

GUIDLINES FOR PUBLICATIONS

Circulation: NIK project partners
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 Date: June 2018
 Doc. Ref.: NIK-IO 01 - WP 2 - Guidelines for Publications

Version history

Version	Contributor(s)	Contribution
0.01 03.05.2018	Hans Blankestijn	First draft
0.02 11.05.2018	Hans Blankestijn, Elke Halm	First reworked draft
0.03 23.05.2018	Elke Halm, Hans Blankestijn	Second reworked draft
0.04 – 0.08 07.06.2018	Hans Blankestijn, Elke Halm	3. reworked draft
0.09 23.06.2018	Hans Blankestijn, Elke Halm	final reworked draft for TPM 2
0.10 08.09.2018	Elke Halm, Hans Blankestijn	Final version after discussed with partners
1.0 16.09.2018	Elke Halm, Hans Blankestijn	Final version

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1. Introduction

Dissemination is a key part of any international project and has particular importance in Erasmus+. This includes directly aspects of publications, e.g. how to make an interesting report with all property rights. The Handbook, Output 3 (WP2) indicates the importance of publications.

This service document Publications supports and helps all partners who are involved in publications, as part of dissemination.

It gives an overview of all possible tools for publishing the NIK project, combined with practical tips for publication. It describes important aspects of the publishing of pictures, property rights of intellectual outputs, user rights of pictures and property rights in the Internet.

The „General Data Protection Regulation“ (EU measure 2016/679 from the European Parliament and Council from April 27 2016) contains new regulation. Main points and challenges of this GDPR will be described.

2. Publications

2.1. Overview of publications - Methods, Purposes, Hints and Tips

Methods	Purpose	Hints and Tips
Newsletter	Awareness Inform	Project or institution newsletter can be used to announce the project, give regular updates, develop a profile, and get buy-in. Be creative. For example, include an interview with your project 'champion', some quotes from end users, or praise from an external evaluator. Make sure they know the project is a success. Project Management will produce a general NIK Newsletter for all partners.
Project website	Awareness Inform Engage Promote	A project website is one of the most versatile dissemination tools. It can contain information for different audiences. Add to it regularly so people keep coming back. Sell the project and engage the community. See www.newcomerskitchen.eu
Press releases	Awareness	A press release is a formal announcement to the national press. Projects can issue one to announce important achievements. It takes skills to write a press release and get it to the right media.
Flyers /brochures	Awareness	Flyers in printed form can be handed out at conferences or to colleagues at your institution. An electronic version (e.g. PDF file) can also be circulated electronically. Glossy brochures are rarely worth the time and expense.
Programme meetings	Engage	Programme meetings are excellent opportunities for projects to learn from each other, discuss common issues, and get feedback on their work. The Transnational Project Meetings in the NIK project are good examples.
Conference presentations	Engage Promote	National and international conferences are an important opportunity to share your achievements with experts in the field. Make sure you have something to say, select conferences where it will have an impact, and ones that will attract the experts you want to impress. The NIK multiplier Events are good occasions for such a presentation.
Conference posters	Engage Promote	A poster session at a conference may be more appropriate when you have work in progress. You write up your work in poster format, and present it to delegates who attend the session. It may not be as glamorous as doing a presentation in the auditorium, but it is an excellent way to engage people, gauge their reactions, and get one-to-one feedback.
Workshops	Engage	Workshops are small interactive events held to achieve a specific objective. A workshop can be used to get feedback from users on a demo or from experts on particular issues. Make sure to make it a work shop: the emphasis should be on discussion, not presentations.
Demonstrations	Engage	Demonstrations are useful early in the project to get feedback from stakeholders on functionality, usability, and look-and-feel. Consider a demo for stakeholders at your institution to keep them informed about what you're doing and to help with buy-in.
Online discussion lists	Awareness Inform Engage	E-mail lists are useful for discussing new developments, problems, and issues. They are an opportunity to be proactive and reactive, share your learning with the community, and develop a profile for your project.

Journal articles	Inform	Any and every opportunity should be taken to get articles published about the project. Consider peer reviewed journals in relevant disciplines near the end of the project when you have data and results to report. Make sure to post a copy of all publications on your website.
Case studies	Inform	Case studies explain what you did and what you learned so others can benefit from your experience.
Reports and other documents	Inform	Reports on specific topics can be posted on your website so they are accessible to a wide audience. Think of anything your project has developed that may be useful to others, e.g. guidelines, methods, evaluation criteria, toolkits, or questionnaires.

