



Web 2.0 on a shoestring

or how to innovate in an economic crisis

Andrea Powell, Executive Director, Publishing
CABI

www.cabi.org
KNOWLEDGE FOR LIFE



Embracing Web 2.0 at CABI

- Who are we and how do we use Web 2.0 tools on a daily basis, both in our products and our internal workflows?
- What impact has this had on job satisfaction, internal efficiency, our cost base, customer relationships and sales?
- Where are we going next?



CABI is all about people and content

- An international, not-for-profit organisation with a 100-year history
- A science-based organisation providing a combination of development consultancies and published information
- An STM publisher with a world-leading database, CAB Abstracts, and a book programme of c. 60 new titles p.a.
- A strong focus on knowledge transfer and communication across all our operations

Why do we need to innovate?

- As a not-for-profit, our operating margin is small and vulnerable to one-off events
- Our “cash cow” is in sparse pastures!
- The future for niche A&I services is uncertain, so we risk obsolescence
- The customers of tomorrow are a different breed
- We still believe in our mission and CABI’s importance to the world of agricultural development!



The story of Web 2.0 at CABI

Are you sitting comfortably....?

.....then I'll begin!

The evolving role of the Content Editor

- 1910 – c. 1995
 - Traditional abstracting & indexing, initially writing hand-crafted abstracts for publication in printed journals
- Mid 1990's
 - As operational activities were increasingly outsourced, role shifted to managing and repackaging content, but still focused on database production
- 2006 onwards
 - New job description created to reflect new ways of working, wider range of information management tasks and customer interaction

Why is Web 2.0 relevant to this?

- New job description for Content Editor takes into account new ways of working made possible by Web 2.0 tools
- Enables us to emphasise the expertise of our staff and sets us apart from other database publishers & web search engines
- Enables us to interact with our customers (increasingly end-users) in a more informal and conversational way
- Helps us to improve our own internal workflows, be more efficient and test out some new tools before building them into products
- Extends the role of the Content Editor and gives them greater job satisfaction – they now get paid to blog!



Some specific examples of this...

- CABI Blog – “Hand picked... and carefully sorted”
- Project-based wikis
- Social networking sites, internal and external
- New internal workflows based on RSS feeds and other filtering tools – project Grapevine



hand picked... and carefully sorted

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- Current Affairs
- Human Sciences
- Information Technology
- Plant Sciences
- Soil
- The Environment

ABOUT

About hand picked... and carefully sorted

HANDPICKED AUTHORS

- Chris Beverley
- Chris Twining
- David Manning
- David Slesinger
- David Williams
- James Huxford
- Janet O'Brien
- Katherine Conover
- Mark Patten

» [Food Heat](#) | [Main](#) | [The mighty PROTE may be no more!](#) »

February 04, 2009

Crop-eating caterpillars swarm over Liberia



Last week Liberia's President declared a state of emergency and appealed to governments all to fight a plague of caterpillars that is spreading across Liberia, destroying whole farms within days and contaminating water sources with their faeces. Find out more about the pest, its impact on Liberia and how CAB is helping African farmers forecast pest attacks in time to spray their crops.

Liberia is in the midst of its worst infestation of crop-destroying caterpillars since the 1970s. Most Liberia and neighbouring Guinea, which has also been affected, have been targeting our work carrying against the insects and Steve Leslie, which is now a real, has utilised chemicals and proceeded to its faeces with 1 doze.

At last the insects were thought to be an aggressive (lipid-sucking) species, but it soon became clear that this wasn't the case due to differences in crops that were targeted, the positioning of roosts and an unusual feeding behaviour. After a field investigation last week the **UF's Food and Agriculture**

Organization (FAO) were unable to identify the species and went to CAB and the **International Institute of Tropical Agriculture (IITA)** in Ibadan who confirmed that the species is *Porthesia fulvicornis*, a pest endemic to West Africa.

