



EU Bookshop: Your Privileged User Access

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EU Bookshop and CORDIS Unit

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Agenda

1. Why is EU Bookshop an opportunity?
2. EU Bookshop Surveys – help us improve
3. Dissemination channels
4. Bulk orders and EU information multipliers
5. Print-on-demand service
6. Check your audience
7. Find what you are looking for
8. Deep links
9. Contacts

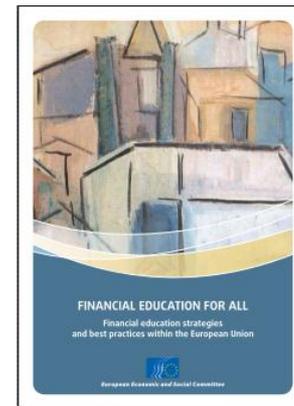
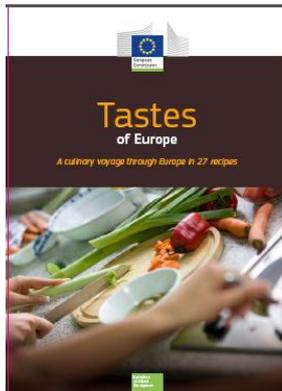
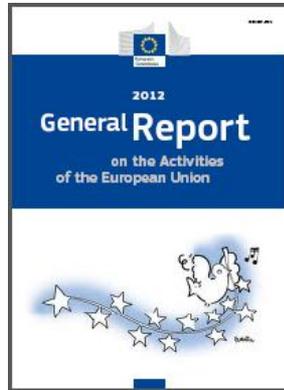


