

eV **ENTOS**

2026

**Workshop Estrategias de difusión para
servicios de apoyo a la investigación:
buenas prácticas**

Dissemination Strategies for Research Support Services at Vrije Universiteit and Experiences from Dutch University Libraries

Dr. Joeri Both - Vice Director University Library Vrije Universiteit Amsterdam



I+D+i

Red de Bibliotecas
REBIUN



Dissemination Strategies for Research Support Services at Vrije Universiteit and Experiences from Dutch University Libraries

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Agenda

01 About VU



02 About our Library & Work



03 Relation with Researchers



Joeri Both

Vrije Universiteit Amsterdam

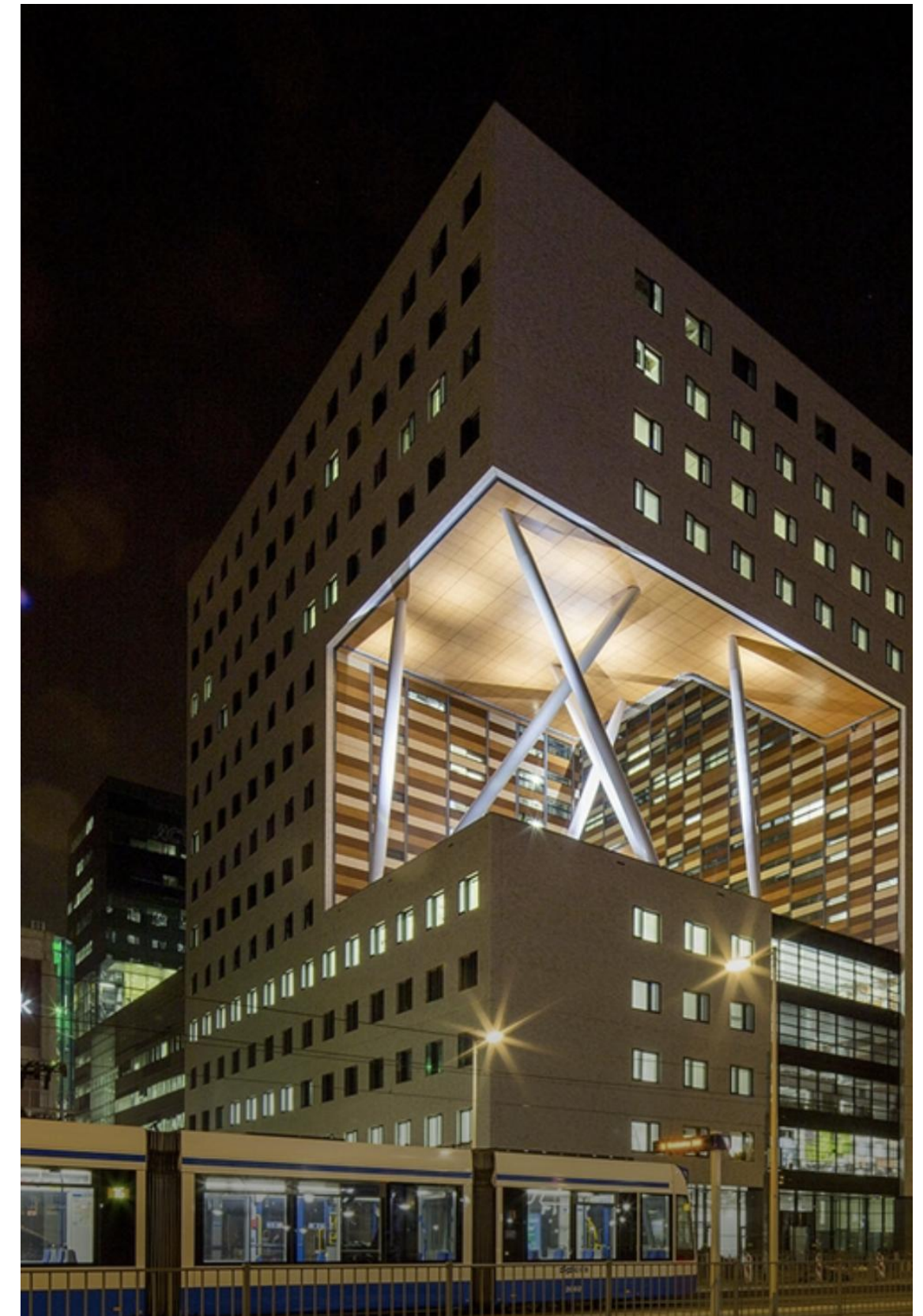
- Vice Director University Library
- Head of Research Support
- Trained as a Biomedical Scientist
- PhD from the University of Amsterdam
- Experience in academic libraries for 13 years
- Focus on Research Support
 - Open Science
 - Research Data Management
 - Research Intelligence/Bibliometrics



Vrije Universiteit

Amsterdam

- The Vrije Universiteit was founded in 1880 as a special university free from government and church influence to educate “Kleyne Luyden”, the common folk.
- Over the last century the University has developed itself as the most diverse university of the Netherlands, spanning all scientific disciplines from humanities to STEM.
- The University still presents itself as an emancipatory university, focusing on “first generation” students.



Agenda

02 About our Library & Work

The Living Library

Long-Term Plan 2021–2025



University Library

- The University Library is an inspiring meeting place for people and knowledge, with all information necessary for impact in science and society and all learning materials you need.
- The University Library of the VU is a vibrant space both on- and offline.
- By focusing on 3 ambitions the University Library becomes, more and more, the Living Library

The Living Library

Long-Term Plan 2021–2025



The Living Library

Being an inspiring meeting place
for people and knowledge

Finding and being found:
all the information needed for impact
in science and society