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- [Are my birds having an episode?](#)
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- [So Jeff's wife & Guinea were back too.](#)
- [Glossary: Rural Agencies](#)

FEBRUARY 2009

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hand picked... and carefully sorted

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- Human Welfare
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- The Environment

ABOUT

About food products... and variety of food

HANDPICKED AUTHORS

- Clark Teeling
- David Whitting
- David Whitting
- Garth Richards
- Robert Whitting
- Catherine Lawrence

Garth Richards



Dr Gareth Richards

Editor, CABI Compendium Programs

The Joint an Editor in CABI's Compendium Programs for the past seven years. With a degree in zoology and following up on his interests in fish, equine, sports, and IT&E being them first, I completed my PhD at Glasgow University (UK) on *Quercus* for the president of the British Society of 1998.

I joined with at CABI the following year when my million experience was as a Scientific Information Officer (Animal Health). I then joined the product development team for the Animal Health and Production Compendium (AHPC), and soon took responsibility for its ongoing updating and improvement. Since August 2008, I have also been responsible for the updating of the Agriculture Compendium. It's a privilege to have an association with these great authors that help deliver knowledge to where it really matters and to work with so many experts from around the world who contribute content to where it counts.

Learn more

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1900: One Year On

Shrimp 4 2010

Shrimp 4 2010

What Happens To your storage solutions?

Edges for business: solving the data storage problem

Copying with embedded tags: don't forget the rest of the document!

Share locally

Organize content!

The culturally effect: traditional culture and terms

MARCH 2008

How many people did you see in 2008?

Impact of the Blog

- 275 subscribers to the RSS feed
- Google analytics reveal links from many other commentators and bloggers
- Visitors from far-flung parts of the world, including Indonesia, Finland, Hungary, Serbia, Lithuania, Latvia, Sudan, Macedonia, Algeria ,Uzbekistan and Armenia
- Low cost, both in staff time and technology (a few dollars per month)
- New blogs on their way – e.g. Pakistan office

to infinity and beyond

History of Learning Technology in Education - exploring the future of education

February 11, 2009

Tim O'Reilly speaks... Reasons to Be Excited!

Quote "If your IT dept tells you we gotta get a specification... You are lost"

Lightweight development has GOT to be aspired to in the publishing industry or we are dead

And a downturn is a great time to get quality talent...

mentioning the Google voice search app to deliver location aware info in response to queries... awesome

"Embrace the revolution"

"Curation still matters"

He is making an argument about how publishers should be in the business of conferring status... and demonstrating how twitter can be regarded simply as one of a number of tools to do just that... quote: it is NOT just for technologists!!!!!!

Need to get slide deck and video of this good thing about what you need to do socially...

btw pdf totally dominates their downloads of books... crushes everything else...

<http://bookworm.oreilly.com>

free ePub Reader allows you to move your reading experience around between your devices...

Quote: People NEED what we do...

amzn

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The Narrative is Changing: Sensors, Social Editors and the New Storytelling

Nick Bilton, New York Times Labs

It's the end of... has been quoted for every new technology... it has always been wrong...

Great use of New York Times archive to illustrate this.

our social networks are becoming ways to aggregate information YES YES YES!!!

great slides for this btw

ABOUT

ARCHIVES

February 2009

June 2008

February 2008

November 2007

September 2007

August 2007

July 2007

May 2007

CATEGORIES

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Project-based wikis

- Improves internal communication
- Allows us to implement our project management procedures with more discipline
- Reduces internal e-mails and data transfer
- Facilitates international team-building
- Useful management tool

Welcome to the CABI Invasive Species Compendium Project Wiki

We would like to invite you as Consortium members, project partners and potential users of the Invasive Species Compendium (ISC) to comment on the design and scope of the project via this ISC project-wiki.

The ISC is a global compilation of knowledge for the management of invasive species. The working definition for the project is to cover: known invasive species, of all taxa affecting natural and/or managed ecosystems, except human pathogens, concentrating on those species that have the greatest impacts on livelihoods and the environment.