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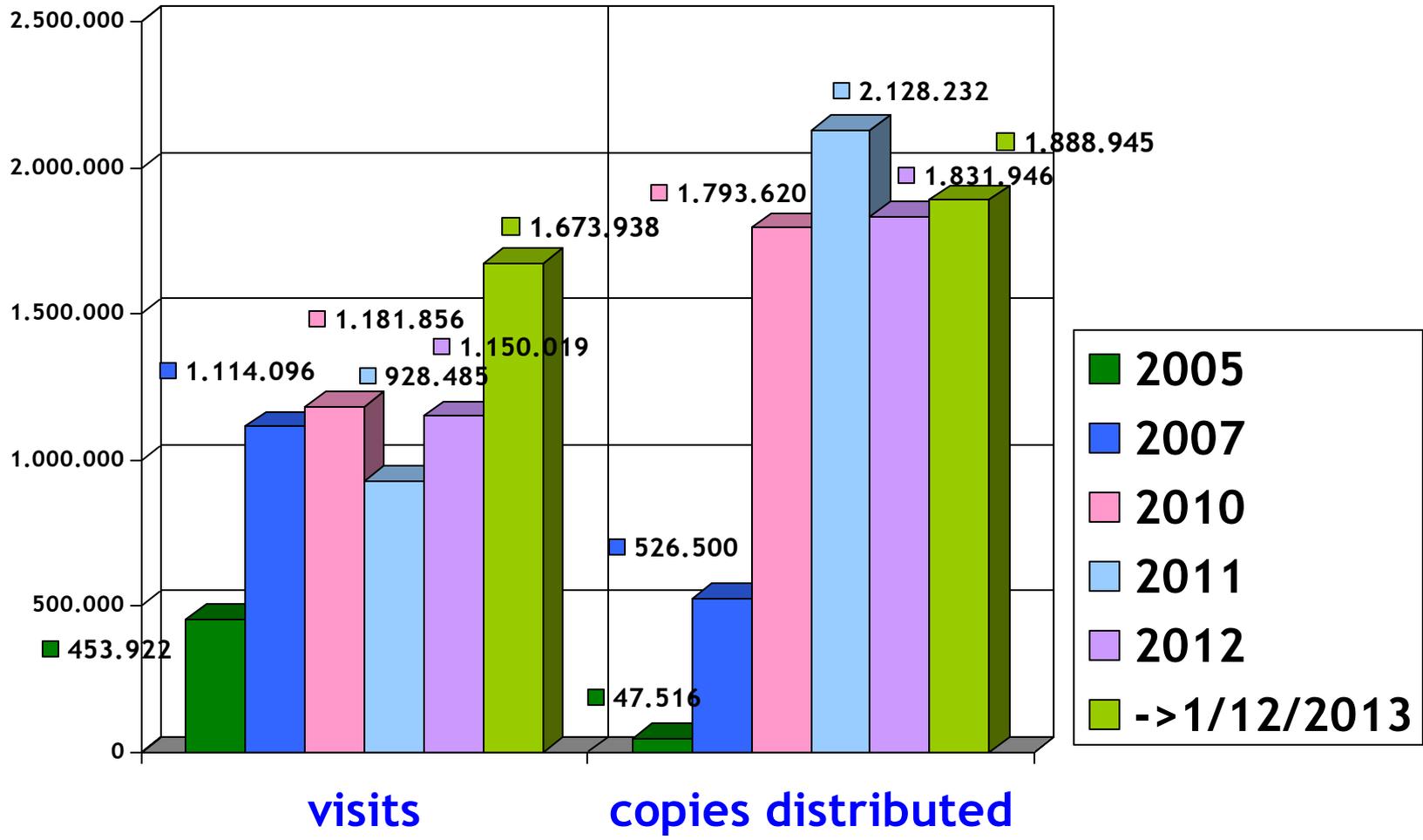
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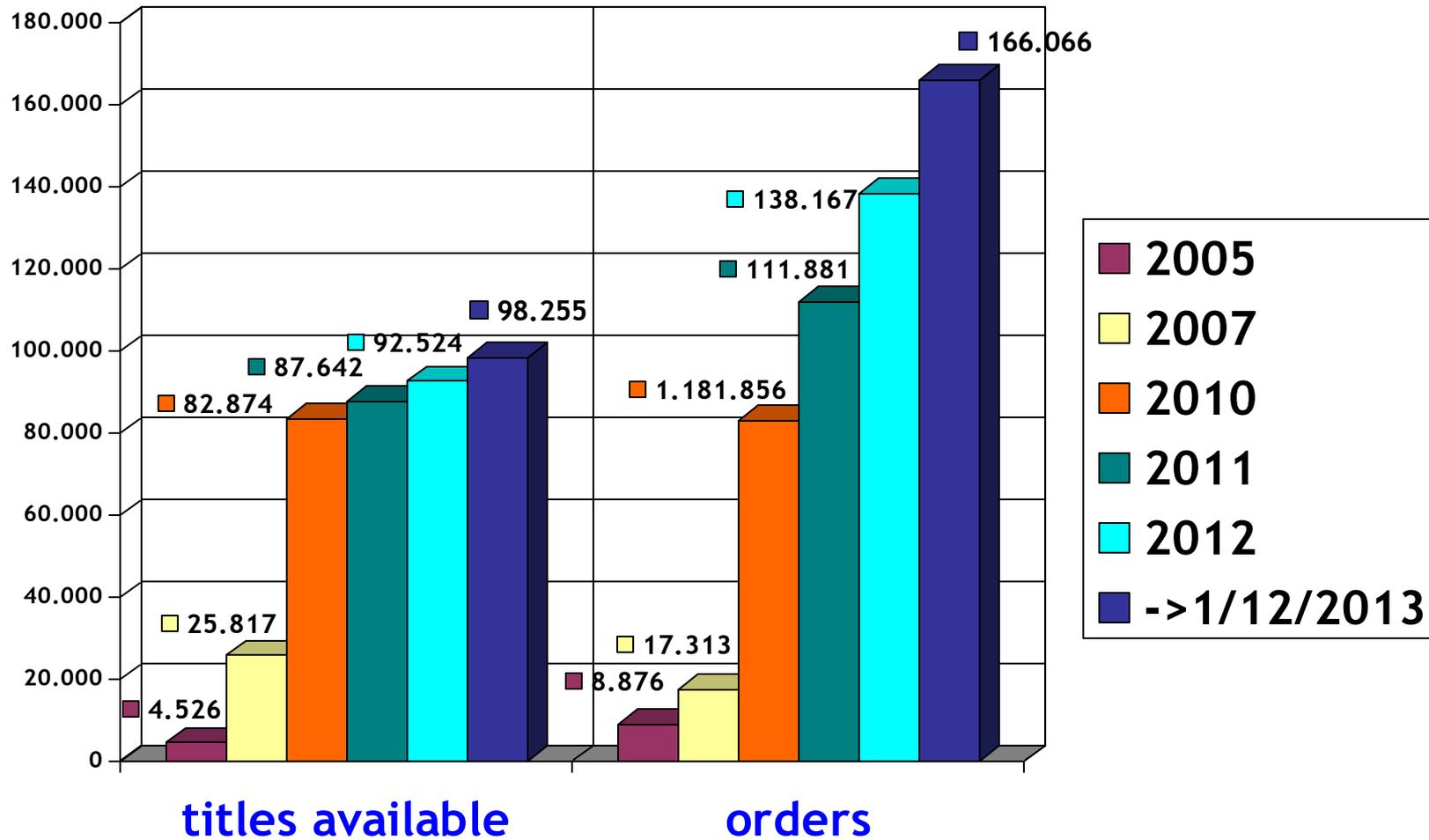
Why is EU Bookshop an opportunity? Stay informed!



