



IMPRESSIONS



www.pensoft.net

Pensoft Publishers Ltd

WHO WE ARE

Pensoft Publishers are specializing in academic book and journal publishing. The company is well known worldwide with its innovative Open Access journals in biosystematics, ecology, nature conservation and genetics. Pensoft's first open access journal ZooKeys is now considered as the most technologically advanced journal in taxonomy. The company is actively developing new methods for dissemination of scientific information, including semantic enhancements of texts and automatic export and integration of data to global data aggregators. The latest innovations by Pensoft, Biodiversity Data Journal and the associated Pensoft Writing Tool, employ for the first time an 'Advanced Open Access' publishing model to describe an integrated narrative and data publishing workflow. 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 of project proposals
- Elaboration of communication and dissemination strategies
- Design of branding and promotional materials (logos, posters, templates)
- Development of project websites, internal communication platforms (ICP) and online document libraries
- Website design and maintenance
- Tailored distribution of results based on in-depth analysis of the stakeholder needs
- Design, publication 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, collections of papers
- Publication through Pensoft's Open Access journals
- Policy briefs development, design and delivery
- Development of multimedia (movies, animation, presentations)
- Data publishing through extended metadata descriptions ("data papers")



WHAT WE DO IN IMPRESSIONS

- **Leader of WP6B Dissemination and outreach**
- **Project branding products and promotional materials**
- **Development of the project website, online libraries and internal communication platform**
- **Elaboration of General Dissemination and Communication Strategy**
- **Dissemination, outreach and social media communication**
- **Development of IMPRESSIONS Informaton Hub**

WE ARE ALSO INVOLVED IN

- ALARM
- SCALES
- BESAFE
- EU BON
- MACIS
- STEP
- VIBRANT
- LEGATO
- COCONUT
- MOTIVE
- pro-iBiopshere

Dr. Lyubomir Penev



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

Dr. Pavel Stoev



- Head of Projects Department
- Professor of Zoology at the National Museum of Natural History, Sofia
- general project and financial management
- systematics, biogeography and ecology of invertebrates; bioinformatics
- dissemination of scientific information

Teodor Georgiev



- Technical Director
- design, layout and desktop publishing
- open access journal publishing
- software development
- markup and semantic enhancements of scientific papers
- tagging of biodiversity literature

Margarita Grudova



- Project Manager
- project and financial management and reporting
- maintenance of communication platforms
- stakeholder engagement

Iliyana Kuzmova



- Communication officer
- development of communication and dissemination strategies
- preparation and dissemination of press releases
- dissemination of scientific results through social networks
- maintenance of project websites