



## **European Holocaust Research Infrastructure**

### **Preparatory Phase**

**H2020-INFRADEV-2019-2**

**GA no. 871060**

### **Deliverable 8.4**

#### **Publicity materials and presentations**

**Ján Hlavinka**  
**Holocaust Documentation Center**

**Reto Speck**  
**King's College London**

**Petra Drenth**  
**KNAW-NIOD**

**Hillel Solomon**  
**Yad Vashem**

**Roxana Popa**  
**INSHR-EW**

**Lidia Zessin-Jurek**  
**MUA**

**Start: December 2019 [M1]**

**Due: November 2021 [M24]**

**Actual: January 2022 [M26]**



**EHRI is funded by the European Union**

## Document Information

Project URL	<a href="http://www.ehri-project.eu">www.ehri-project.eu</a>
Document URL	<a href="https://www.ehri-project.eu/deliverables-ehri-pp-2019-2022">https://www.ehri-project.eu/deliverables-ehri-pp-2019-2022</a>
Deliverable	8.4 Publicity materials and presentations
Work Package	WP8
Lead Beneficiary	1 - KNAW
Relevant Milestones	MS2
Dissemination level	Public
Contact Person	Ján Hlavinka, <a href="mailto:hlavinka@dsh.sk">hlavinka@dsh.sk</a> , Tel.: +421 918 477 984
Abstract (for dissemination)	Publicity materials have always played an important role in European Holocaust Research Infrastructure's dissemination activities. This deliverable reports on the design and implementation of the EHRI-Preparatory Phase (EHRI-PP) project's publicity material. It reports on the materials that have been produced up to M24 and relevant work-in-progress.
Management Summary	n. a.

## Table of Contents

1	Introduction .....	4
2	EHRI Flyer.....	5
3	EHRI Document folder.....	6
4	EHRI Notepad .....	7
5	EHRI Info Cards .....	8
6	EHRI PowerPoint Template.....	9
7	Document EHRI ERIC in a Nutshell.....	10
8	EHRI Motion Video.....	12

## 1 Introduction

The European Holocaust Research Infrastructure Preparatory Phase project (EHRI-PP, 2019-2022) aims at transforming EHRI into a permanent distributed European Research Infrastructure.

Since its inception in 2010, EHRI has developed several strong elements of its visual identity, such as a logo, colour scheme and fonts for dissemination and communication activities. EHRI-PP could thus build upon a strong and already established visual identity of EHRI as well as rules for its usage.

EHRI has always strived to use a variety of publicity material in its dissemination activities. These were constantly distributed among all partners within the EHRI consortia to support their project-related dissemination activities (such as internal and external events, meetings etc.). EHRI-PP has continued this effort to create a variety of publicity materials specifically tailored to the needs of the EHRI's current stage during which it not only undergoes the transformation into a permanent Research Infrastructure but continues to deepen the integration of Holocaust archives and research within EHRI-3 project (2020 – 2024).

Work Package (WP) 8 Dissemination and Communication is charged with planning, coordinating and implementing all the EHRI-PP's communication and dissemination activities including the preparation and production of publicity materials.

Given the specifics and tasks of the EHRI-PP project, as well as the demands of its partners, WP8 has continued to produce already proven formats of publicity materials but has also created new formats with updated visual elements. This deliverable summarises all the publicity materials that have already been produced (flyer, document folder, notepad, various PowerPoint and document templates, EHRI info cards, EHRI-ERIC in a nutshell document), and gives an update on a relevant project that is currently work-in-progress (motion video). The results of this project will be reported in D8.6 Final Dissemination Report.

## 2 EHRI Flyer

A flyer (or leaflet) is one of the traditional and proven formats of publicity material. EHRI already prepared and successfully used flyers in its first two phases.

In order to communicate the ongoing transformation of EHRI into a permanent Research Infrastructure (the main objective of EHRI-PP), WP8 updated EHRI’s Mission Statement and made it the focal point of a flyer that follows EHRI’s visual identity. To communicate the geographic scope of EHRI, the flyer also features an updated EHRI Partners map which graphically shows all current EHRI partners and placed it on the back side of a new flyer. The flyer also reflects the updated graphics of EHRI respecting established EHRI visual identity items.



Figure 1. The front and backside of the EHRI Flyer

### 3 EHRI Document folder

In order to present EHRI and its documents in a professional and consistent way, EHRI-PP WP8 has also prepared an EHRI Document folder with the updated graphics in A4 format. The (inside) second page of the folder contains the updated EHRI Mission Statement and the back side of the folder again presents the EHRI Partners map.