This project-wiki site includes the following documents for discussion:

- An outline specification or "**Blueprint**" describing the scope and content of the ISC.
- A **generic invasive species datasheet template** to show the data elements that we are requesting from authors and reviewers. More specific templates are in use for different groups of organisms.
- A **species list** – for the ISC we have selected 1,000 of the world's most invasive species to commission new datasheets or review and supplement existing datasheets to include in the 2008 Alpha version of the ISC.
- A paper on **ISC user interfaces**. Please consider what information you will need from the ISC and provide us feedback on the proposal. It would be particularly helpful if you could provide example questions that you would expect the ISC to help answer – please add your ideas to the section under [ISC User Interfaces](#) on what ISC tools could aid decision-making in invasive species management.

We prefer you to **make your comments directly on the wiki** rather than on documents or email attachments, so pages have been set up on the site capture your comments: brief **instructions on how to make suggestions are given below**. Using a wiki for collecting feedback means that comments can be viewed by others as we develop our plans. This wiki site will be maintained throughout the project so you will always be able to use it to access the latest documents and comments. I would like to encourage you to provide feedback to ensure that we consider those aspects that are most important to you.

Progress reports and **guidance for authors** are available from the sidebar.

If for any reason you are unable to use the wiki you may still email comments to me and attach comments and revised versions of the posted documents. I will be very pleased to hear from you!

Luonda Charles
lcharles@cabi.org

[How do I leave my comments?](#)

Documents for review - Download the latest versions here

- [ISC Blueprint - Version 2](#) 19/06/07
- [ISC generic template](#) 19/06/07
- [Species for ISC site](#) 22/06/07
- [ISC user interfaces.doc](#) 16/03/07

Sidebar

[Back to main page](#)

[Management Document](#) - 19/06/07

[Template Document](#) - 19/06/07

[Species List](#) - 22/06/07

[User Interfaces](#) - 16/03/07

News

[What you need to know about the project's open information](#)

Project progress

[ISC Project Update](#) - 1 Aug 2007

[ISC Steering Group at Habitat Project to Develop Invasive Species Database](#) 28 Oct 2007

[ISC Steering Group to Project Report](#) 24 Oct 2007

[ISC Steering Group: Compendium Invasive Species Database](#) 20 Nov 2006

[ISC Steering Group: Compendium Invasive Species Database](#) 20 Nov 2006

Information for Authors

[ISC Generic Datasheet Template](#)

[ISC Generic Datasheet Template](#)

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[http://wiki.isc.cabi.org/wiki/](#)



VIEW 1/1

Project Team

last edited by David Smith 11 months ago

Page history

Project Team For Implementation of Image Management Software (Phase 1 of PID)

Name	Role (Principals?)	Representation
Andrew Powell	Executive	Publishing/CABI as a whole
David Smith (the younger)	Project Manager	The Image Management Project
Clive Parker	Senior User	CIPP Integration
Brian Riggs	Senior Supplier	IT - Web Development
Leticia Yarburo	Senior Supplier	IT - QA Administration
Salim Benabdell	Senior User	Compendix/CIPP Integration
Steve Evans	Senior Supplier	IT - Server Administration
Swati Hillier	Senior User	Marketing - will be Marketing Admin for images
Margo Leach	Senior User	Marketing - product use by rest of department
Mike Amphlett	Senior User	Image Specialist and Curator for Publishing/CABI as a whole
Tony Pittaway	Project Manager	Responsible for ensuring we leverage our metadata resources

Comments (0)

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Links

CIMP Site Navigation

- Home
- Administration
 - Project Team
 - Members and Agencies

Documentation

- ITDs and Business Cases
- Lesson Learned Log
- Hot Log
- Supporting Information (check out!)

Technical Information

- Image Metadata Requirements
- Compendix Metadata Integration

Get Involved

Pages

No folders are available.

