





TROPENTAG 2019

CONFERENCE REPORT

KASSEL, GERMANY







STUDENT REPORTERS 2019

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Executive Summary

Tropentag is an interdisciplinary conference on research of tropical and subtropical agriculture, natural resource management and rural development that takes place annually and is hosted by various European universities. This year, Tropentag was organized by the Universities of Kassel and Goettingen, located at the University of Kassel, Germany.

12 student reporters with diverse academic and personal backgrounds, all currently enrolled in a European university study program (M.Sc or PhD), were tasked to cover the conference.

During the 2019 Tropentag reporting, key digital platforms such as the Tropentag blog, Facebook, Twitter, Instagram Flickr, and Youtube were used. The blogging platform Medium was removed from the list as it was deemed redundant by the 2019 student reporters to have two blogging platforms.

In the two-day training workshop held for the student reports prior to Tropentag 2019, it was decided that the focus on "fast media" such as Instagram and Twitter will be maintained while writing fewer, yet more meaningful, blog posts than the years prior to 2018. This decision was made by looking at previous years' traffic statistics, and supported by the student reporters who had previously attended Tropentag. Instagram and Twitter had 140 and 64 posts respectively, 606 photos were uploaded to Flickr, 33 posts were made on the Tropentag blog and eight videos were uploaded to YouTube. Facebook was used as a medium to combine and share reporting efforts across the various digital reporting platforms.

The following report provides summaries of student reporters activities and impressions, while offering feedback to support improvement for future student reporter teams.

1. Introduction

The annual interdisciplinary conference on research in tropical and subtropical agriculture, natural resource management and rural development (Tropentag) took place in the city of Kassel, organized by the Universities of Kassel and Goettingen, in Germany from September 18^{th} – 20^{th} , 2019. The conference brought together students (bachelors, masters and Ph.D.s), scientists, extension workers and politicians with an interest and engagement in agricultural research and rural development.

The conference theme was "Filling Gaps and Removing Traps for Sustainable Resources Development", focusing on gaps such as in education, gender role, marketing opportunities, crop yields and livestock performances; and traps such as neglect of relevant stakeholders, incomplete risk assessment, short-lived innovation testing, and fragmental systems assessment, which need to be identified and avoided.

The 12-person student reporter team traveled to Kassel with the intent to enhance their journalistic skills and publish content on Tropentag social media platforms: photos, blog posts, videos, interviews and live coverage. Every session was covered, providing a visual legacy to the conference. Participants, partner organizations, and future participants were able to follow the event online, which gave Tropentag higher visibility and scalability not only in Europe but worldwide.

2. Workshops

A group dinner in Kassel served as a prelude to the preparatory workshop's beginning and proved to be the perfect way to break the ice in such a diverse group of individuals who were expected to work together so intensely in the coming days.

Day One

The first day was started with a video and photo editing introduction workshop facillitated by Roland Altenburger. In this workshop, Roland showed us some general journalistic techniques, but also focused on working together with the photo and the video teams. We learned how to use proper framing for pictures and interviews, how to use the microphones and how to even use our cellphones for those purposes if needed - which was nice and came in handy at times. He also showed us how to use some editing programs. Unfortunately, most programs were not for free and we did not have many options we could use. Later on that day, Roland worked with

the video team, providing guidance on how to conduct proper interviews. Roland also assisted us in shooting the student reporter introduction video.

Working groups and tasks were outlined and the student reporters split into working teams. This division was done according to the senior reporter's experience. Workloads and tasks were defined by their desired outputs in terms of quantity and quality. Teams were then assigned to cover stakeholder sessions, and it was also discussed how to best cover keynote speeches, discussions with event organizers, key ATSAF members and general academic sessions. Teams included: Photography (with three participants, with one participant being responsible entirely for the pictures that the blog team would need for their posts), Video (four participants, one of them being almost exclusively responsible for video editing), Blog (three participants), Social media (one participant) and our Chief editor (one participant). The choice of the team was preference-based (we chose our two favorite options and were assigned to one of them). The assignment of the teams on the first day was extremely helpful as it gave us enough time to prepare our strategies for the next days.

