DELIVERABLE

Project Acronym: ECLI-BG
Grant Agreement number: 766158
Project Title: Implementation of ECLI Identifier in Bulgaria and interconnection with the e-Justice Portal

D5.2 Dissemination Plan

Authors:

Hristo Konstantinov APIS
Irina Radoeva APIS
Dushana Zdravkova SUB
Keti Bozukova SUB
Revision History, Status, Abstract, Keywords, Disclaimer

Revision History

<table>
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<tr>
<th>Revision</th>
<th>Date</th>
<th>Author</th>
<th>Organisation</th>
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<tr>
<td>0.1</td>
<td>25.10.2017</td>
<td>Hristo Konstantinov</td>
<td>APIS</td>
<td>First draft</td>
</tr>
<tr>
<td>0.2</td>
<td>31.10.2017</td>
<td>Dushana Zdravkova</td>
<td>SUB</td>
<td>Contribution to Section 3.3</td>
</tr>
<tr>
<td>0.3</td>
<td>07.11.2017</td>
<td>Keti Bozukova</td>
<td>SUB</td>
<td>Review</td>
</tr>
<tr>
<td>0.4</td>
<td>08.11.2017</td>
<td>Irina Radoeva</td>
<td>APIS</td>
<td>Revision and minor modifications</td>
</tr>
<tr>
<td>1.0</td>
<td>09.11.2017</td>
<td>Hristo Konstantinov</td>
<td>APIS</td>
<td>Final draft</td>
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Date of delivery

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<tr>
<th>Contractual: 31.10.2017</th>
<th>Actual: 09.11.2017</th>
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Status

| final ☑ /draft ☐ |

Abstract (for dissemination)

The Deliverable presents the plan for dissemination and communication activities, consisting of: web presence, including social networks; public events organised by project partners; participation in third party events; publications, including project leaflet, newsletter, press releases, journalistic articles, special issues of the “Legal Tribune” magazine and public deliverables.

Keywords

Dissemination, communication, publication, workshop, conference, round table discussion, target audience, website, social networks

Disclaimer

This document has been produced with the financial support of the European Union’s Justice Programme (2014-2020). The content of this document represents the views of the authors and is their sole responsibility. The European Commission does not accept any responsibility for use that may be made of the information it contains.
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1 Introduction

This document is the Dissemination Plan for the ECLI-BG project. The project work plan envisages a separate work package, Work Package 5 (WP5), for the project dissemination and communication activities. The objectives of the dissemination work package are:

- To actively inform legal practitioners, businesses and citizens in Bulgaria about the project and the ECLI standard
- To draw the attention of the Bulgarian legal community to the need of elaboration and application of uniform rules for legal citations to Bulgarian and EU legislation and case law
- To liaise with other national and cross-border projects for ECLI implementation
- To establish and maintain an engaging and informative project website
- To elaborate and distribute appropriate dissemination and communication materials
- To organise an expert workshop, an international conference and a round table discussion with the purpose to promote and communicate the project and its results.

The work is focused on preparation of materials to support dissemination activities, including slide presentations, leaflets, newsletters and press releases, and organisation of three public events with the involvement the legal community and public institutions within the Bulgarian judiciary. For the web presence, a website in Bulgarian and English has been built with regularly updated news and publications of project documents.

The dissemination and communication activities in WP5 are closely related to the promotional and training seminars for legal practitioners planned within the WP4, which will be organised throughout the country after ECLI introduction within the Centralised Web Interface for Publication of Case Law. These events will be used as communication channels for approaching the main target group of ECLI-BG dissemination strategy.

2 Dissemination strategy

2.1 Overall approach

The overall objective of the project dissemination strategy is to explain to legal practitioners, businesses and citizens in Bulgaria why the introduction of ECLI is needed and which benefits it will bring to the users of legal information. Achieving this objective is a challenge since by its very nature ECLI is a purely technical semantic web standard. Its significance can be easily introduced to IT experts. However, much more efforts and appropriate communication skills are required to explain why it is needed and convince legal professionals and the general audience.

Therefore, the key messages of the project dissemination strategy are focusing on the benefits for the users of legal information which the implementation of ECLI in Bulgaria will bring, namely:

- With the ECLI introduction, the Bulgarian judiciary receives its first national system for identification of judgments.