Recent page edits

Project Team edited by David Smith

Members and Agencies added by David Smith

Members and Agencies created by David Smith

ITDs and Business Cases commented on by David Smith

ITDs and Business Cases edited by David Smith



Social Networking

- Internal – CABI Sports & Social Club
- External – Biofuels Information Exchange



CABI Sports and Social Club



- Home
- Intranet
- My Page
- Members
- Groups
- Events
- Albums
- Photos
- Calendar

Home

View the CABI Sports and Social Club website

- Like and **events** are happening at all our clubs
- Join the **group** to your name and see details of weekly events like Keep fit classes
- **Post photos** and more
- Buy, sell or trade in the **market**

[Return to Intranet](#)



Scroll Down... There's more to see!

Member Count

This network has 93 members.
British Heart Foundation is our official charity for 2009.

Groups

Egham
0 members

Events

Today



Reflexology and Indian Head Massage

February 12, 2009 from 10am to 12pm - [Wallingford](#)

There will be two Thursday full evenings Reflexology and Indian Head Massage. Sessions are between 10.20am and 4-6.00pm. If you wish to book an appointment with Sarah please email john@rfl.co.uk

Organized by [Aileen Woods](#) | Type: [reflexology](#)

February 13

Friday



Dance Class - Salsa

February 13, 2009 from 10pm to 12pm - [Training Room, Wallingford](#)

There will be two of us going to give us a taste of salsa dancing. It's welcome, regardless of experience or number of left feet. Fresh good fun. The session costs £5, to be paid to Kathie. It's...

Organized by [Kathie Finster](#) | Type: [dance class](#), [wallingford](#)

February 19

Thursday



Charity Car Wash

February 19, 2009 from 10pm to 12pm - [Back Car Park, CABI HQ, Wallingford](#)

Support BVA and get the girls and staff out and about the car park with their cars. We'll be there to help a good for your car in the event of a breakdown too.

Organized by [Tim Holmes](#) | Type: [car wash](#), [staff](#), [wallingford](#)

March 5

Thursday



Pub Quiz February '09

March 5, 2009 from 7pm to 9pm - [The Bar, CABI HQ](#)

All welcome - Free entry - 10pm to 12pm - the quiz is on the bar. See and share any questions? RSVP on the event page now!

Organized by [Tim Holmes](#) | Type: [quiz](#), [wallingford](#)

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Blog Posts

TOP TIP: RSVP to events
What's your best tip for getting the most out of your CABI events? Share your tip with us!

Andrea Powell

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Ads by Google

Find a Dancing Partner

View Photo Profiles. Use Free. Find Local Singles. Join Dance. www.FitnessSingles.com

Worldwide Charity Trivia

Amazing destination. Now Fun to Killmanjoo (choose your charity) www.worldcharity.com/uk

Move Dancewear, UK

Ballroom, Salsa, Tap, Ballroom, Jazz, Latin, Disco, Lingerie Everything! www.MoveDancewear.co.uk

Abelling

3-4 hour shooting session with Larry, friendly staff www.abellinghobbies.com/

Indian Cycling Adventure

Amazing bike trip to Rajasthan Charity ride for the Red Cross www.globeholidays.org.uk

About CABI Sports and Social Club



Biofuels

...information exchange



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Top Biofuels News

Anticipating the drawbacks of biofuels - SciDev.Net

This poster brief, published in the International Water Management Institute (IWMI) examines the likely adverse impacts of growing biofuels and outlines options for reducing those

Biofuels bottom of the heap in impact study - SciDev.Net

An ambitious attempt to rank adverse energy events according to impact responsibilities of their use has found biofuels to be the least problematic option.

Coffee next in line as biofuel source - SciDev.Net

Coffee grounds — currently wasted or used as garden compost — could become a cheap and sustainable, readily source of biofuel and fuel plants, says a study.