On the second part of the day, we had a workshop with Malte, during which we were introduced to technical and web based journalism. We discussed the uses of different social media and which type of information is best conveyed by each one of them. He also showed us how to access the blog and its functions and how to use HTML, which we put it into practice by doing an exercise - writing a text on the blog about interviewing a fellow student reporter.

Malte also taught us how to use photoshop - some tricks about resizing and the picture ratio, how to watermark the pictures and how to make them available on Flickr for the blog team.

The first day's activities were a good start as we were able to get acquainted with our individual and collective capabilities, and the timeline and workshop schedule for the first day were well prepared.

Day Two

On day two of the introductory workshops, Ralph Dickerhof introduced the student reporters to general journalistic principles.

He started the session with a discussion on how to differentiate a topic from a story. Ralph further emphasized that the student reporters should always have in mind whom they want do address with their content. Accordingly, reports or blogs should be tailored in order to make

sure that the audience feels appealed to. In that matter, one should be aware that people mostly feel drawn to specific stories when these stories are able to touch them emotionally. This mostly happens when the audience can relate to certain situations that are described.

The remainder of the day was spent by groups working together to streamline their expectations of output content throughout the conference. Ralph offered help by giving specific advice to the individual teams for their different modes of medium.

Concluding Workshop

After we got hands on experience at the Tropentag 2019 conference, it was time to wrap up all activities by reflecting on what was produced throughout the conference, and how we can use this work professionally.

On Sunday, September 22nd, we had a final seminar on "The way forward to a professional career" led by Michela Cannovale and Katja Nellissen. The workshop started with a reflection on what was produced throughout the conference. The video and the blog teams chose and presented a few examples of what they published. Michela and Katja then provided constructive feedback and critiques to the video and blog teams. Additionally, they compiled a list of common challenges that faced both teams together and individually.

Following this critique, a pitching exercise was conducted, where each person had to brainstorm a one paragraph pitch to an editor, while taking into consideration how to make the editor interested, and asking questions that will be answered in the story.

Finally, useful tips and links were shared with the student reporters for those who are interested in pursuing a career in science journalism.

Recommendations:

For future years, it would be recommended to:

1. Give the photo and social media teams feedback on their produced content as well.

2. Advertise for the pitching/writing exercise as a necessary and desirable skill that students should have whether they are serious about pursuing a career in journalism or just want to be better science communicators. For example, scientific storytelling is very important in academia if you want to advertise your publications.

3. Tropentag 2019: Media Coverage

A. Blogging

Tropentag 2019 blog team consisted of five members; the Editor in chief (a native English speaker-Canadian), three bloggers and one dedicated photographer. The team valued the experience of the Editor-in-chief who had been a student reporter at Tropentag in 2018.

The team set a target of three blog posts per day for each member, while prioritizing main events like keynote speeches and other partners'/donors' events. Sessions were generally allocated based on writers' interest and areas of expertise, as this would ensure ease and quality of reportage. Our target audience was Tropentag participants and others who could not attend; this was well defined before the commencement of the main conference. At the end of the conference, the team achieved a total of 33 blog posts. Blog posts were written in simple comprehensible English. Each blog post was carefully written, with the aid of catchy headlines to stimulate readers' interest. Readers' expectations were also summarized in a few lines before the main article. Each blog was narrated in a way that reflected the writer's personality and stance on the subject matter, but not necessarily emotional. We relayed our coverings beyond texts; a fusion of image, video links, hyperlinks and text were utilized.

Though the team was able to navigate the Tropentag blog site successfully, it was not particularly user-friendly. The need to copy and use HTML codes made the task cumbersome. There was also no way we could monitor traffic and readers on the site, as well as share our blog posts across social media; we had to rely on Facebook posts for this.

Recommendations

We would recommend keeping the idea of a blog team photographer, it made our work
easy and our output fast. It ensured that we got specific photos for our story when
needed.