2.2. Five ways to make your publications alive

A long text with one letter type and one letter size does not make the reader enthusiastic. Your article will not be read, even when the content is strong and important. Especially in on-line articles, you have only a few seconds to convince the reader to continue. In this paragraph you find five suggestions to make your publication more attractive.

Nice typography

Give a text a different image, by varying with letter types, sizes, colours, bold/not bold, etc. Choose your letter type in line with the purpose of your article: A serious article asks for a serious letter, where a human interest article is better with a friendlier letter.

The programme Word allows you to choose different types of heading: heading, 1, 2, etc. Don't use too many different letter types and/or colours on one page. Keep your body text quiet and play with titles, sub headings and quotes.

Playing with words

- Not only is the letter type important. Choosing the right words makes your text stronger.
- Think about the right text of a heading, or how to make strong opening sentences.
- Place short strong headings above longer articles. The use of a summarizing sub heading or "lead" is recommended.
- Ask a question. For example: "An online magazine, why is it useful?"
- Talk directly to the reader.
- Use alliteration. For example: "Creative Content"

Structure

Mostly, you read longer articles in online magazines or websites, by scrolling down. That is why you have to adapt the structure:

- Guide the reader to split up your article in ready-to-eat parts: chunks,
- Alternate with smaller and bigger chunks,
- Use enumerations to present facts in a clear way,
- Use powerful quotes (in a different letter type) in between the text.

Style

An interview looks different than a report. So think about the right style, before you start. Sometimes two columns can be useful to explain a contradiction in the text. In an interview, you can give the answers in a different text chunk.

Talking with a picture

When you have used the tips so far, you will write an attractive article. But don't forget the picture! One picture can say more than 1000 words. Some tips:

- Pictures and other illustrations make your text more lively,
- You can make your own pictures, but you can also go to stock photo sites. (See 3.2.)
- If you have enough budget, ask a professional photographer,
- Consider the use of a video. This creates guaranteed interest. Look on YouTube for useful examples. See also the text about new demonstration tools.

Question: Can you write an article about NIK for your own magazine or website, using the tips and recommendations from this paragraph?

2.3. Practical tips for publications

2.3.1. Making the connection

Communication is about a sender, a receiver and a message. You have to be aware of these three aspects:

- **Audience:** the people who can benefit from your knowledge, message
- **Message:** what you want them to know
- **Method:** how you can reach them.

The next stage is to connect you with your audience so that you can get your message across. But most projects will have more than one audience. Here are some points to consider when targeting different audiences:

- Be **flexible** with your style and tone.
Listen to the way your audience communicates, and talk to them in 'their' language. A young person will probably not communicate the same way as a Government official, so the same material will not work for both.
- Give your audience **context** for your information.
They will not be as familiar with the project or its terms. If possible, ask someone who knows nothing about the project to look at your material. Can they easily grasp what you're saying?
- **Focus** your efforts on the people you most want to reach.
Some audiences are harder to reach than others. Connecting with peers in your sector may be easier than connecting with policy makers: but if changing policy is the goal of your project, then policy makers is your key audience!