1 The Bulgarian language version of the plan is published on the ECLI-BG wensite.
- ECLI facilitates the correct and unequivocally citation of judgments by courts and legal practitioners.
- ECLI improves the quality of legal databases thanks to the automatic recognition of citations to case law, because it is readable and understandable by computers.
- By using ECLI and the ECLI search engine, Bulgarian legal practitioners (as well as their colleagues across Europe) can easily access judicial decisions of other Member States in cross-border cases or cases related to the application of EU law.
- Bulgarian case law becomes accessible through the ECLI search engine to all legal professionals, businesses and citizens in Europe as well as to EU and Member States institutions, which will contribute to the enhancement of the trust in the Bulgarian legal and judicial system.

To achieve its goals, the project’s dissemination strategy (see Figure 1) consists of a combination of up-to-date online channels of communication (including social media) and more traditional means such as publications in electronic and (where appropriate) paper format as well as events for engaging with the target audience in face-to-face exchange and dialogue. In addition, the project consortium will make use of existing channels of communication such as journals, conferences and websites.

### Figure 1: Overall dissemination strategy

The variety of communication channels, tools and media to distribute the project’s messages to the different target groups are discussed in more details in Section 3 below.

### 2.2 Target audience

The project dissemination and communication activities are addressing three target groups in Bulgaria:

- **Legal practitioners**
  
  This is the main target group and its representatives are considered direct beneficiaries of the project results. The group includes judges, court staff, prosecutors, lawyers and in-house
lawyers (legal advisors in public bodies or private entities, legal experts in the public administration, jurisconsults) and other legal professionals (enforcement agents, public notaries, academics, etc.). In parallel with the dissemination and communication work in WP5, members of the group will be involved in the promotional and training seminars in WP4. Supporters and multipliers of the communication activities will be the various professional organisations of legal practitioners, such as the Bulgarian Judges Association, the National Union of Jurisconsults, the Bar Associations within the country and the Supreme Bar Council, the Notary Chamber, the Chamber of private enforcement agents, and others. The necessary contacts will be ensured by partner SUB who has been working for many years in close collaboration with these organisations. A special cooperation will be established also with the National Institute of Justice which is the public body responsible for judicial training as well as with the Law Faculties of the Universities and the Institute for Legal Studies to the Bulgarian Academy of Sciences.

- **Non-legal professionals working with legal information**

This group includes mainly (but is not limited to) accountants, auditors, tax advisors, business consultants. Its representatives will be invited to participate and will be kept informed about the major project events and results (e.g., the expert workshop, the international conference, the round table discussion, the completion of the implementation of ECLI within the Centralised Web Interface). Partner SUB has established excellent contacts with the respective professional organisations, such as the Union of Accountants in Bulgaria, the Institute of Certified Public Accountants in Bulgaria, the Institute of Internal Auditors in Bulgaria, which will serve as multipliers of the communication messages towards this group.

- **Public bodies, businesses and citizens**

This very large group will be approached by spreading general information about the project and its results via the online communication channels (website and social media) and by press releases sent to news agencies and newspapers. Special attention will be paid only to public bodies, legal publishers and legal data re-users whose representatives will be invited to attend the international conference and the round table discussion.

### 3 Components

#### 3.1 Project logo

A project logo was developed within the first weeks of the project. Its genesis is depicted in Figure 2 below.

**Figure 2: Genesis of the project logo**

<table>
<thead>
<tr>
<th>First proposal</th>
<th>Second proposal</th>
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#### 3.2 Web presence

The project’s Web presence consist of a website covering the ECLI-BG project and related fields. This includes setting up of a project website (http://ecli-bg.eu), links from and to the
websites of each project partner and presence in social networks, including Facebook and LinkedIn.

### 3.2.1 Website

A website has become one of the core elements when it comes to dissemination. Thus, one of the first dissemination events has been setting up [http://ecli-bg.eu](http://ecli-bg.eu). Its main purposes are:

- presenting the project’s structure and objectives
- keeping track on developments within the project
- being the central spot for online publication of project deliverables and other public documents.

The project has registered its website under the `.eu` domain. The website will be maintained and updated until the end of the project. It will be kept alive for at least five years after the contractual end of the project.

The website is built around a home page (see Figure 3) which serves as main entry and distribution point. The four boxes under the picture slides with the photos of the buildings of the Bulgarian and the EU Court of Justice provide quick links to selected web pages with information about the project, the ECLI standard and the partners:

- About ECLI-BG project
- What is ECLI?
- ECLI in Europe
- Consortium.

