yet formally registered in GBIF. The identified companies were contacted by email and some by phone. We also approached some key national collaborators' contact points with requests to spread the information about GBIF services, and an open invitation to join the OpenPSD outreach event in Oslo, in their own networks.

- **number of participants in national workshops for each country (NO, PT, FR, ES, CO)**
Participants in CO: 156
Participants in ES: 60
Participants in NO: 17 on-site (plus unknown number attending the online stream)
Participants in PT: 54
Participants in FR:
- **workshop' participants evaluation number of interactions with workshop participants after the events, within the timeframe of the project**
Interactions in CO: +20
Interactions in ES: +20
Interactions in PT: +5
Interactions in NO: +5
- **number of interactions with other GBIF nodes interested in developing their national strategy**
Anna Casino from Dissco, CONABIO, CONAGEBIO, GBIF Brazil, Ana Odete Santos Vieira from Herbario Brasil, among others.
- **number of interactions with GBIF Secretariat and others concerning activities related with the mobilisation of private sector biodiversity data**
3 meetings with GBIF Secretariat, 1 participation in the GBIF community webinar, ...
- **number of visualizations of the promotional video online**
over 750 views of the OpenPSD video in youtube and vimeo platforms
- **number of social network interactions with the tag #openpsd**
ES ; CO; NO; PT; FR; more than 30 tweets from all partners, the Secretariat, companies and other people. More than 2,000 impressions and 60 engagement, 20 media clics counted through videos and images, 13 times people saw the details of the tweet and 7 clics on the tag #OpenPSD
- **presentation of the project at the GBIF Global Nodes Meeting 2019**
We presented the project at the GB27 and GBIF community webinar on Dec 2020.

Results from the long-term evaluation (so far):

- **number of new endorsements of private sector publishers by GBIF node project partners**
CO: 12 endorsements
ES: 4 endorsements
NO: 2 endorsements
- **number of new datasets published by private sector publishers from country partners of the project**
ES: 6 datasets published
NO: 7 datasets published
PT: 65 datasets published
CO: 33 datasets published

10. Sustainability plans

Please provide a description of how the partners involved will build on the results of this project in their future work. This could include future collaborative activities, such as plans to complete any unfinished project activities and how the future impact of the project could be monitored and/or measured.

(Max. 200 words).

As both promotional materials were finished by the end of the project, we will start a communication campaign to launch the leaflet addressed to all private companies contacts we have gathered during the project as well as strengthen the promotion of the video. Both materials will be very valuable for the five nodes and also for the entire network in the long term, as they are meant to be reused in different national contexts. As we have already mentioned, many collaborations and communications started after the training activities, so there is lots to do to track these collaborations with participants from the different countries and activities. We will monitor the impact of the project using the two following metrics: the number of companies endorsed, and the number of datasets/records shared from the private sector publishers through GBIF. A gap we have not tackled much during this project is the engagement with banks and financial institutions that signed the Equator Principles. We aim to work also to engage these stakeholders in GBIF in the midterm out of the project execution time.

Moreover, having different project's web pages published in the local node language may engage other actors from the same language speaking countries. For example, Portuguese, French and Spanish speakers worldwide will be able to re-use the project's materials that could attract a wider international community to engage in this project's objectives and in future collaboration regarding the subject, promoting long-term collaboration outcomes.

The webinars in Portugal and France have been scheduled in late December and January respectively. Materials and related resources will most likely be made available out of the project period, and project partners will follow up on the feedback from these online meetings.

11. Annex 1 – Additional sources of verification

Sources of verification are for example links to relevant digital documents, news/newsletters, brochures, workshop related documents, pictures, etc.

- Project Drive
- Video
 - Youtube: ["Share biodiversity data through GBIF - an invitation to the private sector"](#)
 - Vimeo: ["Share biodiversity data through GBIF - an invitation to the private sector"](#)
- [Leaflet](#)
- [Use cases](#) to identify motivations and benefits for the companies EDP, Veritas, AsplanViak and ARC DA to become GBIF data publishers
- Documentation
 - Documentation to support the internal authorization process to become a GBIF publisher (PDF format) in [English](#), [Spanish \(Colombia\)](#), [Spanish \(Spain\)](#), [French](#) and [Portuguese](#).