- We would also encourage the next set of blog team to also have a detailed plan of work before the main conferences; session coverage can be divided based on blogger expertise and interest.
- There is indeed a need for a complete overhaul of the Tropentag blog site. A user-friendly site, both for readers and bloggers should be provided.

B. Photography

Introduction

The photography team was tasked with the visual documentation of Tropentag 2019. The pictures taken could then be used to promote the conference and its activities to the people who could not attend, and to give attendees a chance to find themselves on the Tropentag media. The coverage was done by three student reporters who were tasked with providing the blog team with pictures and providing general coverage of the conference. These pictures were then stored on a mobile hard drive and online on flickr.

Statistics + Results

As can be seen in the table, 606 watermarked pictures were made during the conference which generated not only a lot of daily views on flickr during the conference but also after the conference had ended, as can be seen in the figure below. The total views on flickr from the start of the conference until a week after the conference ended were 152,691,with 32,304 views being the highest daily record. During that same period, eight people started following the flickr account.

Table 1: Pictures posted during Tropentag

| Date | 17/09/2019 | 18/09/2019 | 19/09/2019 | 20/092019 | Total |
|-------------------------|------------|------------|------------|-----------|-------|
| Number of pictures made | 64 | 230 | 215 | 97 | 606 |

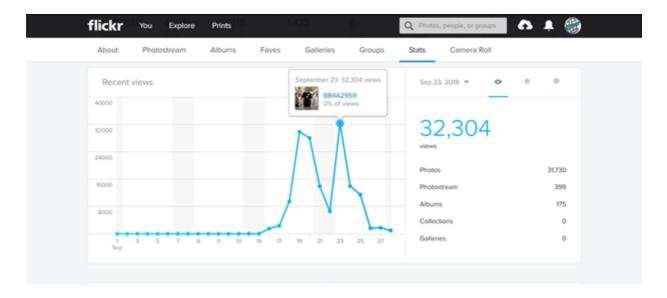


Figure 1: flickr view statistics

During Tropentag we could already see an impact of our work. On Twitter and Facebook there were some watermarked figures circulating that were shared directly from flickr. However, most of the impact of the pictures was after the conference as can be seen in the figure one. On the Monday after the conference there was a big rise in views, presumably of people showing or downloading the pictures for work or friends.

Working Plan of Action Used by Members of the Photography Team

- Planning; before the start of each conference day the practicals were discussed between the photo team members.
- Photographing; The pictures were taken, highlighting the important moments of the event.
- Watermarking; During free time, the pictures were watermarked and some of them were cropped to remove "noise" of some of the pictures (i.e. a person standing halfway in the frame etc.) This was done with Paint 3D rather than the recommended photoshop as photo team members found it much easier and faster to use.
- Uploading; The final step was uploading the pictures to flickr; this was done as soon as a picture was watermarked

Challenges

• *Lighting;* One of the main problems that we ran into was lighting. Some of the sponsor stands were located next to big windows, so photographing was challenging and could only be done at certain times of the day. Another problem was the opposite, the lack of

light, some of the presentations and the conference dinner happening with minimal light, which made it almost impossible to take a good picture.

- Watermarking; The most time consuming part of the photography process was editing the pictures and watermarking them. Not every photographer's pc was compatible with Photoshop, but Paint 3D worked quite well; although it still took some time to do it.
- *Hardware*; The cameras that were given lacked cables the first days and had no SD cards meaning new cables had to be bought in order to upload the photos to a pc.
- Picture loop; this problem was not really a problem of the photo team but more a structural problem (the loop was not fully working everywhere and not due the lack of images).

Recommendations:

- Eliminate the use of Photoshop and focus on working with Paint 3D to edit and watermark pictures. We read that in the previous year the hardest factor was watermarking but this year we were able to watermark almost double the number of pictures of the previous year. Paint 3D is also freely available to every windows pc.
- A practical photo session with the photographers before the conference (say run around for an hour and then rate the pictures to know what a professional thinks) would be helpful to build photographer's confidence.
- Promote the flickr page more since a lot of people were still asking on the last day where they could find the pictures that were taken.
- Having Wifi across all the buildings is important since this allows communication and uploading pictures from every corner of the conference possible without returning to the hub all the time.
- A spare battery could also come in handy in times of need.

