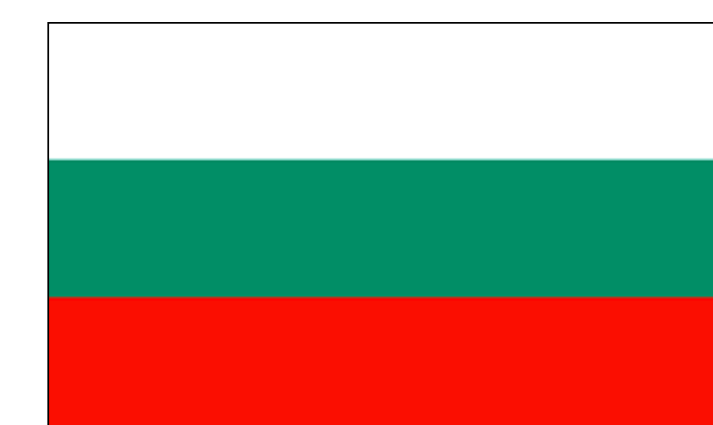# EU BON

Pensoft Publishers Ltd

www.pensoft.net

WHO WE ARE

Pensoft Publishers are specializing in academic book and journal publishing with more than 700 books and e-books published so far. In 2008, PENSOFT launched its first open access journal named ZooKeys which is now considered as the most technologically advanced journal in taxonomy. The company is actively developing new methods for dissemination of taxonomy information, including semantically enhanced content exported to global data aggregators. Pensoft is partnering with TDWG and GBIF in pioneering data publishing standards and workflows and is also a participant in several FP6 and FP7 projects as specialist in dissemination, communication, web design and technology development. The company is based in Sofia, and has a permanent staff of 20 people.

WHAT OUR EXPERIENCE IS

» Participation in planning and writing the project proposal
» Elaboration of communication and dissemination strategy
» Design of branding and promotional materials (logo, posters, templates)
» Development of the project website, internal communication platform (ICP) and online document libraries
» Website design and maintenance
» Tailored distribution of results based on in-depth analysis of the stakeholder needs
» Design and distribution of leaflets, brochures, posters, newsletters, factsheets
» Preparation and dissemination of press releases on projects results and events
» Dissemination through social networks (Twitter, Facebook, LinkedIn, Google+)
» Publication of scientific books, special issues, collection of papers
» Publication through Pensoft's Open Access journals
» Policy briefs development, design and delivery
» Development of multimedia (video, animation, presentations)
» Data publishing through extended metadata descriptions ("data papers")

WHAT WE DO IN EU BON

» Lead WP8 Dissemination and outreach
» Design project branding products and promotional materials
» Create and maintain project website, online libraries and internal communication platform (with WP9)
» Dissemination and outreach of project results across different target groups and scales
» Facilitate science-to-policy dialogue (with WP6)
» Develop a framework for mobilization and publishing of various types of biodiversity data (with WP1 and WP2)
» Contribute to improving data standards and interoperability (with WP2)
» Streamline existing mark-up tools linking legacy and prospective biodiversity literature (with WP3)

IN EU BON WE MAINLY CONTRIBUTE TO

WP 2 Data integration and interoperability
WP 3 Improving tools and methods for data analysis and interface
WP 8 **(Lead)** Dissemination and outreach
WP 9 Consortium management and organization

WE ARE ALSO INVOLVED IN

» ALARM   » MACIS   » COCONUT
» SCALES   » STEP   » MOTIVE
» BESAFE   » ViBRANT   » pro-iBiopshere

Dr. Lyubomir Penev

» Professor of Ecology at the Institute of Biodiversity and Ecosystem Research at the Bulgarian Academy of Sciences, Sofia
» Founder and Managing Director of Pensoft Publishers
» methods, software and technology development for biodiversity research
» semantic publishing and dissemination of biodiversity information
» biogeography, landscape and urban ecology, entomology

Dr. Pavel Stoev

» Professor of Zoology at the National Museum of Natural History, Sofia
» Head of Projects Department of Pensoft Publishers
» taxonomy and ecology of millipedes and centipedes
» cybertaxonomy and bioinformatics
» outreach and dissemination of scientific information

Teodor Georgiev

» Technical Director of Pensoft Publishers
» design, layout and desktop publishing
» open access journal publishing
» software development
» markup and semantic tagging of biodiversity literature

Margarita Grudova

» Project Manager at Pensoft Publishers
» Formerly Chief Expert at the Executive Environment Agency of the Bulgarian Ministry of Environment and Waters
» contribution to development of information module for the national biodiversity monitoring system
» involved in the FP7 projects BESAFE, STEP and pro-iBiosphere