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- [Documentation to support the internal authorization process to become a GBIF publisher \(online format\)](#)
- Template of Service Level Agreement [in English](#), [Spanish \(Colombia\)](#), [Spanish \(Spain\)](#), [French](#) and [Portuguese](#).
- Project pages:
 - Portugal: <https://www.gbif.pt/openpsd>
 - Spain: www.gbif.es/en/proyecto/openpsd-datos-sector-privado-en-gbif/
 - Norway: <https://www.gbif.no/projects/openpsd/>
 - Colombia: <https://sibcolombia.net/openpsd-promocion-de-la-publicacion-y-el-uso-de-datos-sobre-biodiversidad-del-sector-privado/>
 - France: <http://www.gbif.fr/content/openpsd>
 - GBIF.org: <https://www.gbif.org/project/2Zik1tfJoh3C92ZslvhDIr/openpsd-promoting-publication-and-use-of-private-sector-data-on-biodiversity>
- Workshop/webinars webpages with access to materials
 - Norway: <https://www.gbif.no/events/2020/openpsd-oslo.html>
 - Colombia: <https://sibcolombia.net/empresas/>
 - Spain: <https://www.gbif.es/en/talleres/webinar-publicacion-datos-en-gbif-para-empresas/>
 - Portugal: <https://www.gbif.pt/webinar-openpsd>
 - France: <http://www.gbif.fr/content/webinaire-encourager-les-acteurs-du-secteur-privé-partager-leurs-donnees-de-biodiversite-le>
- News related:
 - <https://www.gbif.es/en/materiales-y-video-webinar-openpsd-gbif/es/>
 - <https://www.gbif.es/en/inscripciones-webinar-openpsd/>
 - <https://www.gbif.es/en/primeras-reuniones-empresas-openpsd/>
 - <https://www.gbif.org/es/event/55M4QzQ5LLxDmJDUBITxz/gbif-community-webinar-december-2020>
 - <http://www.gbif.fr/articles/18/11/20/video-partager-les-donnees-sur-la-biodiversite-par-le-biais-du-gbif-une-invitation>
 - <http://www.gbif.fr/articles/26/08/19/cinq-projets-recoivent-un-financement-du-programme-dappui-au-renforcement-des>
 - https://sibcolombia.net/alianza_sector EMPRESARIAL/
 - <http://www.andi.com.co/Home/Noticia/15704-andi-y-sib-colombia-consolidan-alianza>
 - <https://www.holcim.com.co/holcim-compartimos-nuestra-informacion-sobre-biodiversidad-para-que-se-transforme-en-conocimiento>
 - <https://www.suez.es/es-es/noticias/cuidar-biodiversidad-para-proteger-salud>
 - <https://www.gbif.no/news/2020/openpsd-private-sector-data.html>
- Trello board to organise the promotional materials work: <https://trello.com/b/T8Up8BOX/cesp-open-psd-inspirational-moodboard>



¿Cómo publicar datos?

- 1 Registro**
Registra tu compañía para formar parte de la comunidad GBIF
- 2 Adapta a Darwin Core**
Adapta tus datos al estándar Darwin Core (DwC) y valida el juego de datos
- 3 Carga en el IPT**
Utiliza la herramienta "Integrated Publishing Toolkit" (IPT) para cargar tus datos y metadatos
- 4 Publicación**
Un archivo DwC será generado automáticamente.
- 5 Visualiza tus datos**
Visualización en los portales de GBIF

Katia - GBIF España



CONOCER LOS DATOS

Os dados a publicar pelas empresas podem resultar de

- Estudos de Impacte Ambiental
- Execução de medidas compensatórias
 - restauro de ecossistemas
 - programas de sensibilização
 - projectos de conservação

Dados sensíveis ou confidenciais
Guia de melhores práticas para a generalização de dados de ocorrência de espécies sensíveis
<https://doi.org/10.15468/ocor-2014-04-10>