Educational resources

The Living Library

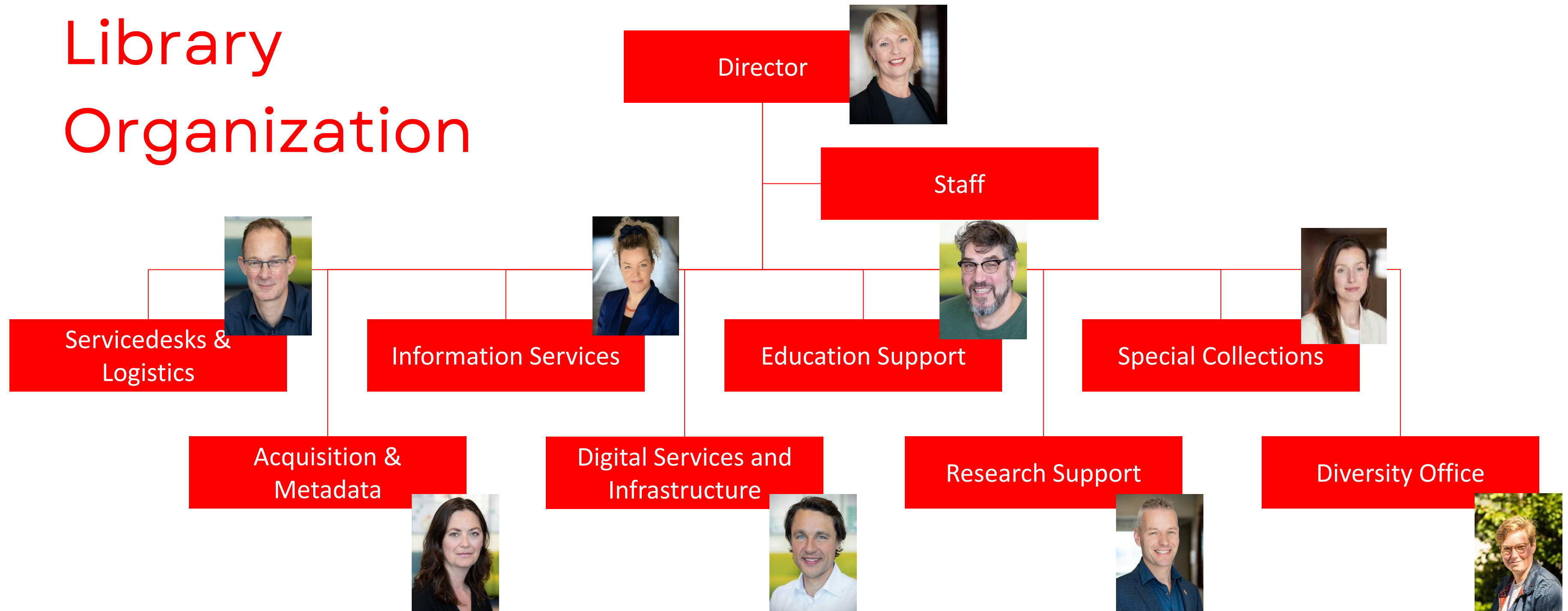
Long-Term Plan 2021–2025



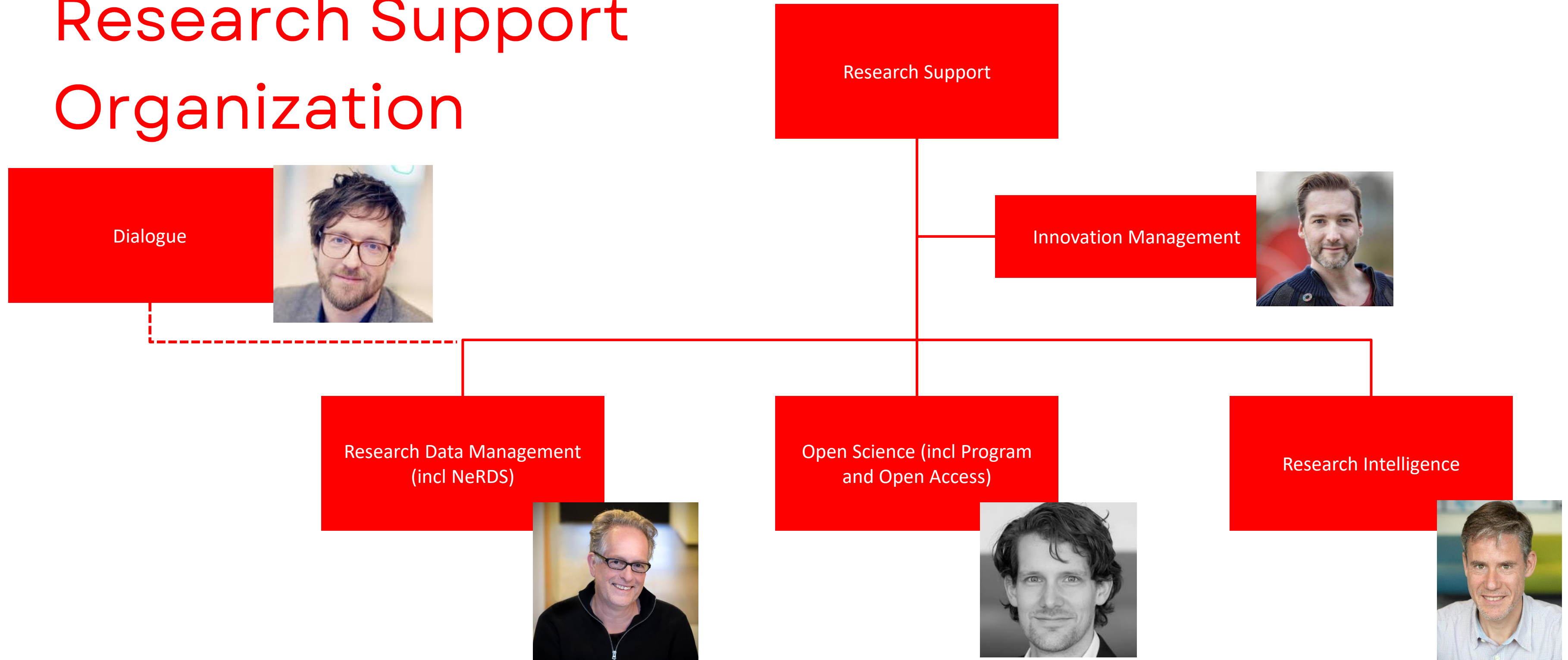
UNIVERSITY LIBRARY

VU  VRIJE
UNIVERSITEIT
AMSTERDAM

Library Organization



Research Support Organization



Research Support Organization

Research Data Management (incl NeRDS)



Open Science (incl Program and Open Access)