Beneath the four boxes are placed two citations from the Council conclusions on ECLI which role is to give visitors who are not familiar with the ECLI identifier a general idea of the purpose and importance of the standard. The home page ends with a “Latest news” section.

**Figure 3: Home page of ECLI-BG website**
The navigation to the various information pages of the website is ensured by the navigation menu, which is on top of the screen. The navigation menu provides links to the following pages and subpages (see Figure 4):

- **Home** – link to the home page
- **Project:**
  - *Project Overview* – general information about the project
  - *Work Packages* – objectives and the planned activities in each of the five project work packages
  - *ECLI-BG Partners* – information about the partners with logos and links to their webpages
  - *What is ECLI?* – brief presentation of the ECLI standard and links to the detailed information on the ECLI webpage and the ECLI search engine on the e-Justice Portal
  - *ECLI in Europe* – information about the status of ECLI implementation in Europe with links to the detailed information about the state of play published on the e-Justice portal and the website of the BO-ECLI project
  - *Useful Links* – links to ECLI related webpages and resources
- **Documents** – links to public deliverables, presentations from events and other documents related to the project implementation
- **News** – a list with all published news about developments related to the performed project activities or to ECLI standard in general
- **Contact** – contact data of the ECLI-BG coordinator
- **Languages** – option for switching between the two language versions of the website, i.e. English and Bulgarian.

Further content will be added to the website as it becomes available. This includes up-to-date information on public reports and publications, deliverables and final project results, project events, such as seminars, conferences and workshops, contact details, etc. All public deliverables will be made available in a non-proprietary format (i.e. PDF/A for textual documents).

Technically, the website relies on WordPress, a free and open source content management system (CMS) based on PHP and MySQL. ECLI-BG website was developed with regard to Web Content Accessibility Guidelines (WCAG), Version 2.0, Level AA (WCAG2-AA), as recommended by the World Wide Web Consortium (W3C). Having a responsive design, the site’s layout adapts to the device used, e.g. desktop PC, tablet PC or smartphone.

The website development and management is with the coordinator APIS. The majority of the information resources are available both in English and Bulgarian languages.

### 3.2.2 Social networks

As a part of the project’s planned wider dissemination strategy, social networks will be used to flank dissemination efforts in order to reach a wider audience and to facilitate the dialogue with relevant stakeholders. Today, the group of users of social networks in the business domain, at European level mainly Linked-In, includes many of the people that are of relevance for the
ECLI-BG project. A Linked-In profile was established with the view to approach mainly legal professionals interested in the development of IT for the legal domain. In parallel, a Facebook profile was created to reach a larger audience and provide the widest possible communication channel for promoting the public events organised by the partners and the more significant project results.

3.3 Events organised by the project

3.3.1 Promotional and training seminars

The work plan in WP4 envisages the organisation of 28 promotional and training seminars throughout the country shortly after ECLI implementation within the Centralised Web Interface. Two of these events will be held in the capital and the rest in the 26 provincial centers of the country. The first seminars are scheduled for project month 14, but will be postponed by one month as they coincide with the judicial vacation in August 2018.

The goal of the seminars is to promote ECLI introduction in Bulgaria and to give more than 1000 legal practitioners basic knowledge how to find national legislation and case law of other EU Member States by using the ECLI search engine and similar Pan-European information services in cross-border cases.

Although the main purpose of the seminars is training of legal practitioners to work with ECLI and cross-border legal information services, these events will be used by the partners to conduct a massive dissemination and communication campaign in order to reach a far larger audience than those of the participants in the seminars. The start of the campaign will be given with announcements on the project website, partner’s websites and social media as well as with the distribution of an electronic newsletter dedicated to ECLI introduction in Bulgaria to all users of APIS legal information services. The next step will be to send several thousands of invitations to potential participants in the seminars. The invitation will contain a brief presentation of the project with link to the website of ECLI-BG. Finally, the news section of the project website will be updated periodically with information about the seminars held and the feedback received from the participants. This information will be also forwarded to online legal and IT magazines in the form of press releases.

3.3.2 Public dissemination events

Three major public events are planned as part of the dissemination and communication activities in Work package 5 – an expert workshop at the beginning, an international conference in the midterm and a round table discussion at the end of the project. The expert workshop was already held in Sofia on 4th November 2017.