Figures: number of visits and copies distributed



Figures: number of titles and orders





Have your say: help us improve our services!

EU Bookshop surveys 2013:

- for the whole readership,
- for privileged users.



How are publications disseminated?

■ via EU Bookshop

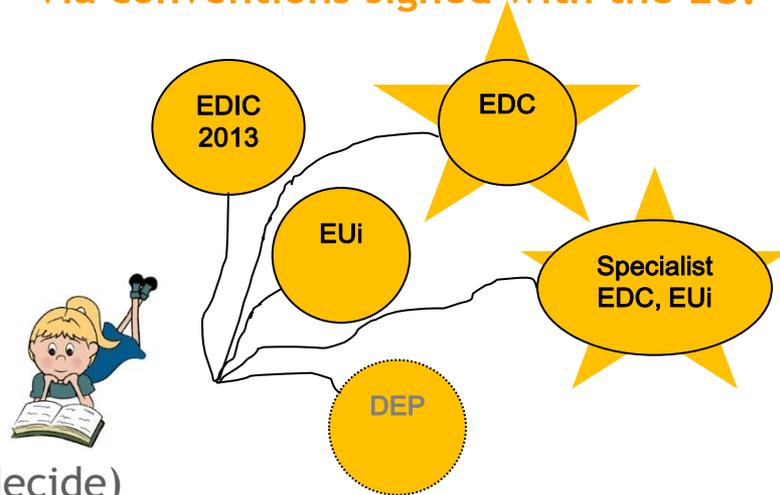
- orders by **citizens** (1 copy if free of charge)

BOOKSHOP@publications.europa.eu

- bulk orders by **privileged users** (Author Services decide)

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**Privileged users
are accredited EU multipliers
via conventions signed with the EU.**



■ via other tools outside EU Bookshop



EU information multipliers



■ Who are ~~they~~ you?

- 1 400: EC representations, EU delegations, Europe Direct relays, European documentation/information centres, etc.

■ Why are ~~they~~ you 'privileged'?

- selected, accredited, monitored – within a framework contract,
- receive a preformatted confidential login,
- access a hidden catalogue (bulk orders) to order up to [100] copies,
- only they can order maps, posters and postcards for the citizens.



EU Bookshop's privileged users facility

- special login and password
- bulk orders catalogue (number of available titles)