Research Intelligence



Research Data Specialist and Trainer



Community Manager RDM



Research Software Engineer



Open Access Librarian



Research Intelligence Specialist



Project Leader RDM



Research Data Stewards



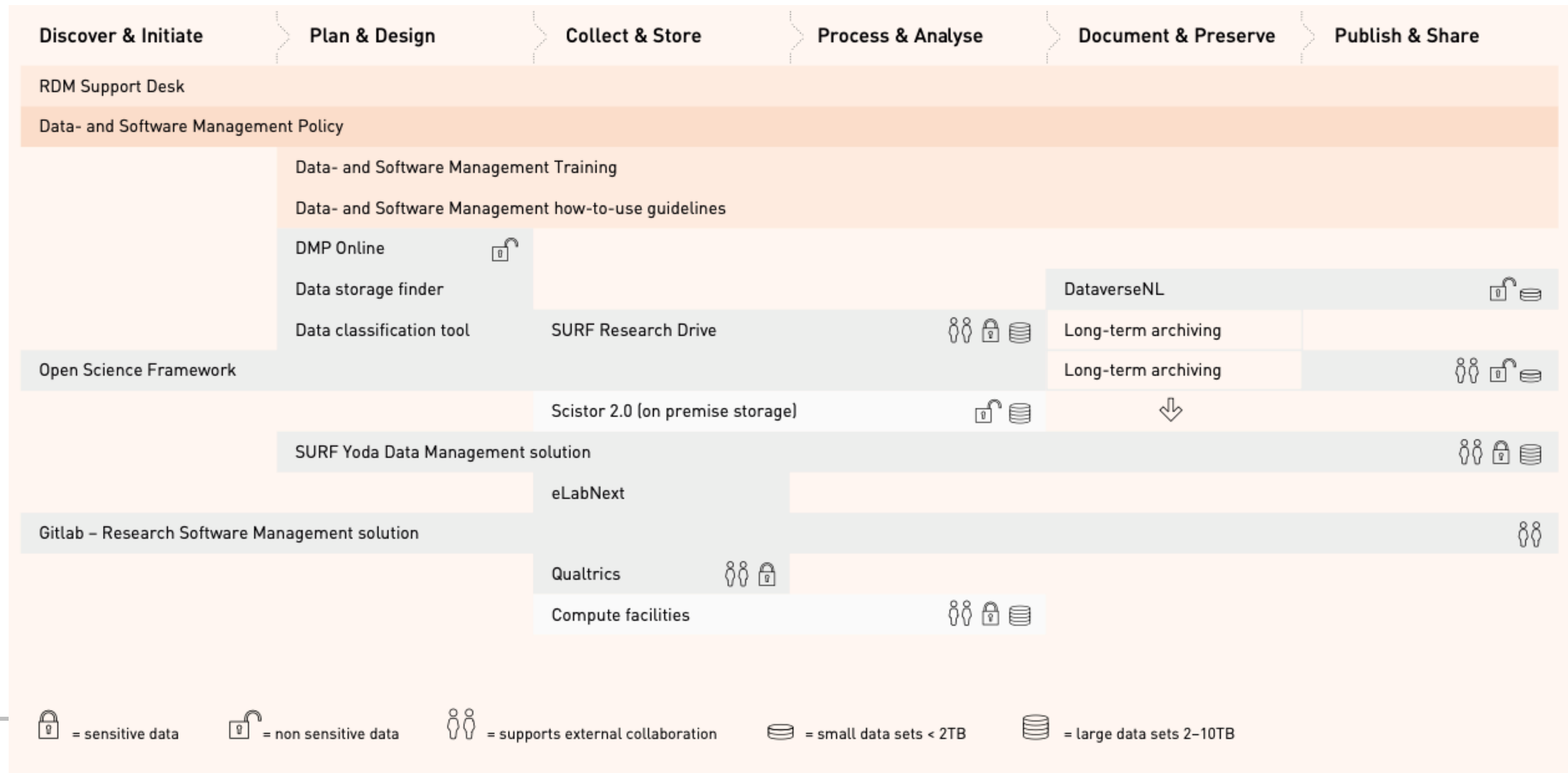
Interoperability Community Manager



Data Engineer



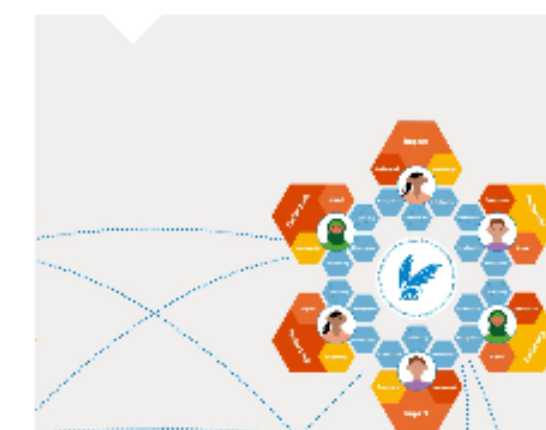
Research Data Management



Open Science



Academische
Loopbaanpaden

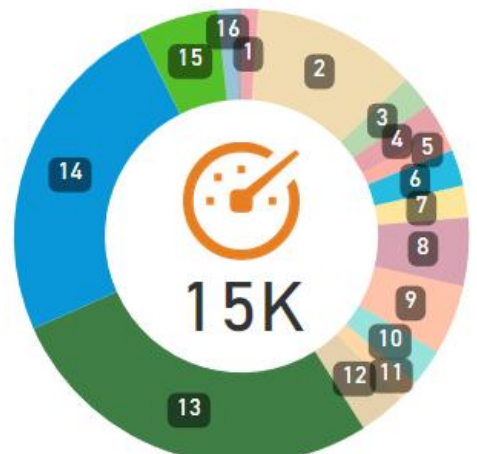


Research Intelligence



Research Performance

Amount of publications related to SDG's



Scopus

Top 10% Journals Published Publications related to SDG's



SciVal



SUSTAINABLE DEVELOPMENT GOALS



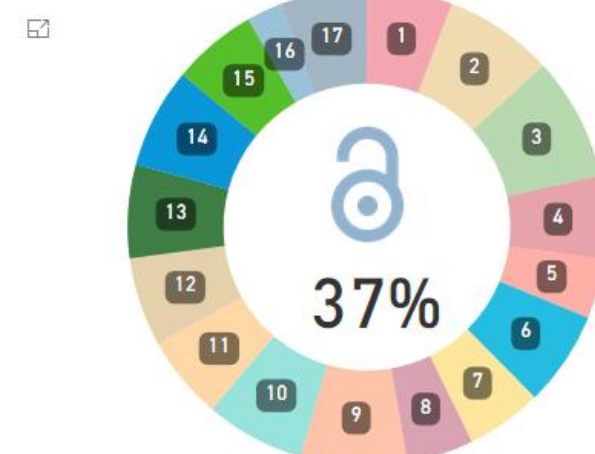
AURORA

- | | | | | |
|-----------|----------|---------|----------------|-------------|
| Aberdeen | Antwerp | Bergen | Duisburg-Essen | East Anglia |
| Gotenborg | Grenoble | Iceland | VU Amsterdam | |



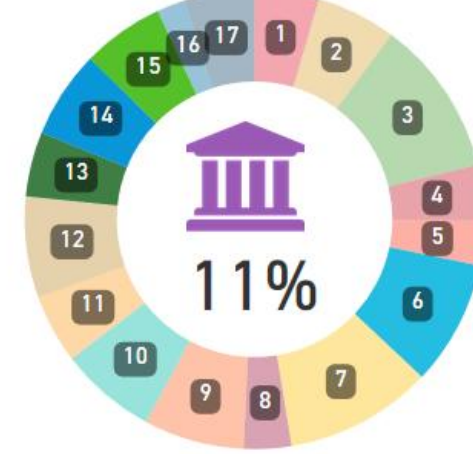
Societal Attention

Freely and Open Accessible Publications related to SDG's



unpaywall

Policy Documents Using Publications related to SDG's



Altmetric

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

Minimim/maximum of pap...

2

2234

...or your university. 

Aberdeen

Antwerp

Bergen

Duisburg-Essen

East Anglia

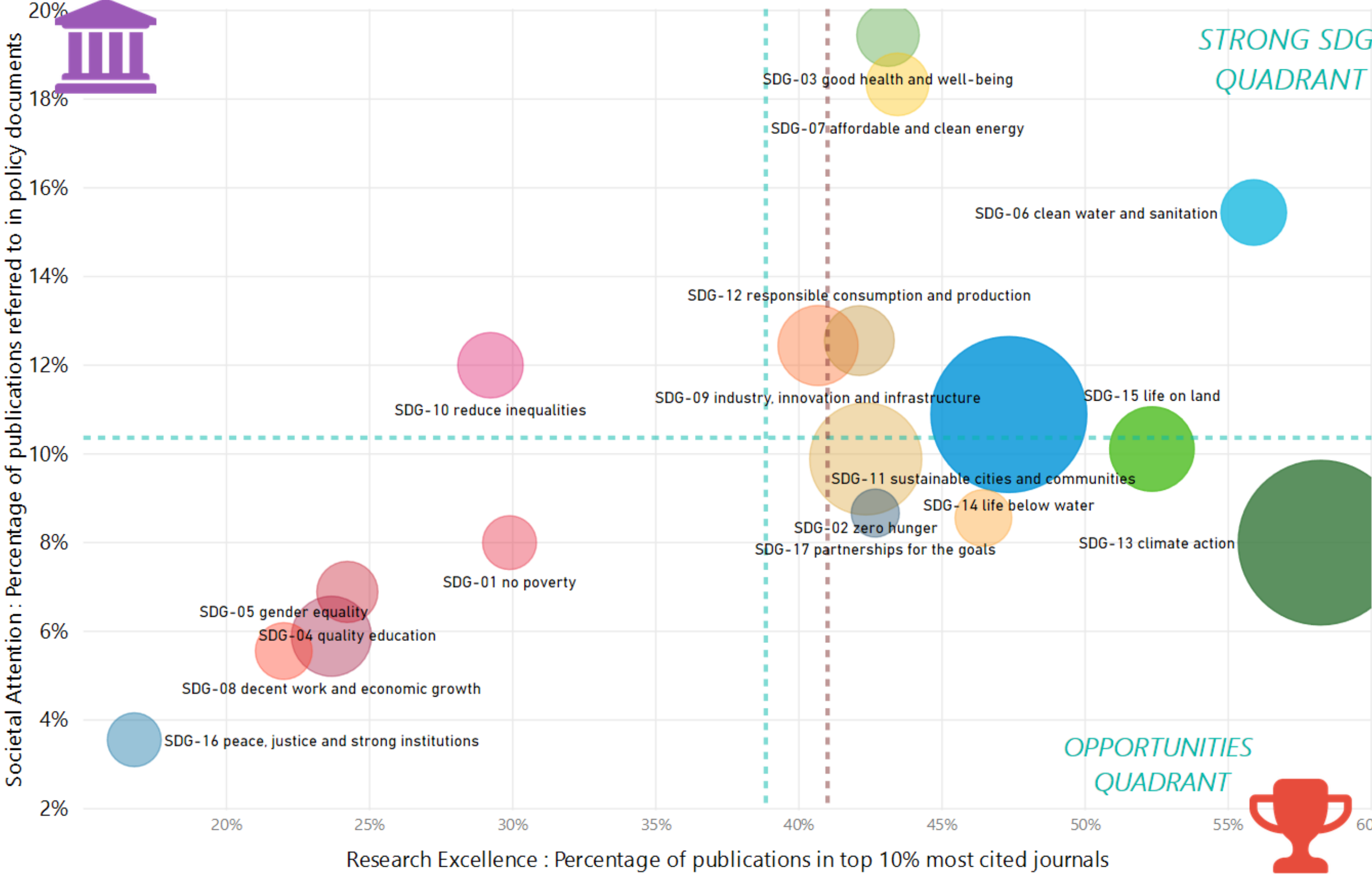
Gotenborg

Grenoble

Iceland

VU Amsterdam

Opportunities & Strong papers on SDG's - SDG Level



Explainer: Mint dash lines represent the average score in the visual axis. Red dashline on average 41% of all Aurora publications (also non-SDG-related) appear in the Top10% percentile of most cited journals. The Top Right Quadrant show the SDG publications that appear the most in Top 10% percentile of most cited journals, and have the most mentions in policy documents.

Agenda

DISSEMINATION OF RESEARCH SUPPORT SERVICES IN UNIVERSITY LIBRARIES:

SURVEY RESULTS REPORT

This report falls within the scope of “New Research Support Services” under Line 1 of the V REBIUN Strategic Plan 2024–2027 and presents the results of a survey conducted among REBIUN libraries on the dissemination of research support services. Its purpose is to gather good practices and successful examples of how libraries promote and make visible the services they offer.

The survey was carried out in May 2025 and obtained 54 responses, representing 71% of the universities contacted.