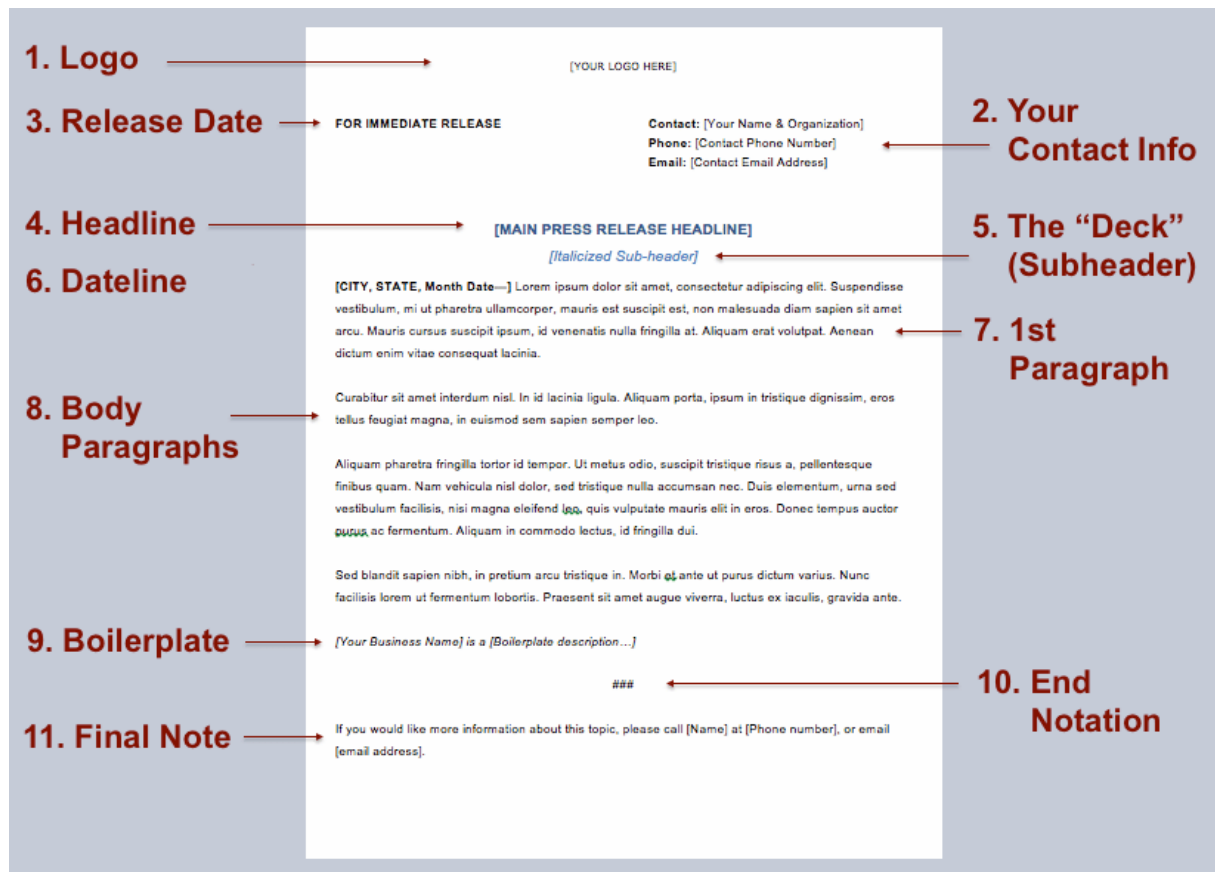
2.3.2 Press release

A press release is a short, compelling news story written by a PR professional and sent to targeted members of the media. The goal of a press release is to pique the interest of a journalist or publication. The press release should contain all the essential information (who? what? where? when? how? and most importantly why?) for the journalist to easily produce his own story.

Press releases follow a well-defined format that simplifies the writing process. Journalists and bloggers read hundreds of press releases a day, so following this format helps ensure they catch the essential information at a glance.

Question: Can you write a press release to promote the NIK project?

Here are the 11 key components of an effective press release:



It is recommended to start the process to promote and disseminate events of the NIK-project in an early stage. Every partner should make a press release before his event starts.

A format for a press release starts with the following structure:

Title

Subtitle

Place, country, day, date

When writing a press release, follow: *who, what, where, why and how* in the first paragraph.

Describe shortly the outcome of the event and who will participate.

To make the release attractive, add a quote.

Present the NIK-project (e.g. general information, goals, activities and partner countries).

Insert your company information (name, contact, address)

2.3.3. Using Social Media

Many projects use social media to connect people. It is cheap, immediate and allows you to track if people are engaged with your message. If you use social media for the NIK-project, here are some points to bear in mind:

- Social media is designed for conversation, not for announcements.
To be effective you will need to monitor it and post regularly, which can be time-consuming. It's better to concentrate on one platform (such as Facebook, Instagram, Snap or Twitter) that you use regularly, than to have rarely-used accounts on every platform possible.
- If you're using Facebook, set up a <https://www.facebook.com/business/products/pages> **page** (not a personal profile or group) so that everyone can see and share your posts.
- If you're using Twitter, choose a short, unique **hashtag** for your project so that people can find information about it easily. Do a quick search to check if the hashtag is already in regular use, or has unwelcome associations!
- If you use **WhatsApp** build a group for all members of the project. The agreement of everybody is necessary. (See annex 3)
- YouTube contains many, many useful videos. You can advise the user to look himself for something useful. Or you can give some interesting links.
- Use social media to build up **networks** of organizations with similar interests. It's likely they can benefit from your knowledge and be inspired by your work.
- Encourage everyone involved in the project to join in the conversation, so that **multiple points of view** are reflected.
- Make conversation, not announcements.

- Concentrate on 2 or 3 platforms max and interact regularly.
- Build networks of similar organizations and projects, not only participants.
- Decide who will monitor, and how much.

2.3.4. Developments in presenting information

It is a well-known saying: one image says more than 1000 words. Modern digital developments make that much easier. Also for your NIK-presentations, publications and posters, these developments can be useful.