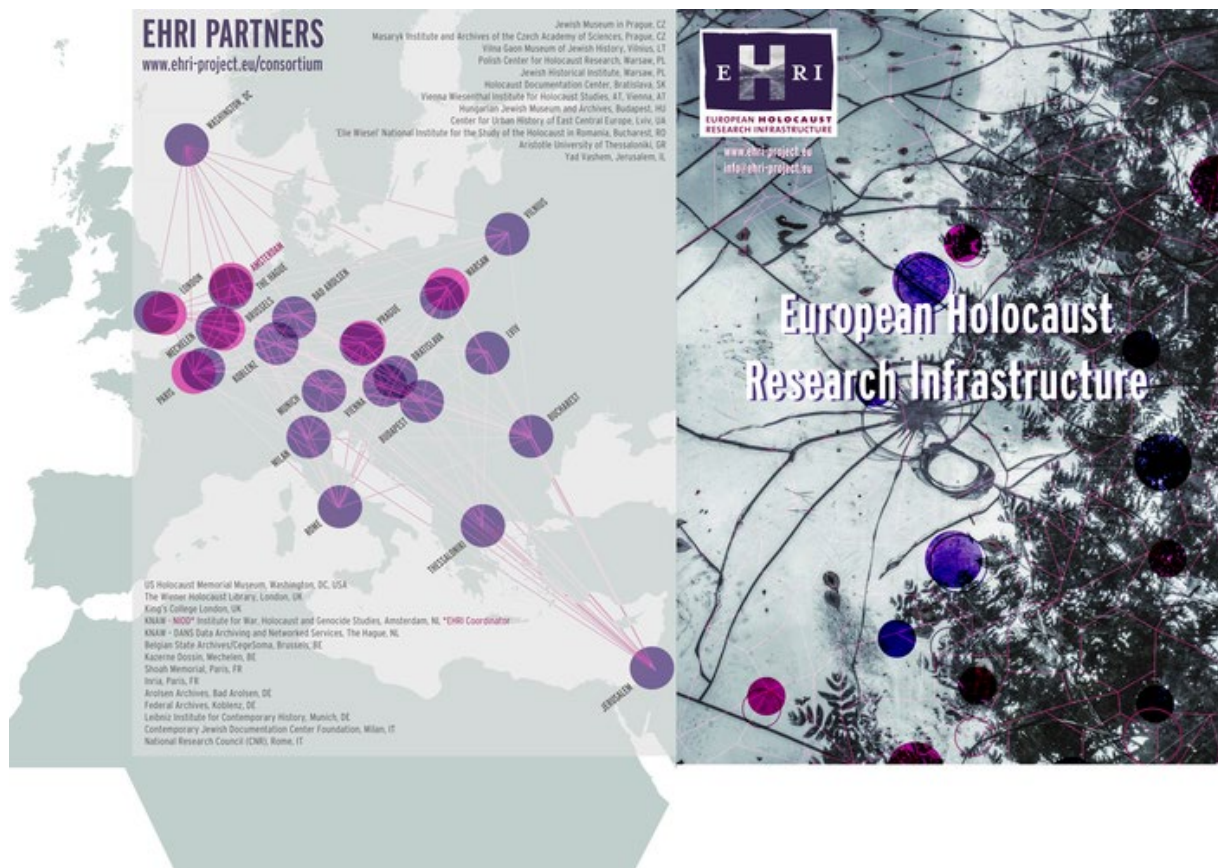


Figure 2. The front and backside of the EHRI Document Folder

## 4 EHRI Notepad

The EHRI notepad is another supplement to the project's publicity materials that all EHRI partners can use in their dissemination activities. It is in the B5 format and, following EHRI's established visual identity, it is used at various events organized by EHRI partners.