Analysis of the Results

The survey was divided into four sections:

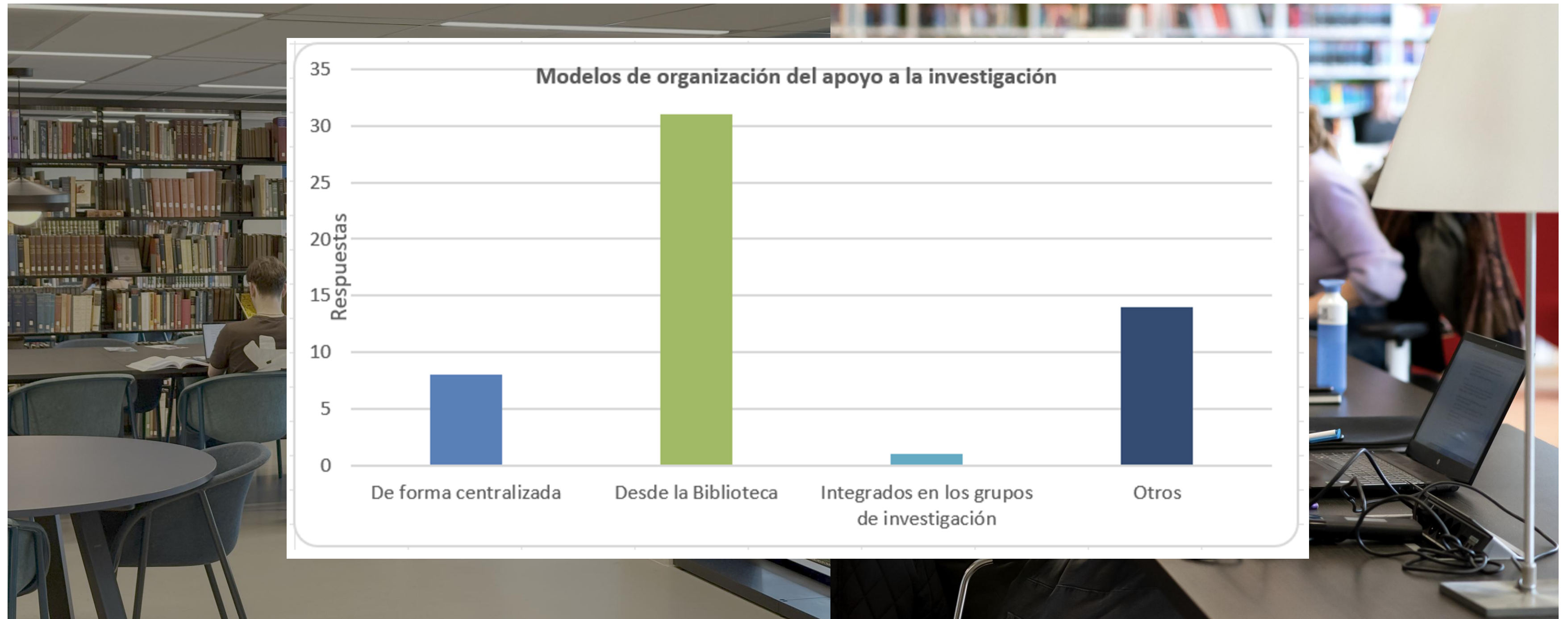
- Research support services
- Channels and dissemination activities for research support services
- User satisfaction surveys and feedback
- Good practices in disseminating research support services

03

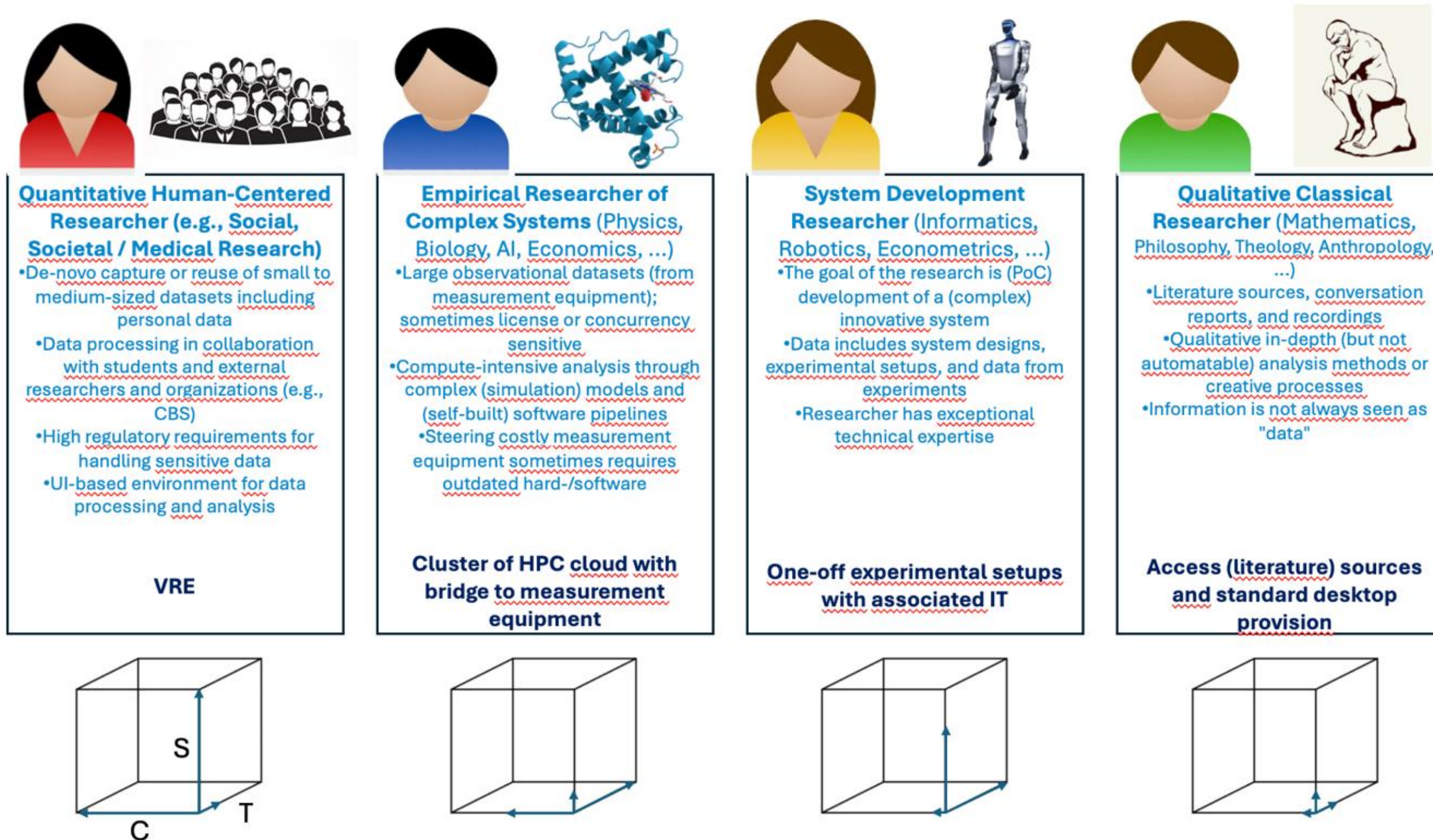
Relation with Researchers



Understanding yourself



Understanding your target group



- Security
- Collaboration
- Technical

Do you still understand your target group?

- Every three years we interview researchers and support staff about our services:

“When they are writing up their thesis and they learn about the course, they are all so surprised: “Oh, this is how you are supposed to store your data! This is how I have to deal with my supervisor when I disagree! Oh, I shouldn’t have put this person as a co-author on my paper!” and so on. And yes, it’s so important to see good examples at the start, and it can make your life a lot easier. I always encourage everyone in my department to take these courses as soon as possible. ”