In this paragraph, the following tools are briefly presented:

- Infographics
- Pinterest
- Mood Boards

Infographics

Infographics is a combination of "information" and "graphics". They are graphic visual representations of information, data or knowledge intended to present information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends. The same for information visualization, data visualization, statistical graphics, information design, or information architecture.

Infographics have evolved in recent years to be for mass communication. They are easy to understand. Readers don't need to know much about it, in order to understand it. Infographics have been around for many years, but only recently the increase of a number of easy-to-use, free tools have made the creation of infographics available to many users. Social media sites such as Facebook and Twitter have also allowed for individual infographics to be spread among many people. Infographics are widely used in the age of short attention span.

In newspapers, infographics are commonly used to show the weather, as well as maps, site plans, and graphs for summaries of data. Some books are almost entirely made up of information graphics. A view on your own newspaper will make that clear.

Also modern maps, especially route maps for transit systems, use infographic techniques to integrate a variety of information, such as the conceptual layout of the transit network, transfer points, and local landmarks. Public transportation maps, such as those for railways and metro are well-known infographics. Public places such as transit terminals usually have some sort of integrated "signage system" with standardized icons and stylized maps. (See for more information on Wikipedia)

On the internet, you can find many websites with instruction how to make your own infographic. The two websites are just examples. Just google on "Infographic".

Piktochart is an infographic maker that makes it easy to design high quality creative infographics. Choose from over 280 editable infographic templates.

<https://piktochart.com>

<https://www.canva.com/create/infographics/>

Free online infographic. Create your own beautiful infographics, flyers, posters, presentations and reports easily with absolutely no design experience.

Pinterest

Pinterest is an App which you can find in your Appstore. It is a search machine, to discover information on the Internet, mainly using images and on a shorter scale, GIFs and videos. Pinterest promotes itself as a company which creates a "catalogue of ideas" that inspires users to "go out and do that thing", rather than as an image-based social network. Pinterest is a free website that requires a simple registration to use it.

Users can upload, save, sort, and manage images. These are called pins.

Other media content (e.g. videos) through collections are known as pinboards.

Content can also be found outside of Pinterest and similarly uploaded to a board via the so called "Pin It" button, which can be downloaded. Some websites include red and white "Pin it" buttons on items, which allow Pinterest users to pin them directly. Pinterest also implemented a feature that allows users to search with images instead of words.

(See for more information: <https://en.wikipedia.org/wiki/Pinterest> and the website www.pinterest.com).

Mood board

As such a mood board is not new. It is a type of collage consisting of images, text, and samples of objects in a composition. It can be based on a chosen topic or can be any material chosen at random. A mood board can be used to give a general idea of a topic, or to show how something has changed. They may be physical or digital, and can be effective presentation tools.

Graphic designers, interior designers, industrial designers, photographers and other creative artists use mood boards to visually illustrate the style they wish to pursue. However, these boards can also be used by design professionals to visually explain a certain style of writing, or an imaginary setting for a storyline.

In short, mood boards are not limited to visual subjects, but serve as a visual tool to quickly inform others of the overall "feel" of an idea in creative processes, mood boards can balance coordination and creative freedom.

In the past, mood boards were made from foam board which can be cut up with a scalpel and can also have spray mounted cut-outs put on it. Creating modern mood boards in a digital form may be easier and quicker, especially when it comes to collaboration or modification of projects. However, physical objects often tend to have a higher impact on people because of the more complete palette of sensations physical mood boards offer in contrast with the digital mood boards. Mood boards can also be painted.

YouTube gives different practical examples how to make your own mood board.

<https://www.youtube.com/watch?v=LgqO4YQ09us>

<https://www.youtube.com/watch?v=ucaPbmuUzl8>

Other useful sites are:

<https://www.canva.com/create/mood-boards>

www.gomoodboard.com/

Relevance for NIK

This short introduction of modern developments in publication, shows that there are interesting possibilities for the NIK partners:

- In publications, simple and colourful schemes will explain the objectives of the NIK project,
- Posters can put the attention on the project
- Students can be involved in making their own – multicultural and food oriented – mood boards
- Our partners in Tartu and Ede may be inspired by it.

3 Pictures

3.1. What makes a picture a good one?

As said before, one picture can say more than 1000 words.