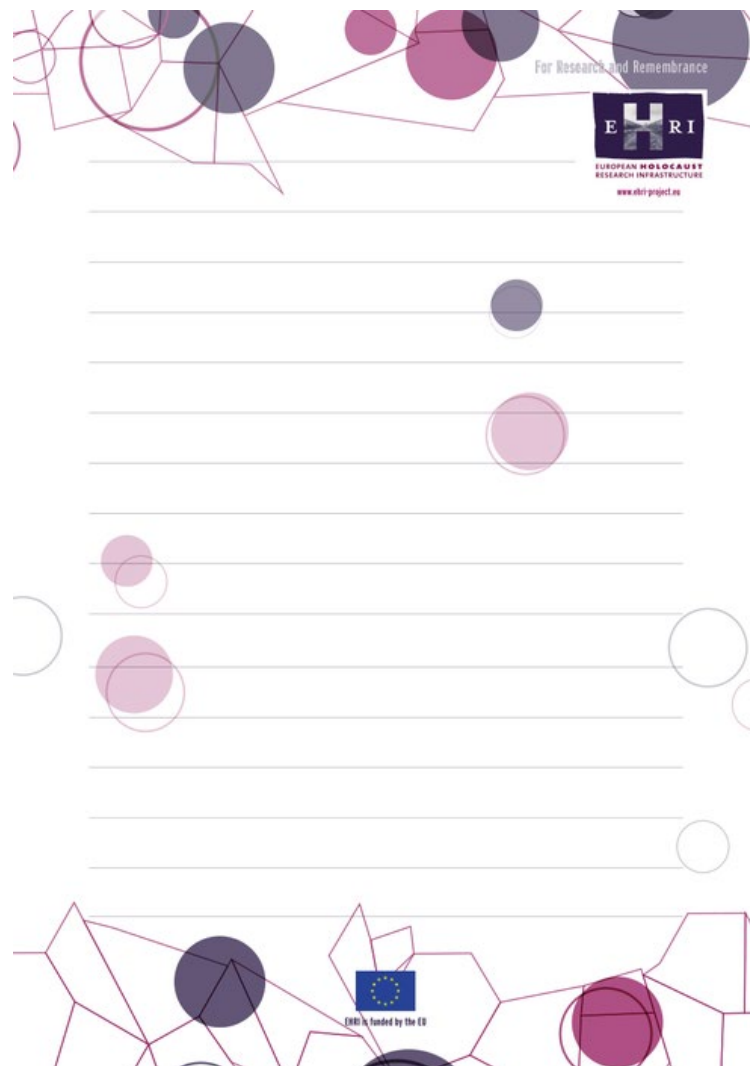


Figure 3. EHRI Notepad

## 5 EHRI Info Cards

The transformation of EHRI into a European Research Infrastructure, which began in 2019, is a complex process that brought a number of new elements and concepts to the activities of the entire consortium. In order to provide help in clear and consistent communication about various important concepts, terms and abbreviations and in order to explain the history, complexity and ongoing processes within the EHRI consortium, EHRI-PP WP8 joint forces with the dissemination team of the EHRI-3 sister project, to create a unique set of EHRI Info Cards. This set comprises 36 info cards that contain questions on their front side and answers on their backside and are based on the key messages and facts on EHRI.

Info cards cover the basic facts about the EHRI, its history and its products as well as specific concepts, terms and abbreviations involved in the transformation process such as ERIC - European Research Infrastructure Consortium and others.



Figure 4. EHRI Info card describing the history of EHRI

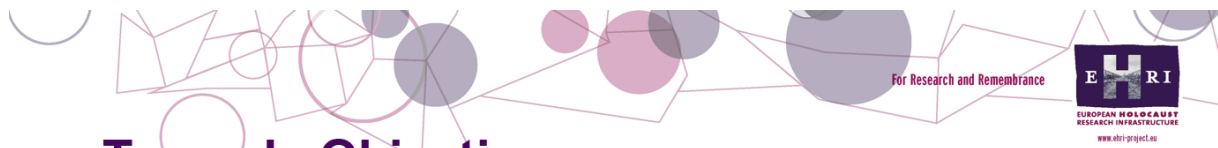




Figure 5. EHRI Info card describing specifics of ERIC legal form

## 6 EHRI PowerPoint Template

Besides the above-mentioned publicity materials, WP8 has created a new EHRI PowerPoint template which reflects the updated EHRI graphics and provides the EHRI consortia with the ability to present on results of its work in a professional and consistent way. At a time when the ongoing Covid-19 pandemic has moved most of the communication and dissemination to the online space, the new PowerPoint template appears to be an excellent tool for maintaining professional looking and consistent communication.



## Towards Objectives:

- **21 EHRI- PP articles** on EHRI Web (from M1)
- **7 Newsletters** (from M1, in cooperation with EHRI 3)
- **1 Press release** (from M1)
- **12 EHRI-PP contributions to events** (from M1)
- **New PR Materials** and a **new PP template created** and distributed