The purpose of these events is to present and communicate the ECLI-BG project, its ongoing work processes and intermediary results to the relevant stakeholders in the Bulgarian judiciary and the wider legal community, and to position the project in the context of ECLI implementation in Europe as well as in connection with the introduction of e-Justice in Bulgaria. To this end, the consortium has established contacts with representatives of the BO-ECLI project and with other international experts in the field of legal informatics who has been / will be involved as speakers. National experts have been asked to present ongoing e-Justice projects.

The consortium partners consider the three public events as the ideal communication channels for approaching the main target group of ECLI-BG dissemination strategy – the Bulgarian legal practitioners. For instance, APIS and SUB, being organisers of the expert workshop in Sofia, sent more than 1000 invitations (around 300 by regular mail and more than 700 by electronic
mail) to potential participants. The invitation letter contained a brief presentation of the ECLI-BG project, a link to the project website and referred to the attached program. In this way, the project’s messages reached a significantly larger audience.

At the expert workshop, Mr. Marc van Opijnen, advisor legal informatics at the Publications Office of the Netherlands and project coordinator of the BO-ECLI project, presented the results of this international project and the state of play concerning ECLI implementation in Europe. Mr. Tommaso Agnoloni, a researcher at the Institute of Legal Information Theory and Techniques belonging to the Italian National Research Council (ITTIG-CNR), presented the status of ECLI implementation in Italy and the BO-ECLI Parser, a software tool for linking European case law. Experts from the Supreme Judicial Council, the Supreme Court of Cassation, the Supreme Administrative Court and the Ministry of Justice presented the their work on national e-Justice projects and their interconnection with the ECLI implementation. All presentations of the speakers have been published on the ECLI-BG website.3 In addition, brief information with photos from the event has been published in the “News” section of the project website4 as well as on the websites of the partners Apis and SUB. Report on the event was published on the following day in the online magazine “Computerworld”.5

The peak of dissemination and communication activities, however, will be reached with the organisation of the international conference on ECLI and the standardisation in legal informatics in Europe (planned for April 2018), and with the round table discussion (planned for November 2018) where the results from the project will summarised. The materials from the expert workshop, the conference and the round table will be published in separate issues of the “Legal Tribune” magazine, which will be distributed to relevant stakeholders within the Bulgarian judiciary and the state institutions.

### 3.4 Participation in third party events

Carefully selected third party events as well as events organised by consortium partners outside the project framework will be used for disseminating results from the project. A main criterion for selection will be expected value for money, i.e. the ratio between the costs involved (i.e. participation fee, if any, person days/hours for attending the event, preparing a presentation or distributing leaflets) and the increase of project visibility among the target audience resulting from the participation.

At this stage, the following events have been identified as suitable for dissemination purposes:

- The annual meetings of the bar associations (January 2018)
- The annual meeting of the Supreme Bar Council (February 2018)
- Round table on GDPR (planned for February/March 2018, APIS and SUB will be co-organisers of the event together with the Bulgarian Data Protection Authority)
- Seminar on the amendments of the Code of Administrative Procedure (planned for February 2018, APIS and SUB are organisers of the event).

Project leaflets have been already distributed at the seminar on the latest amendments of the Spatial Development Act organised by the project partners APIS and SUB on 27 October 2017.

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5 [http://computerworld.bg/51642](http://computerworld.bg/51642)
3.5 Publications

3.5.1 Project leaflet
A brief project leaflet in PDF/A format suitable for web publishing has been prepared two months after the start of the project. It was also printed for distribution purposes, e.g. at events. The first such event was the ECLI-BG expert workshop held on 4 October 2017 in Sofia. The leaflet outlines the project's rationale and objectives, specifies its technical baseline and intended target groups, and details intermediate and final outputs.

The leaflet is reproduced in the Annex of the present document. The document is being translated into English at the time of writing. The Bulgarian edition of the project leaflet is planned to be printed in 5,000 copies in total and to be distributed among members of the bar associations, judges, jurisconsults, company lawyers, legal experts in the state administration and other legal professionals. The English edition of the leaflet is planned to be printed in 500 copies and to be distributed among foreign participants in international events in the field of justice and home affairs organised during the Bulgarian EU presidency in Sofia in the first half of 2018.