[More...](#)

Resources on the web

Jedlike Plans to Test Biofuels - Domestic Fuel

Beocat: China to recover from biofuel slump of 2009 - Cleantech Group

Improved test screens fungal pests for biofuel sources - Insecticides Organization

Donate stimulus bill includes biomass, biofuels processors - Ethanol Producer Magazine

BRE Biofuels Canada Technical Bioenergy Conference Covers - MSNBC

EO List: World does not know how many new biofuels - Reuters India

Earth Biofuels Completes Transaction in Chinese Biofuel Plant - MSNBC

Responses to the CBI Biofuels information exchange

What can you do better?

- [see the latest research](#) on biofuel crops and the issues that surround them
- [get in touch with experts](#) in your region, country or field of expertise
- [obtain the latest contact details](#) with contact details of our forum

As a member you can form [groups](#) to discuss topics of a common interest to you and [build a profile of yourself](#) with your work.

Please be free to [quote your colleagues](#)

Forum

Tips for adding a discussion

How to post a comment on a social networking site. Posting a comment on a social networking site need not be a daunting experience. Most social sites are aware of your first 30 posts and will comment.

Sustainability Standards - 1 Reply

An discussion yesterday came across the Bioethanol or Sustainable Biofuels it can be found at the web address below. Recently the Bioethanol Working Group announced a new draft of sustainability.

The Weedy Truth About Biofuels - 1 Reply

The Weedy Truth About Biofuels: A Report from the House Special Committee on Energy and Commerce. The report is available at the following link.

Switch to biofuels boosts insect pest

Dale Straw, a CBI colleague, posted this interesting article below which he today ([http://www.newscenter.com/content/1627](#)) examines the increase in agricultural (and turf) pest in maize crops.

World Future Energy Summit 2009

There may be of interest to some members. World Future Energy Summit 2009 (WFEES) 16-21 January 2009 The World Future Energy Summit will be held in Abu Dhabi on 16-21 January 2009. The event offers

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Related News



Andrew Powell

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Ask Google

Grow Algae for Biodiesel

Forget about expensive, scarce oil. Get 30x more oil per acre.

Biodiesel Processors

From an EPA or EPCRA inc. VAT. Make your own fuel for 10¢/gal.

Full Flex. Bi-Fuel Kit

Simple plug and play. EPA, EPCRA Compliant.

Test Ethanol By-products

Excess the quality of DDGs & corn. Easy, accurate, affordable test kit.

Other members comments

[Tim Hoogen](#) has posted this article recently on [Biofuels](#)

Acquiring content

- More and more information is published online, and more of our sources are “informal”
- Need way to monitor the thousands of blogs and other information feeds in our subject areas
- Need way to identify and incorporate this content alongside more traditional (e.g. peer reviewed) items
- New tools needed to maintain our objective to be comprehensive in agriculture & the environment
- Grapevine = RSS feed management tool, alerting system and news database for CABI staff



Grapevine

- Built on Google Reader platform
- Organises RSS feeds into folders which can be shared with others
- Editors subscribe to those folders of relevance to them
- Individual items can then be tagged to indicate relevance to other topics or editors
- Built into everyday workflow to increase efficiency

What difference has Web 2.0 made?

- Much more varied and satisfying job for Content Editors – very little staff turnover since end 2006!
- Projects managed more efficiently – less strain on the e-mail system and easier to work on global basis
- New products developed using added value content
- Very positive feedback from customers – staff feel more connected to market, and the “soft” side of business is emphasised
- Culture of innovation created - new ideas being suggested all the time
- Starting to identify ways to turn new ideas into revenue-generating opportunities

Web 2.0 isn't just for the geeks

- Explore what the new tools can bring to your organisation – many of them are free!
- Identify someone who can champion their adoption
- Experiment and keep on trying if it doesn't work first time

Good luck!



Thank You

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www.cabi.org

KNOWLEDGE FOR LIFE