Bulk orders catalogue	December 2013
en	206
fr	150
de	140
it	124
pl	123
hr	28



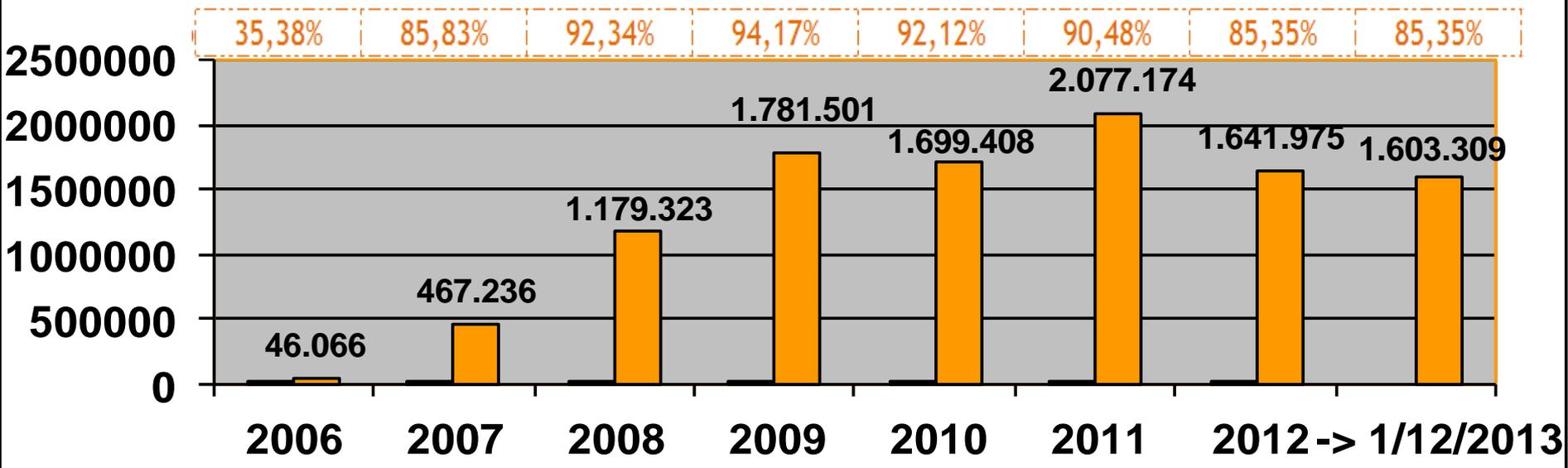
- Author Services set the limits
 - privileged users order **only** what they need for their public
 - seminars, conferences, universities, NGOs, ministries, banks, etc.
- permanent feedback



The importance of the privileged users

(*inter alia* in terms of the % of copies ordered – and disseminated further – for all free-of-charge EU publications)

Number of copies ordered and distributed by the privileged users



Print-on-demand service

■ Print-on-demand

- professional reproductions
 - ordered and paid for by all users via EU Bookshop
 - fees charged to recover marginal printing and dissemination costs
-
- POD button displays only when all stocks are finished



■ not to be confused with digital printing (an alternative to offset printing)

- quick reprint requested and paid for by the author service
- small print runs, often to replenish stocks for standard-size publications



Why a POD service?



- never again 'out of stock';
- to meet unexpected demand;
- to recover production and dissemination costs;
- better stock management – save on storage costs.

An online payment facility for POD and priced publications:



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 **Employment and social affairs**
Promoting jobs, inclusion and social policy as an investment

Social investment is key if we want to emerge from the crisis stronger, more cohesive and more competitive. Within existing budget constraints, Member States need to shift their focus to investment in human capital and social cohesion. This brochure is part of the series 'The European Union explained' that explains what the EU does in the fields where it has powers, why it does this and what it achieves.

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Corporate author(s): [European Commission, Directorate-General for Communication](#)

Themes: [Activities of the institutions and bodies](#), [Employment policy](#)

Target audience: [General public](#)

Key words: [employment policy](#), [job creation](#), [public awareness campaign](#), [dissemination of Community information](#), [Community action](#), [social policy](#)

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Publication details



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2013, Directorate-General for Communication, European Commission
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Key Data on Teachers and School Leaders in Europe

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2013, EACEA — Education, Audiovisual and Culture Executive Agency, European Commission
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2013

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Surveillance of antimicrobial consumption in Europe, 2010

2013, ECDC - European Centre for Disease Prevention and Control

This is the first annual report of the European Surveillance of Antimicrobial Consumption Network (ESAC-Net) published by ECDC. The report is based... [More](#)

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Annual report on the situation of asylum in the European Union, 2012

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FEMIP annual report 2012

2013, European Investment Bank

The EIB-FEMIP Annual Report 2012 takes a fresh look at EIB-FEMIP's activities in the region since the Arab Spring. In 2012 EIB-FEMIP provided incre... [More](#)

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Social Europe

Current challenges and the way forward: annual report of the Social Protection Committee (2012)

2013, European Commission, Directorate-General for Employment, Social Affairs and Inclusion

This is the first annual report prepared by the Social Protection Committee (SPC) in the context of the reinvigorated social open method of coordin... [More](#)

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EIGE's annual report 2012

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