User Experience Research Report 2023

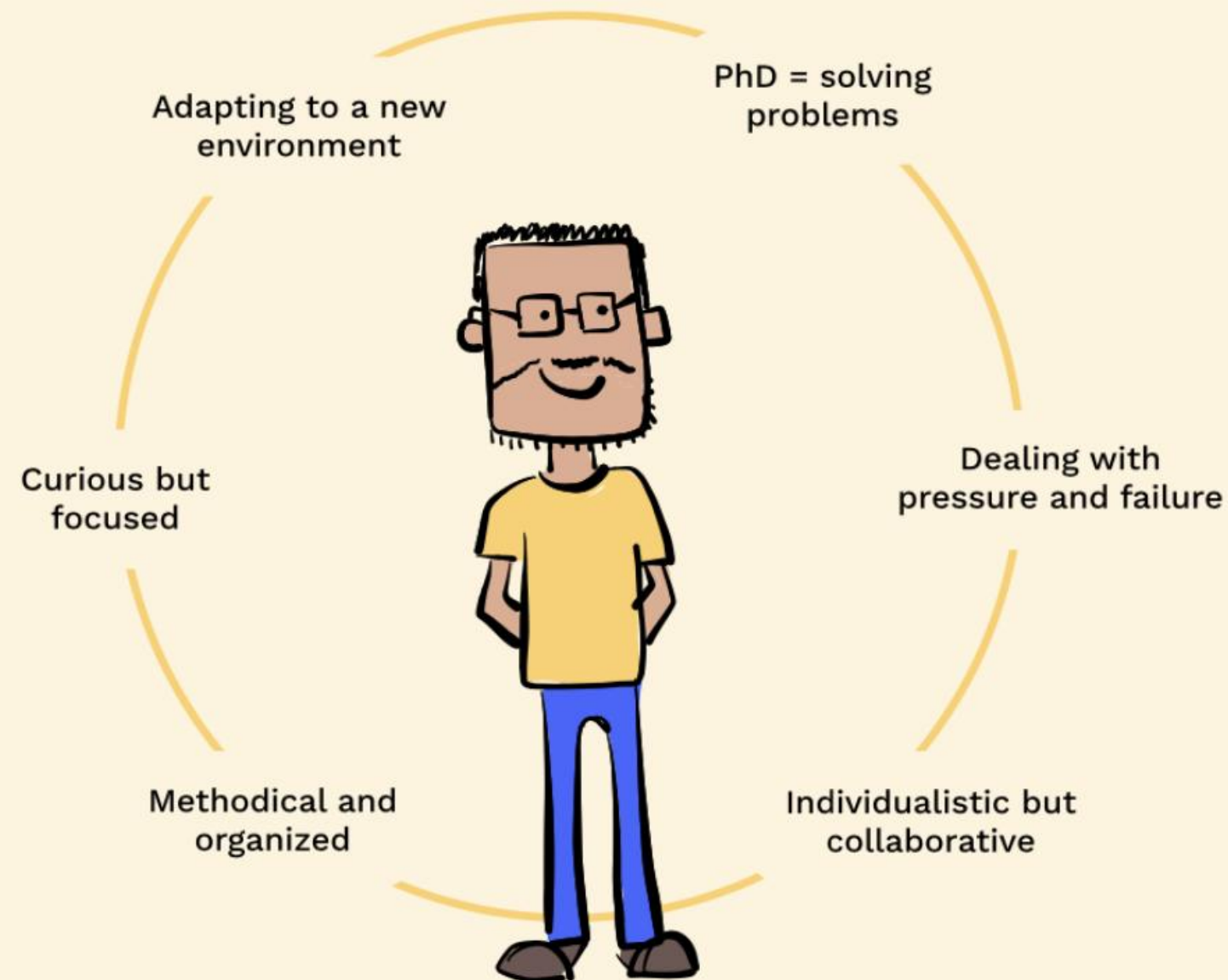


Understanding your target group @ Delft Technical University

01

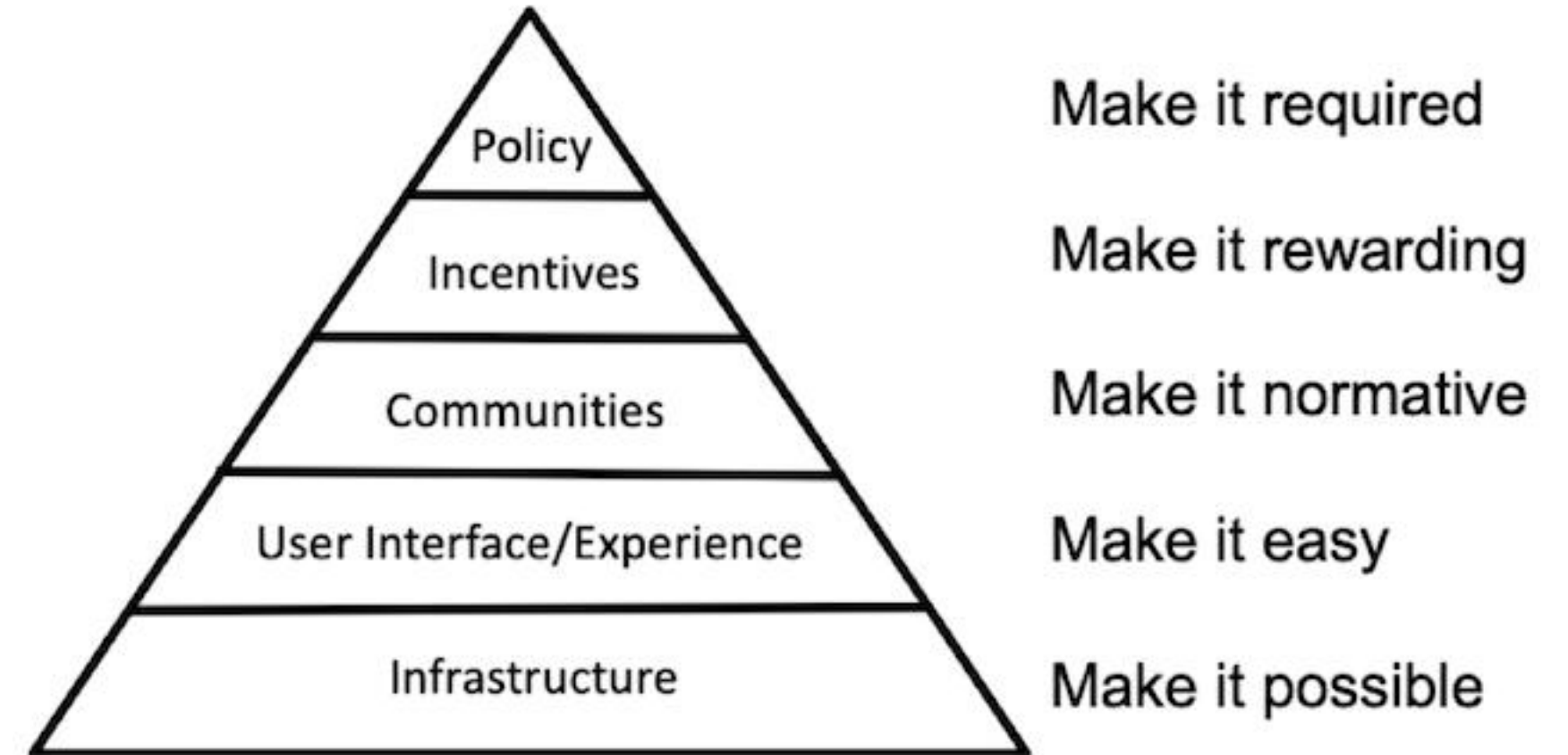
Meeting Kami

This is Kami, a PhD candidate who will be their representative for the rest of this story! In this section we will guide you through his first steps after arriving on the PhD island and gain insight into some of his personality traits.



Why have a dissemination strategy?

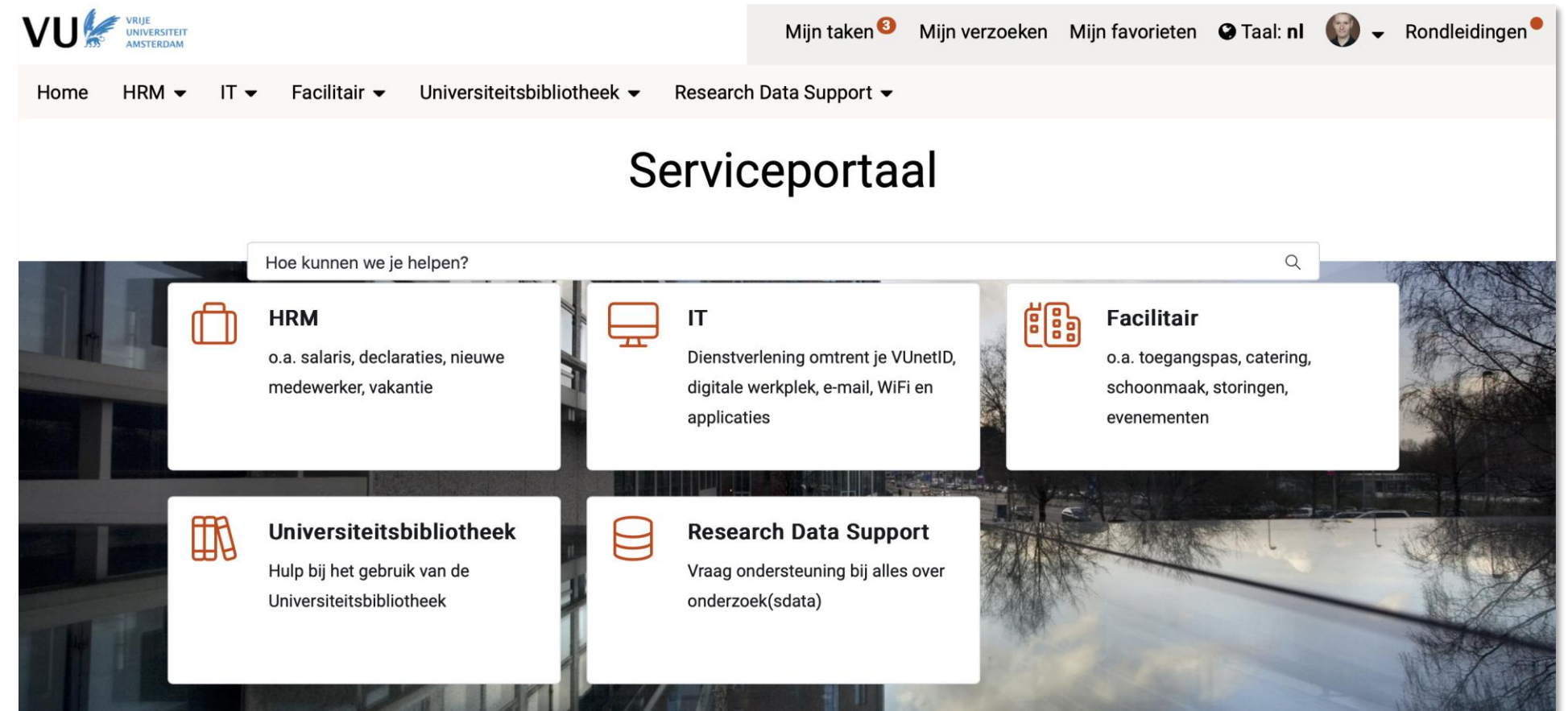
- To establish cultural change at Vrije Universiteit we use Brian Nosek's model.
- The relationship with the researchers from a library perspective relies heavily on the two layers of Communities and Experience.