3.5.2 Newsletter
An electronic newsletter in the form of PDF-files will be published every four months on the project website as well as distributed via APIS communication channels, which reach more than 50,000 users of company's legal information products, and the network of members and correspondents of SUB (more than 7,000 contacts).

3.5.3 Press releases and articles
The consortium plans to issue press releases before and after each of the three public dissemination events organised within the project as well as after ECLI implementation within the Centralised Web Interface. Their purpose is to inform the wider public about the events and the most important project milestone. In addition, partners will use their contacts with specialised IT and legal magazines to provoke their interest in ECLI-BG activities and the publication of at least three journalistic articles on the project.

3.5.4 Special issues of “Legal Tribune” magazine
The project plan envisages the preparation and printing of four special issues of the “Legal Tribune” magazine, a periodical of the partner SUB. The content of three of the four issues of the magazine will include the materials from the ECLI-BG public dissemination events – the expert workshop, the international conference and the round table discussion. They will be printed in 500 copies. The fourth issue, which will be printed in 1,200 copies, will comprise the key contents of the two lectures to be given during the promotional and training seminars planned in WP4. The prepress preparation of the first issue of the magazine with the materials from the ECLI-BG expert workshop is carried out currently by the partner SUB.

3.5.5 Deliverables
All public deliverables will be published on the website of the project in Section “Documents”. Where the deliverable concerns organisation of a public event or a promotional and training seminar, the presentations, speeches, lectures and other available materials from the event will be published on the website.

The public deliverables in ECLI-BG project are:

- D2.1 Report on the state of play (due August 2017)
• D5.1 Project website (due August 2017)
• D1.1 Project management plan (due September 2017)
• D5.4 Expert workshop (due September 2017)
• D5.2 Dissemination plan (due October 2017)
• D2.2 Proposal for ECLI specification (due October 2017)
• D5.5 International conference (due April 2018)
• D3.2 Introduction of ECLI on the Centralised Web Interface (due June 2018)
• D3.3 Interconnection with ECLI search engine (due July 2018)
• D4.1 Promotional and training materials (due August 2018)
• D4.2 Promotional and training seminars (due November 2018)
• D5.6 Round table (due November 2018)
• D5.3 Dissemination and communication materials (due December 2018).

4 Quantitative targets

For the dissemination and communication activities, a number of quantitative indicators have been defined for measurement of progress and performance (target in brackets):

• Awareness-raising events aiming at dissemination (3):
  o Expert workshop
  o International conference
  o Round table discussion
• Website with 1,200+ visits for the project lifetime
• Dissemination and communication materials:
  o Project leaflet (5,500):
    ▪ 5,000 copies in Bulgarian
    ▪ 500 copies in English
    ▪ PDF-file for downloads from the project website
  o Electronic newsletter distributed to 50,000+ users of APIS online legal information products and services and to the correspondents network of SUB (7,000+ contacts)
  o Project presentation, PPTX-file (10+ slides) in Bulgarian and in English
  o Special issues of “Legal Tribune” magazine (3) – 20-30 pages in Bulgarian containing materials from the expert workshop, the international conference and the round table
  o Articles in specialised legal and IT magazines (3+) – in Bulgarian, between 600 and 2,000 characters
  o Press releases (7) before and after the expert workshop, the international conference and the round table as well as after the actual implementation of ECLI within the Centralised Web Interface – in Bulgarian, between 600 and 2,000 characters.
5  Annex – Project leaflet

Проект „Въвеждане на идентификатора ECLI в България и свързване с Портала e-Justice” (ECLI-BG)

Проектът „Въвеждане на идентификатора ECLI в България и свързване с Портала e-Justice“ (ECLI-BG) е съфинансиран от Европейската комисия по Програма „Правосъдие“ на Европейския съюз. Извършването му е с финансова подкрепа от Европейската комисия и съдебните органи на Европейския съюз.

Проектът се осъществява с подпомагане от Висшата съдебна света в качеството му на ECLI-координатор за България.

Основната цел на проекта ECLI-BG е да се въведе Европейския идентификатор за съдебна практика (ECLI) в съдебния сектор на България. Целта е да се осъществи създаване на ECLI-координатор за България.

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Проектът е съфинансиран от Европейската комисия по Програма „Правосъдие“ на Европейския съюз и се осъществява с подпомагане от Висшата съдебна света в качеството му на ECLI-координатор за България.