Strong images are a great way to connect. An image can be taken in at a glance, so will reach more people than text can. The easiest way to get strong images from your project is to take them yourself. You don't need fancy equipment; a phone camera, when used well, can work wonders! Before you click the button, remember:

- **Get consent**
Let people know you are taking their photo, and what it will be used for. Be aware you may need parental consent if taking photos of people under 18. (Annex 2)
- **Get close**
People respond strongly to faces and expressions – much more than ceilings and floors! – don't be afraid to get close to the action.
- **Get some active shots!**
Create a sense of your project by showing people engaged in its activities, rather than always posed for a photo.
- **Look for strong light and shoot in high quality.**
A photo that looks fine on your display screen can get very grainy when it's enlarged, so set your camera to its highest possible quality level.
- A good photo has a message.

Question: Compare the two photos below. What information can you tell about the project from each one?



Source: project NIK



Source: project NIK

3.2. How to get a stock photo for free?

If you don't have or can't use your own photos, don't just choose some from an image search – you might be violating someone's copyright! Instead, look at websites where you can download free stock photos for public use. These are some websites:

Unsplash	https://unsplash.com
Picography	https://picography.co
Creative Commons Search	https://ccsearch.creativecommons.org
Stockphoto.com	https://stockphoto.com
Gratisography	https://gratisography.com
Morguefile	https://morguefile.com
Pixabay	https://pixabay.com

Stockphoto.com is not always free of costs. Also other websites try to lead the visitor to the paid sector.

There are also tools to help you create strong graphics quickly.

One of the best is **Canva**, a free online design program with a wide choice of templates, icons and typefaces. It's particularly helpful for designing newsletters.

Right

On these stock sites, you will find the CCO licence: the Creative Commons Zero-licence. This means that you are allowed to copy, to adapt, to distribute, without permission of the owner. Read more on the CCO website: <https://creativecommons.org/licenses/> and in the next paragraph.

4.1. Intellectual property

Intellectual property rights for works, protected by copyright, are owned by the author only. This right is irrefutable. The member states have issued appropriate copyright regulations, which must be respected.

Copyright protections are for music, movies, lyrics, TV shows, computer programs, graphics, texts, photos and more. In the private sector, you can usually use this protected content without the consent of the copyright holder. This makes the right to a private copy possible. A private area is family and friends. It is also not a problem to view a picture or a movie on a platform, even if they have been set up illegally there.

However, it is forbidden to upload recorded programs or music files to YouTube or to exchange them with others. This is "public accessibility". Only the legal owner can do so. Public access to third-party content is not allowed, even if you have no commercial interest, or if the text, the music file, the movie or the photo is already on another website. Anyone wishing to refer to such content on other sites must set a hyperlink if they do not have the author's right to publish the content on their own page.

If texts or parts are cited by the author, the following must be observed:

- Citations must be identified as such in all works. It has to be provided with a source.
- Common to both indirect (i.e. analogous) and direct (i.e. literal) citations are the following citations, which are limited to the author, the year of publication, and the page number of the text quoted:
“... quote ...” (name year, page) “... analogous. “ (Name, Year, Page)
- The source indicate should be kept as accurate as possible, because its purpose is verifiability.

4.2. Property rights of pictures

4.2.1. Mine or yours? Copyright and usage rights of photos

When using photos, use and copyrights must be strictly observed.

No matter if it's about photography in a classic photo studio for private individuals or about advertising photography. Many people think that they can do everything automatically with the photos taken and that they have acquired all the rights for the photos when there was a payment. This is a common misconception.

Of course, it is wrong just to download and use pictures from the internet. Here one commits mostly a copyright infringement, since one uses the pictures without knowledge of the author. One commits, so to speak, a theft law, whether one is a private person or a company. That's why you should definitely use pictures that you made yourself.

If a private person goes to a photographer, then he receives the private right of use automatically. However, if the images are for commercial purposes, or intended to use for the NIK project, then you have to acquire commercial rights to use, which are based on the nature and extent of the used photos.

4.2.2. Legal terms briefly explained

In the first place is the **copyright**. Copyright protects intellectual property - not only in photos, but also in painted pictures, music, texts, etc ... Copyright makes a person the creator of a work and gives him the exclusive right to determine his work. The author can grant or sell rights of use.

The **private right of use** entitles, as the name implies, to use the photos for private purposes. Of course, they may be placed or hung up at home, given away to friends and relatives, or even hung over the street for a private party as a big banner. They may also be used on private invitation cards or similar, printed and sent.

Furthermore, private use on the **Internet** is e.g. for the private homepage / blog or for the private pages in social networks by most photographers allowed. Nevertheless one should - to be sure - ask if and how the respective photographer see the publication on the Internet.