<https://www.cos.io/blog/strategy-for-culture-change>

Infrastructure

- Three helpdesk:
 - General Library questions
 - RDM Support desk
 - Open Access Support desk
- Make a dual connection, both online, but also personal. Researchers need a friendly face.



User Experience

- Invest in ECTS awarded course on RDM
 - Early career researchers
 - Start building the relationship
 - Seed the feeling of support
- Example Data Storage finder
 - Policy demands something
 - What do you do as support to make it easy to adhere to the policy?

Beleid classificatie van onderzoeksdata
Versie: 1.0, december 2024

9 results shown [Export result](#)

Data classification

- ☐ Low
- ☐ Medium
- ☐ High
- ☐ Very high

Data sharing

- ☐ Not needed
- ☐ With VU colleagues
- ☐ With anyone

Data volume

- ☐ < 500 GB
- ☐ > 500 GB

Features

- ☐ Basic storage
- ☐ Compute/HPC
- ☐ Collaboration tools
- ☐ Fine-grained access rights

Research Drive
Storage and sharing service with a specific focus on research data.

SciStor
On-campus storage for research data.

Yoda
Securely deposit, share, publish and preserve research data during all stages of a research project.

OneDrive
Personal cloud storage, securely store and share files with anyone, access from anywhere.

Because this is personal storage, this is usually **not** the preferred storage for research data.

Microsoft Sharepoint (Teams)
File storage, sharing and collaboration in the VU Microsoft 365 cloud. This is not always the best solution to store research data.

Google Drive VU
Google Drive VU is part of Google Workspace collaborative environment for education and research.

Encrypted portable storage
USB drive/disk or USB flash drive (USB stick) - with encryption.

Custom solutions
When your project requires a very specific setup.

Open Science Framework
OSF is an open platform to support your research and enable collaboration.

VU VRJE UNIVERSITEIT AMSTERDAM **vu.nl/rds**

Community

- During Corona Crisis; online escape room
- Open Science against Humanities (national effort!!)
- Open loves Science
- Bare-Ass Sessions



Use our online tool to book study rooms in the library.

[Book a Space](#)



Data Horror week: new Open Science Game Launch In-Person

For the 4th time in a row, the Research Data Horror Week will take place around Halloween 🎃. This week is all about how working with data, software, ethics etc. can go wrong... and how we can all learn from our own and each other's mishaps and maybe laugh.

For the past three years, there were digital Escape Rooms where you had to face Ghosts, Aliens 👽 and cursed cats 🐱 to make it out alive (and with your paper published). This time we decided to go full in person so we can together face the all-too-common *horrors* in research.

For this we decided on a totally new format. What exactly we have in store for you is still somewhat a secret... But the image is a little clue for you. Can you guess what it is?

PS: If you want to warm up for the Data Horror week, you can replay the previous

Event Organizer



Lara Karsmakers

Events & Workshops

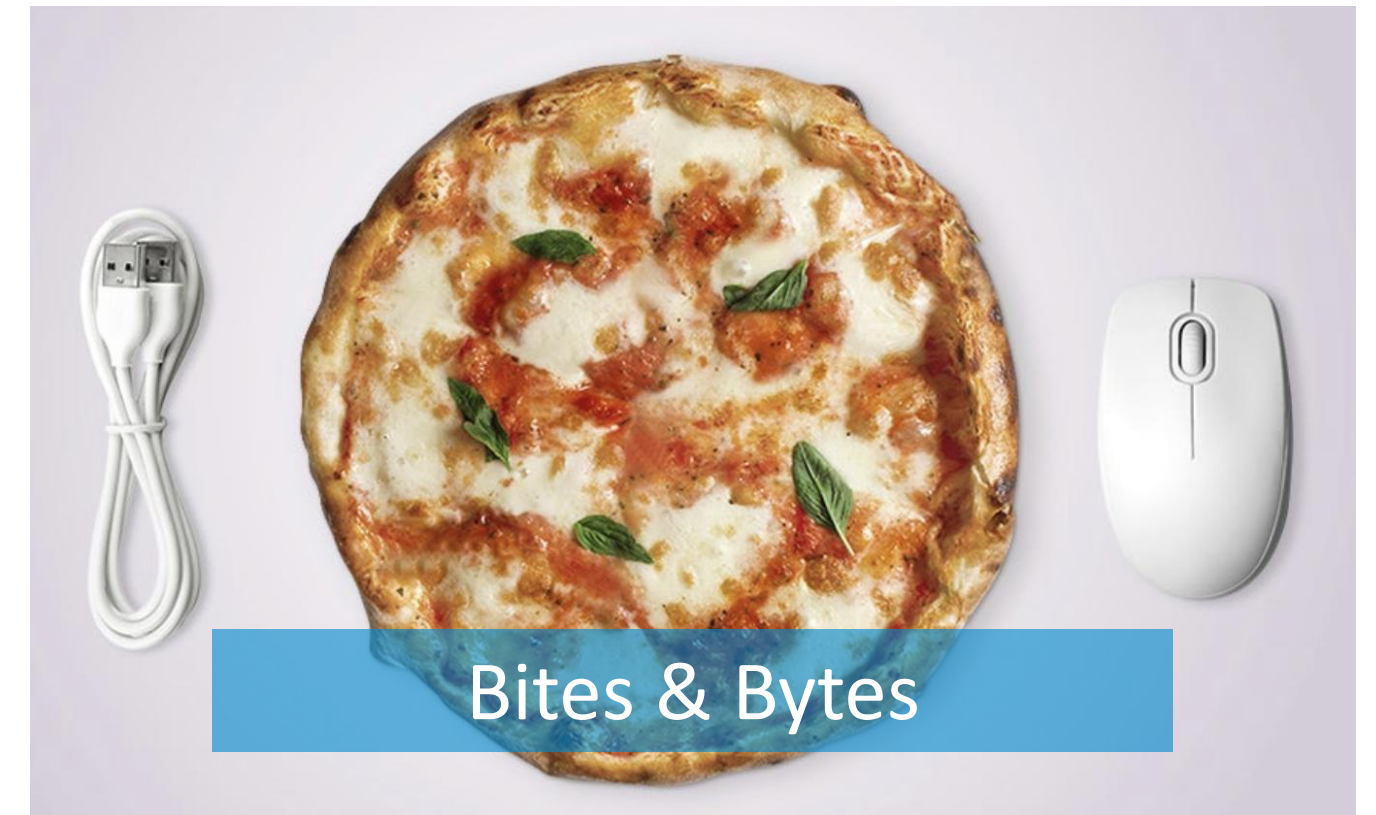


bottom of this page. You will receive an email with a Zoom link after your registration. We look forward to celebrating the Data Horror Week together with you!



