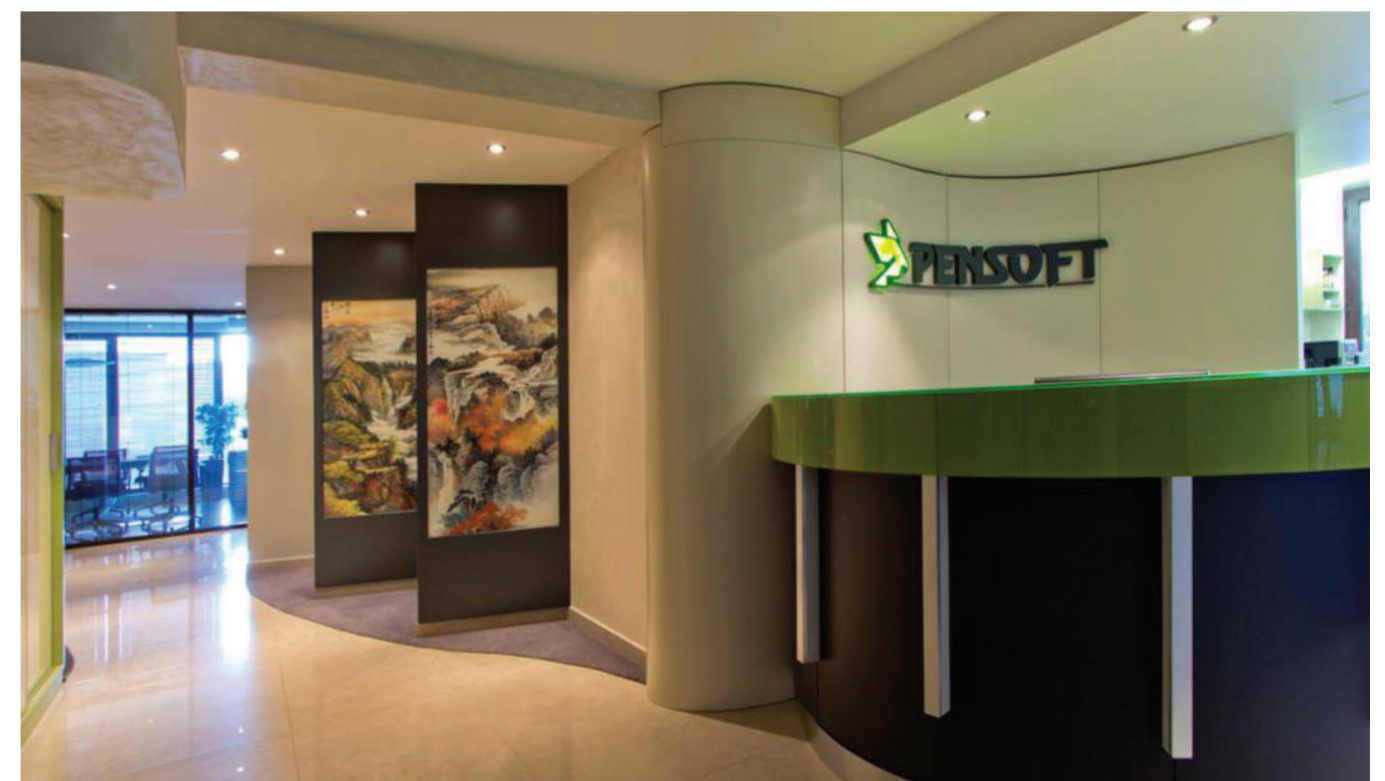


WHO WE ARE

Pensoft is an independent academic publishing company, well known among biodiversity scientists worldwide for technologically cutting-edge open access journals, such as: [ZooKeys](#), [PhytoKeys](#), [Biodiversity Data Journal \(BDJ\)](#), [Nature Conservation](#), [NeoBiota](#), and [Comparative Cytogenetics](#). Founded in 1994 in Bulgaria, “by academics, for academics”, initially focusing on book publishing, it has grown to become an innovative and leading open access journal publisher. Pensoft has published more than 1000 books and over 3,000 open access articles, mostly in the field of natural history. The company is actively developing new methods for dissemination of taxonomy information, including semantically enhanced content exported to global data aggregators. In 2013, Pensoft launched the first ever end-to-end XML-based authoring, reviewing and publishing workflow, as demonstrated by the [Pensoft Writing Tool \(PWT\)](#) and the [Biodiversity Data Journal \(BDJ\)](#). The company has also developed several tools for semantic publishing, such as the [Pensoft Markup Tool \(PMT\)](#), [Pensoft Taxon Profile \(PTP\)](#), [Pensoft Wiki Converter \(PWC\)](#), the literature and data discovery tool [HYPERLINK “http://refindit.org/”](#) Refindit.org, and others. Pensoft is partnering with TDWG and GBIF in pioneering data publishing standards and work-flows and is also a participant in several FP6, FP7 and Horizon2020 projects as a specialist in dissemination, communication, web design and technology development. The company is based in Sofia, and has a permanent staff of 20 people.

OUR EXPERIENCE

- ★ Participation in planning and writing project proposals
- ★ Elaboration of communication and dissemination strategies
- ★ Design of branding and promotional materials (logos, posters, templates)
- ★ Development of project websites, Internal Communication Platforms and Online libraries
- ★ Tailored distribution of results based on in-depth analysis of the stakeholder needs
- ★ Design and publication 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 ESMERALDA

- ★ Leader WP6 Dissemination & Knowledge Exchange
- ★ Development of project image, website, online libraries and Internal Communication Platform
- ★ Development of General Dissemination and Communication Strategy
- ★ Preparation and dissemination of project news via press releases, policy recommendations and online publications
- ★ Integration of results in large information hubs (BISE, ESP mapping tool, etc.)

WE ARE ALSO INVOLVED IN ALARM, MACIS, COCONUT, SCALES, STEP, MOTIVE, ViBRANT, pro-iBiosphere, BESAFE, EU BON, IMPRESSIONS



**Prof.
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



**Prof.
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