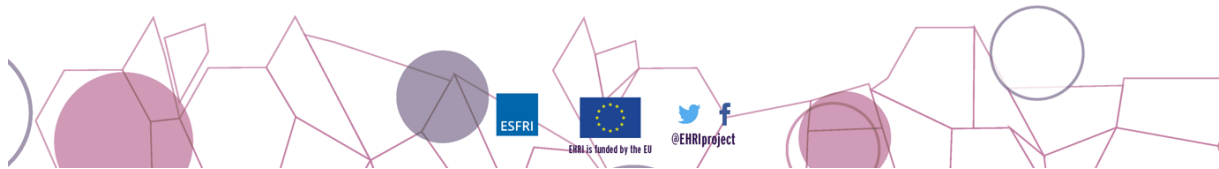


Figure 6. A screenshot of EHRI-PP PowerPoint Template

## 7 Document EHRI ERIC in a Nutshell

Consultation with EHRI-PP partner institutions and other external stakeholders highlighted the need to provide concise information about the complex process of establishing EHRI as a permanent Research Infrastructure in the form of ERIC. To satisfy this need, WP8 has produced a short info document EHRI-ERIC in a Nutshell. This document is supposed to serve both stakeholders that are already actively involved in establishing EHRI as an ERIC and for those with an interest to join the effort. It outlines EHRI's overall mission and value proposition; explains the ERIC's future governance structure and funding model; presents a timeline for its establishment; and provides details about the structure and activities of National Nodes. It is available in digital form (PDF format) and is the latest publicity material prepared by EHRI-PP WP8 in cooperation with several other EHRI-PP Work Packages (See Figure 7).

For Research and Remembrance



EUROPEAN HOLOCAUST  
RESEARCH INFRASTRUCTURE

[www.ehri-project.eu](http://www.ehri-project.eu)  
[info@ehri-project.eu](mailto:info@ehri-project.eu)

The future EHRI-ERIC will be set up as a distributed research infrastructure, consisting of a Central Hub and linked National Nodes.

The Central Hub, which is to be located in the Netherlands, is the coordinating layer of the ERIC and will be represented by the Director, supported by a Central Office.

Each member or observer of the ERIC commits to set up a National Node, a consortium of research institutions, archives, museums, libraries and memory institutions with relevant expertise. These National Nodes advance EHRI's mission at the national level. They are anchored in EHRI-ERIC's governance through their representation in the National Coordinators Committee.

In order to guarantee high quality standards, an Advisory Board will monitor and evaluate the activities of EHRI-ERIC.

The basic governance structure of EHRI-ERIC can be represented schematically as follows:

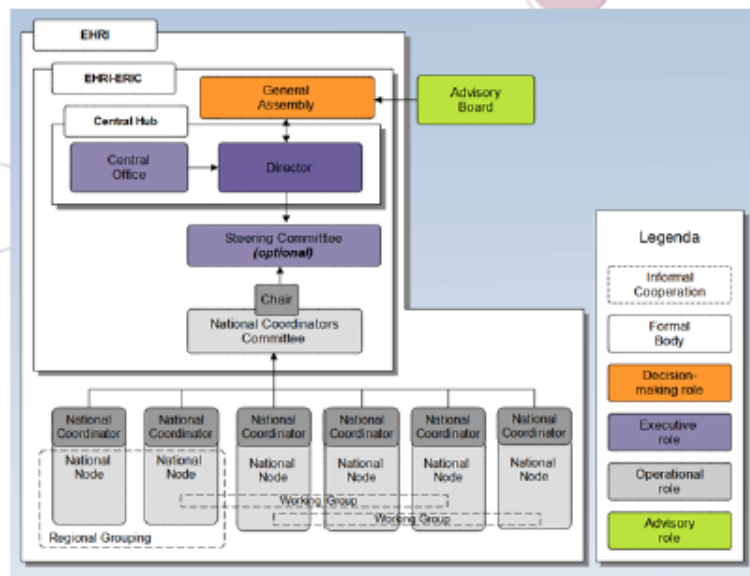


Figure 7. Document EHRI ERIC in a Nutshell

---

## 8 EHRI Motion Video

Due to the specifics of its key stakeholders and main audience, EHRI-PP originally planned to create a travelling exhibition that would be physically installed in relevant places in various countries. Due to complications caused by the ongoing Covid-19 pandemic, WP8 decided against creating such a physical exhibition. Our initial plan was to create an online exhibition/audio-visual project instead, but we identified some risks in this area, especially the fact that the online exhibition/audio-visual project would unnecessarily compete with the existing EHRI Website. After extensive discussion, WP8 decided to develop a motion video that concisely outlines EHRI's mission, history and plans for the future. A document with a narrative for the video and a brief description of the project for potential producers has been created and was approved by the EHRI-PP PMB in June 2021. Even though the Covid -19 pandemic has caused further delays, the production of the motion video has now been initiated, and we expect that it will be ready for a launch in the first half of 2022.