Community II

- How to keep this manageable?
- Once we established the communities, give agency to the researchers.
- We let them set the agenda, have the more senior participants guide the juniors
- Two benefits
 - Reduce the burden on library staff
 - becomes peer-2-peer in stead of support to researchers



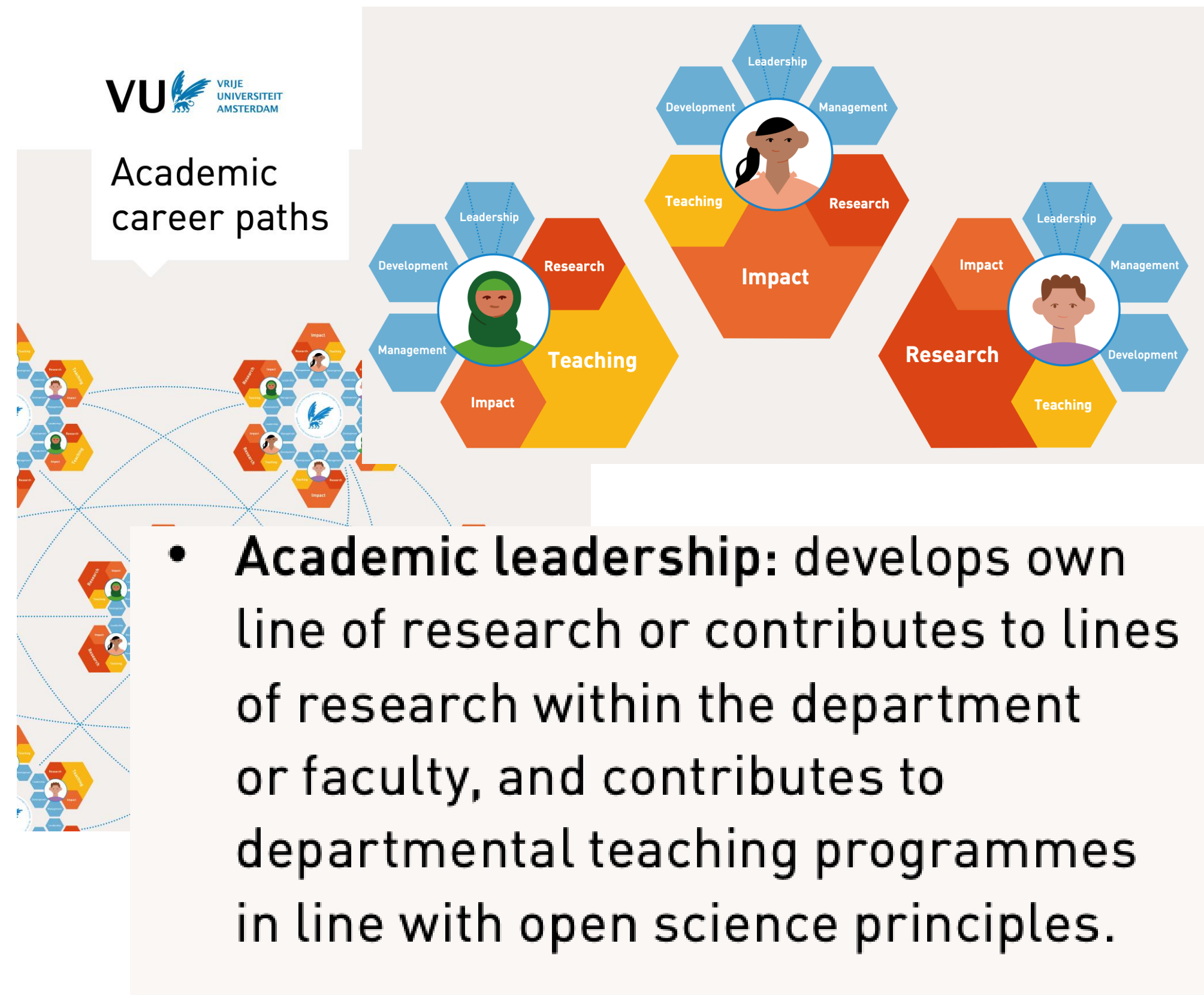
Newsletters?

- Yes, we have a newsletter service
- But it acts as a supplementary channel, not a main outlet!
- Researchers' reaction should be "Oh yeah, I remember that!" not "What is this nonsense?"
- No strategy for social media, it is not an outlet for Research Support. The library has an Instagram account, mostly to reach students. (Understand your target group!)



Incentives

- Researchers get into motion if they understand the benefit of the new change.
- Recognition and Rewards are important, from small to large



Policy

- The Library is now seen as THE expert on Research Support and is responsible for the university wide policy
- Also notice the branding as part of our relationship with researchers. The recognizability is import, also in instill trust.



BELEID
RESEARCH DATA MANAGEMENT

Beleid Research Data Management - Vrije Universiteit Amsterdam

Inleiding

Vrije Universiteit Amsterdam hecht sterk aan de toegankelijkheid van onderzoeksoutput: publicaties en data.¹ Die zijn van belang voor de zichtbaarheid, de controleerbaarheid en het hergebruik van onderzoek.²

Deze notitie bevat de VU-brede uitgangspunten voor een zorgvuldige omgang met onderzoeksdata. De faculteiten maken een facultaire uitwerking die voldoet aan het centrale beleid en de afdelingen en onderzoeksinstituten binnen de faculteiten afdekt.

Deze notitie geeft weer hoe de verantwoordelijkheden ten aanzien van onderzoeksdata binnen de VU worden belegd, uitgaande van de *Nederlandse Gedragscode Wetenschappelijke Integriteit* (voorheen *Nederlandse Gedragscode Wetenschapsbeoefening*) van de VSNU, het Standard Evaluation Protocol (SEP) for Research Assessments in the Netherlands 2015-2021, de FAIR-principes³ voor onderzoeksdata en relevante wet- en regelgeving. Daarnaast geeft de notitie de faciliteiten weer die de VU biedt voor het beheer van onderzoeksdata. De notitie kan geactualiseerd worden als ontwikkelingen daar om vragen.

Doel van het beleid Research Data Management

1. dat onderzoekers op een zorgvuldige manier met hun onderzoeksdata omgaan, zodat:
 - de impact van onderzoek wordt vergroot
 - onderzoekers de wetenschappelijke integriteit van hun onderzoek kunnen aantonen
 - onderzoekers voldoen aan wettelijke vereisten, gedragscodes en eisen van subsidieverstrekkers op het gebied van het beheer van onderzoeksdata
2. dat bij onderzoekers de bewustwording over het belang van Research Data Management wordt vergroot
3. dat bij onderzoekers de verantwoordelijkheden ten aanzien van Research Data Management worden verhelderd

¹ Onderzoeksdata zijn gedefinieerd als vastgelegde informatie die noodzakelijk is om wetenschappelijk onderzoek te onderbouwen. Afhankelijk van het vakgebied kan het gaan om bijvoorbeeld tekst, beeld, geluid, spreadsheets, databases, statistische gegevens, geografische data, etc. Niet-digitaliseerbare onderzoeksdata vallen buiten de kaders van dit beleid.

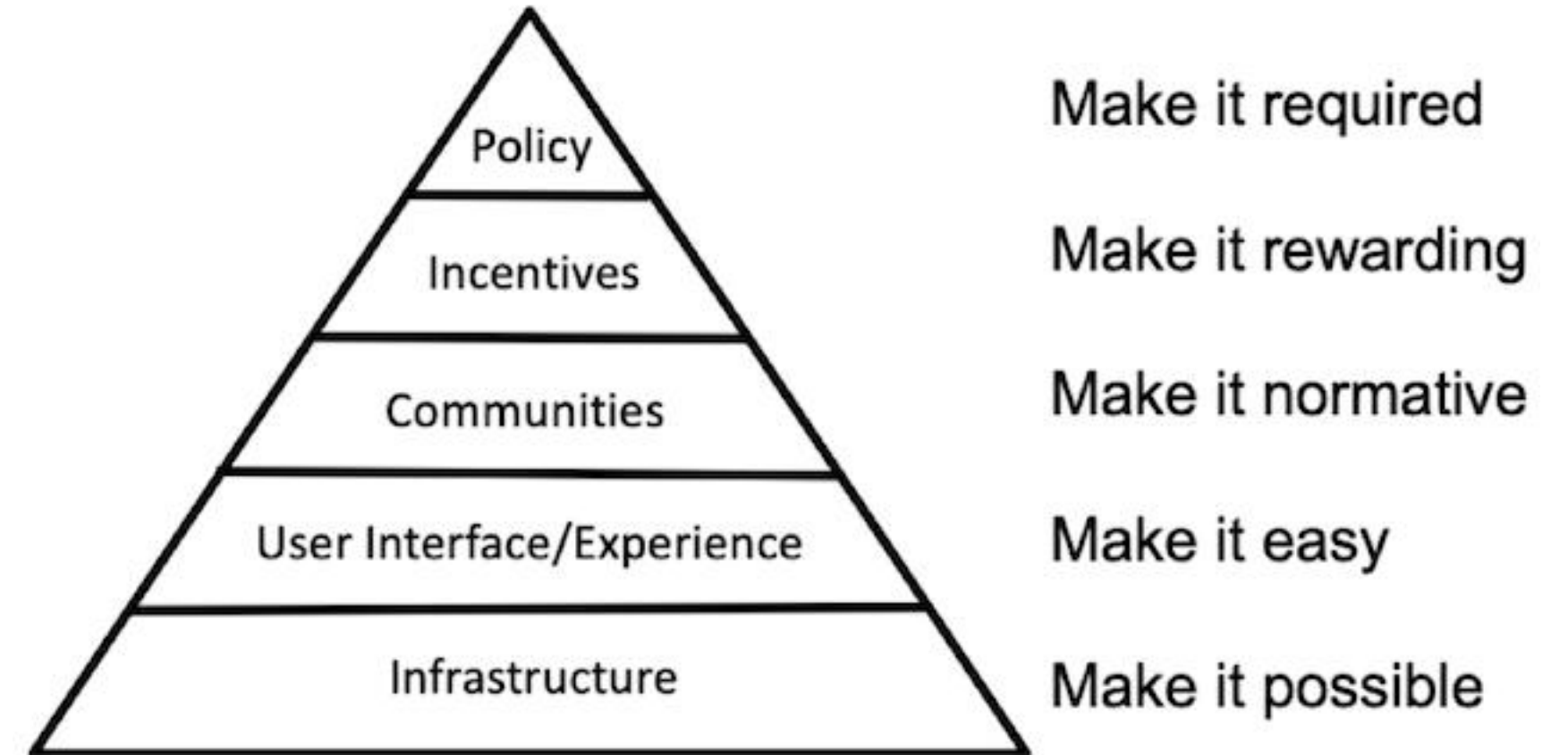
² Instellingsplan Vrije Universiteit Visie 2015-2020, p. 33.