The **commercial right of use** means the use of a picture commercially. This also applies to the use in the context from the NIK project. This right of use must be agreed or acquired. Each agreement looks different, because the scope (and thus the price!) of the commercial right of use depends on the purpose. Therefore, it is important when you ask a photographer to make a photo, to tell the photographer how and to what extent the images should be used later. A small example: The rights of use, which a local barber acquires for a picture, which is to be used only in the shop window, of course, looks very different than the rights of use for an international company, which uses a picture worldwide x-fold for an advertising campaign. (See Annex 4)

Then there is the **personality right**, which protects the person shown on the photos - Anyone, whether professional or someone who just takes a snapshot on the street, is therefore legally obliged to never use or publish images without consent. (See Annex 2)

4.2.3. Copyright in photos: Even snapshots are protected

The last important point in this “legal exercise” is the **naming**: Every author has in principle the right to be called by name in a publication. No matter if the photos are printed or published on the internet. Here you should clarify with the author of the photos, whether a name should be named or not - and in what form it should be displayed. If the author desires his name, then it can be done by appointment directly in or near the picture, or, if available, in the imprint.

Finally, one can say that it is absolutely necessary, at least for the commercial and commercial use of photos, to talk to the author, i.e. the photographer, about the rights of use and to determine the type and extent of use and the naming contractually. This should best be done BEFORE you place a photo order, because that is the only way to prevent later annoyance regarding copyright and copyright infringement.

4.3. Property rights on the Internet

Everyone is talking about the future of the internet. Copyright questions often look unclear in this context. People use Internet that are freely available and can be used without much knowledge. They upload their videos on YouTube or other video services, offer their pictures on Flickr to anyone to view or network on MySpace, StudiVZ etc. They write on blogs and make their works available to everyone.

Copyright does not stop at the internet. Especially on the Internet, it is quite easy to find copyright infringement with technical possibilities. Anyone who exchanges videos, pictures, audio files or texts on the Internet is a bit amateur. Big brother is watching you. And that is why you should be informed about what is allowed on the Internet by copyright - not only about what is technically possible.

The problem is not the content that you create yourself. The problem is the foreign content, personal information or third-party images that you put online. What is right here?

- Do it yourself is allowed

Those who are a bit creative and technically talented can today provide digital content. He can put photos online, texts and music. Even turning videos is not rocket science. In principle, what you do yourself is allowed. Everything homemade can be put on the net. This can be a blog post, your own photo on your own page or on the NIK website. Normally your own creative performance is protected by copyright and you can defend yourself against commercial or other use if you do not want it.

But: the rights of others have to be protected as well!