³ Zie de website van [FORCE11](https://www.force11.org/group/fairgroup/fairprinciples) (<https://www.force11.org/group/fairgroup/fairprinciples>) voor een beschrijving van de 'FAIR data principles' en het artikel van [Wilkinson et al.](#) (2016; doi:10.1038/sdata.2016.18) voor een uitgebreide toelichting.



Coming back to the pyramid

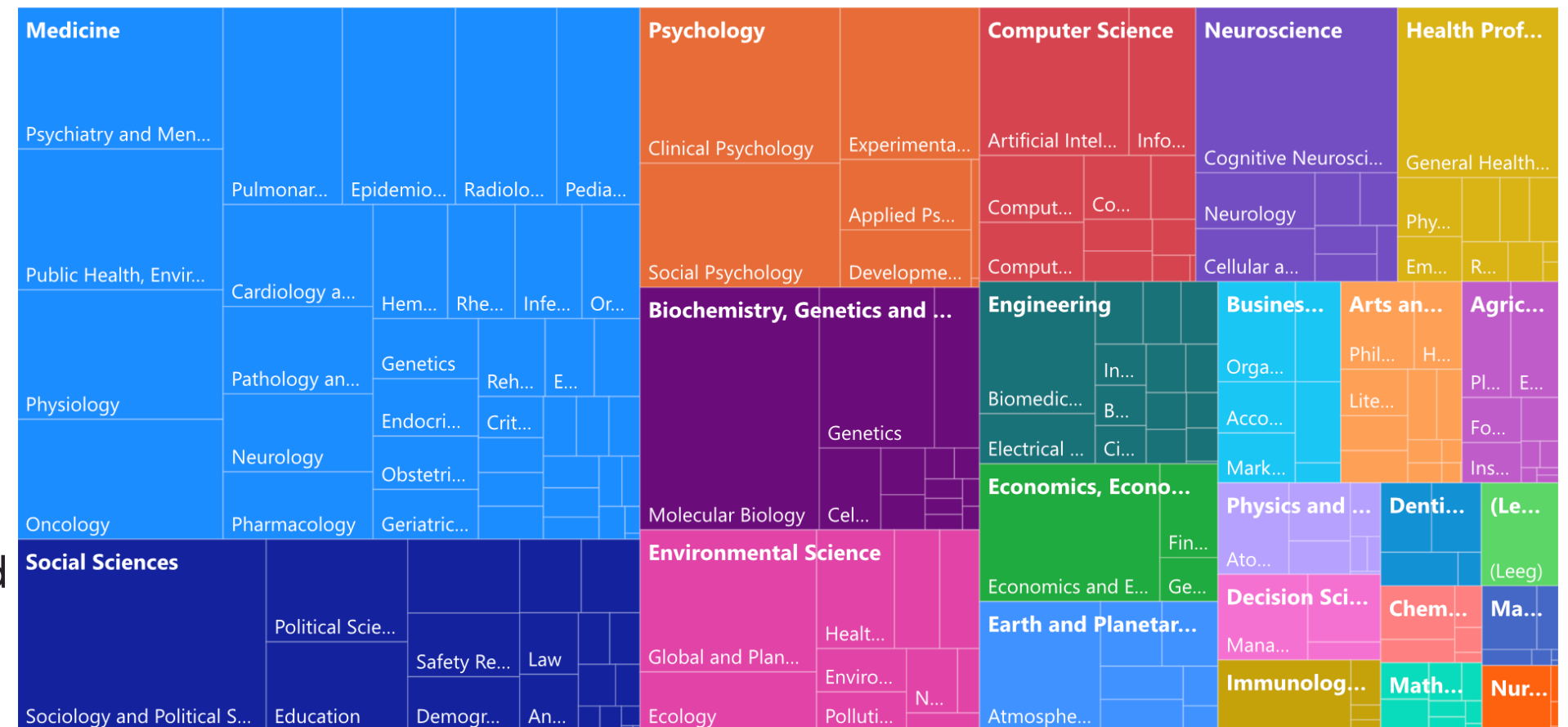
- Remember the pyramid of cultural change
- We try to attach some form of contact in all 5 layers.
- But be aware that the most connection is made in communities.
- Be a partner, not a hoop people have to jump through



<https://www.cos.io/blog/strategy-for-culture-change>

When the audience changes...

- For our Research Intelligence team the audience is completely different.
- While as diverse as the research community, the service is aimed at policy officers in the faculty and coordinators of the SEPs.
- Here our aim is much more targeted and timely approach
 - Make sure you know when the SEP are performed within the research groups
 - Invite ourselves in the meetings of the policy officers



What doesn't work

Research & Impact Support Portal

 Save page

Search within this portal...



Training & Development



Explore your idea

Check your
responsibilities

Share your
outcomes



Prepare your
proposal

Conduct your
research

**Finalise your
Project**

Topics

↓ Explore your research community

When you explore your research idea, it is helpful to know what literature is out there in your field, not only within VU Amsterdam but also in the Netherlands and internationally. There may be relevant datasets, research software or publications you should be aware of, and you may also want to identify your peers in the field.

Visit Explore your research community →

Subtopics

Discover existing publications →
Find publications that may be relevant for you.

Get to know your peers →
Find other researchers who are active in your field.

Get to know the networks of VU Amsterdam →
Find out information about the available networks VU Amsterdam provides.

Discover existing data and software →
Find datasets, software and data sources that may be relevant for you.

- Remember the pyramid of cultural change
- No community, no capacity
- Na shared goal
- Bad technique
- Top –down demand

One final note

Prepare for the day of tomorrow

- Be aware of new developments, ahead of your researchers:



In addition, whenever possible, indicators should be based on Open Science principles (see [Appendix A](#)), such as using data from open sources, in line with the Barcelona Declaration on Open Research Information signed by UNL and NWO. Doing so ensures that indicators are transparent and reproducible. Publication-based indicators can, for instance, be based on data from open sources such as OpenAlex and OpenAIRE rather than proprietary sources such as Web of Science/InCites and Scopus/SciVal.

BARCELONA
DECLARATION ON
OPEN RESEARCH
INFORMATION



Links

- The living library: <https://vu.nl/en/about-vu/divisions/university-library/more-about/long-term-plan-2021-2025-the-living-library>
- Research Support Handbook: <https://rdm.vu.nl>
- Research Intelligence team: <https://vu.nl/en/about-vu/divisions/university-library/more-about/team-research-intelligence-makes-impact-visible>
- GHOST Collective: <https://ghostcollective.github.io>
- Delft initiative: <https://digital-services.tudl.tudelft.nl/2023/10/30/how-do-phd-candidates-experience-the-university-library/>
- Research Connect Newsletter:
https://smc.mailings.vu.nl/optiext/optiextension.dll?ID=ErmlmYaP_uz85tkF178PtKrPrOyy8vVfox4BmP9s50%2B4hi4TmG6w1kwCuJUwIYa4Zeo0KATRmaWWI3nO94pLdL28gCmEEX
- Center for Open Science, cultural change: <https://www.cos.io/blog/strategy-for-culture-change>
- RDM Community page: <https://vu.nl/en/employee/research-data-support/rdm-community>
- Academic Career paths: <https://vu.nl/en/employee/annual-consultation/academic-career-paths>
- RDSM policy: <https://vu.nl/en/employee/research-data-support/rdsm-policy>
- Barcelone Declaration: <https://barcelona-declaration.org>
- OpenAIRE: <https://www.openaire.eu>

Questions?

Feel free to reach out!



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<https://vu.nl/en/employee/research-data-support>

MUCHAS GRACIAS

Dank jullie wel!



crue

Universidades
Españolas

I+D+i

Red de Bibliotecas
REBIUN