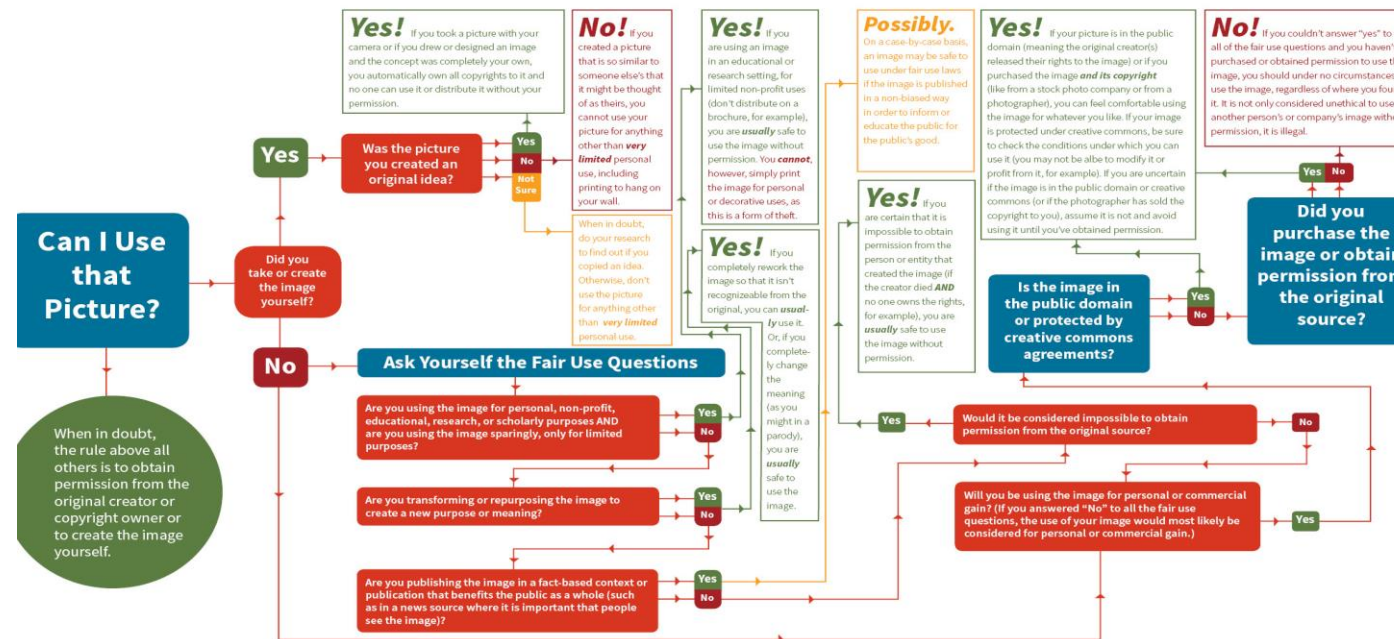
- Attention with foreign content

Especially when using photos that are not your property, an approval for publication must be present, (this must be obtained BEFORE use, kept in good condition and presented on request. (See Annex 2)

A simple scheme to find out if you can use a picture:

Can I Use that Picture?

The Terms, Laws, and Ethics for Using Copyrighted Images



Copyright

The protection given to any created image or work from being copied or distributed without permission. All images are immediately given copyright to the creator when the image is created.

Fair Use

The legal right to use copyrighted images as long as the images are used for educational, research, or personal or use or as long as the image benefits the public good in some way.

Creative Commons

Images that are copyrighted but that the creator has put provisions on their use. A creative commons license might stipulate, for example, that an image can be used as long as it isn't modified in any way.

Public Domain

Images that no longer have copyright restrictions either because the creator willingly relinquished their copyright or because the creator is dead **AND** no one owns the copyright.

What if I found the picture on social media or a website?

While the laws about distributing images through social media channels like Facebook, Pinterest, and blogs can sound fuzzy, it is generally considered **socially** acceptable to redistribute an image that was originally intended to be publicly viewed by the creator. This is why you will typically find original images re-posted on blogs, news sites, and social media channels even if the person re-distributing the images didn't obtain permission to do so.

However, much depends on the way in which you intend to use the image. It is unethical to redistribute an image on Facebook, for example, if a person didn't intend for the image to go public in the first place. It is also a form of plagiarism to post an image on your blog or website without citing the original source (and it is considered best practice to link back to the original source as well).

Pay attention to the fair use laws and other questions to the left when considering using other images you find online. Be careful about using others' images for personal gain, commercial gain, and even formal presentations without obtaining permission first.

5. General Data Protection Regulation – main points and challenges

5.1. Uniform data protection regulation in the EU

Due to the harmonization of data protection within the European Union, the new General Data Protection Regulation (GDPR) provides for a uniform data protection law throughout the EU. On 25th May 2016, the EU GDPR entered into force and must be implemented within a two-year transitional period until 25 May 2018. That means that our NIK project has to be in line with this new law.

5.2. Briefly overview of changes, priorities and resulting challenges

Availability

Everyone has the right to know what data a company or organization has about you. This means that "companies and organizations must ensure that they only provide information to the authorized person when making a request (recommendation: only in writing).

Traceability

Businesses and organizations must be able to prove how personal data is processed. That is, companies / organizations need to prove who has seen the information, but also who has access to it.

Consent

Companies and organizations require the consent of individuals whose personal information is stored.

Transparency

Businesses and organizations must formulate clearly and comprehensibly how they process and use personal information.

Transferability

Any person may require that a company or organization hand over the data to third parties. That is, to make it easier to change a provider. This gives companies the chance to virtually take over customers from others.

Correction

Every person has the right to correct incorrect data.

Deletion

Any person can request that their data be deleted. This also applies if he has already agreed to the storage of his data.

5.3. Relevance for the NIK-Project

This law makes it necessary to have permission for the public use of pictures and other information of NIK partners and/or participants.

For that reason, NIK has made three formats for giving permission to use this, as long as it is in the context of the NIK project. See the following Annexes:

Annex 1: Permission to use personal information, such as name, address, phone number and email address for the NIK project.

Annex 2: Permission to publish a photo with you on it.

Annex 3: Permission from the photographer to use a photo for NIK.

These Annexes are in this Service document and are also an additional part of the Handbook (WP 1).

The PM asks you to fill in this formats, to sign it and to hand it over to the PM, as far as relevant.

6. Main instruments to promote and transfer the NIK-project

The main instruments to transfer the project results to the identified target groups will be:

Type of activity	Date / Duration	Target Audience	Partners involved	Expected Results/Impact
Website	ongoing	Partners, local/regional/national/international stakeholders, interested people	PM All partners	
NIK Newsletter	Ongoing, each half year	Partners and their network members	PM All partners	Better knowledge about NIK
Connexion NIK website with partner website	June 2018	Partners, local/regional/national/international stakeholders, interested people	PM All partners	Information, promotion
Social media: Facebook page and others	Sept 2018	Partners, local/regional/national/international stakeholders, interested young people	PM All partners	Promotion, short information
Mailing lists	April 2018	All partners	PM	GDPR
Workshops	ongoing	Partners, local/regional/national/international stakeholders, interested groups	All partners	Promotion, information, discussion
Multiplier Event	2019	Partners, local/regional/national/international stakeholders, interested groups	All partners	Presentation, promotion, Information, discussion
Conferences	ongoing	Partners, local/regional/national/international stakeholders, interested groups	All partners	Presentation, promotion, Information, discussion
TPM 1 Alkmaar	Feb. 2018	All partners	PM All partners	Information, planning, Determination of tasks, time tables
TPM 2 Tartu	Sept 2018	All partners	PM All partners	Presentation results, discussion, planning next steps

TPM 3 Venice	2019	All partners	PM All partners	Presentation results, discussion, planning next steps
Final TPM in Berlin	2020	All partners local/regional/national/international stakeholders, interested groups	PM All partners	Presentation results, discussion, planning next steps
DM –meetings	ongoing	PM	PM	Information, discussion, preparation next steps

7. Used sources

Jeremy Marsan: Press release format, instruction, 3rd January 2018; <http://fitsaabusiness.com>

Alexander Klaus: Geistiges Eigentum in Internet; Hochschule Harz

L. Lenhard: Einführungsseminar WS 2004/5 (Hausarbeit)

Urheberrecht im Internet – kurz und kompakt; www.urheberrecht.de

Urheberrecht bei Fotos – kurz und kompakt; www.urheberrecht.de

Neues Datenschutzrecht: www.datenschutz.org

General information from Irish National Agency: www.leargas.ie/programmes/erasmusplus/

General information from UK National Agency

About promotion and dissemination:

www.erasmusplus.org.uk/promotion-and-dissemination?md=yzx

Tips for writing: (translated from Dutch language)

www.instantmagazine.com/nl/blog/schrijven-is-schrappen

Scheme on page 17: www.TheVisualCommunicationGuy.com/2014

ANNEXES

Annex 1 Data protection for partners in the NIK project

Permission

In the context of the General Data Protection Regulation (GDPR, 2018),

I, the undersigned,

allow the Project Management from the Erasmus+-project NIK (= Newcomers in the Kitchen, project number 2017-1-NL01-KA202-035176),

represented by Mrs. Marlous Mens, on behalf of

Stichting Clusius College in Alkmaar, The Netherlands:

- Use of partner information, as described in WP 1: Project Handbook (such as name, address, email address, phone-number, web address, etc.),
- Use of project related photos for the use in project publications and on the Internet and in online media.

Full Name: _____

Address: _____

Postal Code / City: _____

Country: _____

Name organization: _____

Email Address: _____

Date and place

Signature

Disclaimer

Stichting Clusius College values your support and promises to respect your privacy. The data we gather and hold is managed in accordance with the GDPR (2018). We will not disclose or share personal information supplied by you without your consent.

The copyright of any material which is generated as a result of this photographic/video session shall be assigned to your organization.

**Declaration of consent for the publication of photo/video recordings
as part of the Erasmus + project
"Newcomers in the Kitchen"**

Hereby I declare,

Full Name: _____

Address: _____

City: _____

Postal Code: _____

Phone: _____

Email Address: _____

I agree with my signature that my photos or video recordings in all pictorial representations by the Erasmus + project "Newcomers in the Kitchen" (NIK) in all used by the project and its partners media (print, Internet, Social Media) for the purpose of the promotion of the NIK project, ie to promote, inform and support, used (processing and storage) and published.

I make my photos and video recordings free of charge and free of all rights.

The agreement is granted for an indefinite period. It may be revoked in writing by the project management if there is good cause.

The NIK project is free in purpose, nature and extent of the use of the photographic material. Use for immoral purposes is expressly excluded.

The agreement also applies to the case of termination of the Erasmus + project NIK.

Place, Date, Signature

Disclaimer

Stichting Clusius College values your support and promises to respect your privacy. The data we gather and hold is managed in accordance with the GDPR (2018). We will not disclose or share personal information supplied by you without your consent.

The copyright of any material which is generated as a result of this photographic/video session shall be assigned to your organization.