C. Interviews & Videos

A total of eight videos were filmed and uploaded to our YouTube channel: <u>tropentagmedia</u>. Video views were 716 on the morning of September 22nd. Videos were promoted on

Tropentag's Facebook and Twitter pages. Some of the blogs were promoted on the video's description and some of the blogs embedded videos from the YouTube channel as well.

On day one, four videos were published, in addition to a FaceBook live of the opening session at the auditorium.

The videos are:

- 1. Expectations of Tropentag 2019
- 2. Tropentag Student Reporters 2019
- 3. Carla shares her love & enthusiasm for cacao
- 4. Jacques Wery on the future of science & agricultural-policy gaps

Day 2:

- 5. Tony Rinaudo on his childhood, his wife, and natural regeneration
- 6. Hans H. Ruthenberg 2019 Graduate Award Winner

Day 3:

- 7. Tropentag 2019 Closing
- 8. Tropentag 2019 joins the climate strike

Recommendations:

- Always make sure to film short clips, so the video editor needs less time for editing.
 Also, think about the B-roll when you craft the story beforehand, so you know exactly what footage you would need when filming.
- Make sure the team agrees who will lead the interview beforehand, for example cameraman can say if there's a technical problem, and the interviewer can ask the questions, and each should stick to their roles so there are no conflicting opinions.
- Although a session on video making was conducted, it barely scratched the surface of how to make a video. If the team members had not had prior experience on video editing, it might have caused a problem.
- It is good to advertise/use mobile photography/videography. However editing on a laptop is ideal because it is faster and more efficient.
- Place the social media handles on the back of the participant's conference ID, this way participants will for sure see them, and we can get more views on YouTube.

D. Social Media

Instagram:

The 2018 Tropentag student reporters opened an Instagram account. The name 'Tropentag' was used this year again, the main hashtag changed to #tropentag2019. The biography of the

Instagram page included a link to the blog and the name of the Twitter page. One day before the beginning of Tropentag the first post was made:

'Goody bags are packed, student reporters are getting ready and you hopefully all figured out your way to the #tropentag2019. Grab your friends and colleagues and come to the nice campus of the University of Kassel. We are looking forward to seeing you:)!

#tropentag2019 #kasselfornia #unikassel #atsaf #science #agriculture #tropen #tropical #climatechange'

This post gained 23 likes. It is highly recommendable to start posting some days before the official start of the conference to get the existing followers interested in Tropentag.

In addition to the news feed posts, regular posts were made in the story feed of the Instagram page. This story feed posts included short videos of the conference atmosphere or key speeches and program reminders.

The hashtags for all posts mainly included #tropentag2019 #unikassel #agriculture. #climatechange. #greta was also often used due to the upcoming global climate strike on Friday 20th September 2019. In order to generate more followers and to personalize photos, known people where tagged in their photos. This also included tagging the student reporters so that we could also gain some followers among student reporters friends. Captions of the photos varied between short informational notes concerning the conference and quotes of visitors. Tropentag was tagged three times in followers posts who posted about their own visitor experiences during this year's Tropentag.

The post gaining the most likes showed a portrait of Danilo Massuela during his oral presentation regarding hemp production in Brazil. The post got 35 likes.

By the last day, the Instagram page had 145 new followers and 140 new posts. Tropentag itself is following 159 pages, most of them include followers and official accounts like fridaysforfuture.de, Greenpeace or University of Kassel.

The Instagram page had more success this year and gained some more followers, especially by telling people during the conference about the Instagram page while taking their photo. During

the conference week the page had 743 visits. The page gained 14 more followers also after the end of the conference.

Twitter:

The Twitter account of last year's Tropentag was reused with the name @tropentag. The hashtag was updated to #tropentag2019. The pinned tweet was always shown first on the account page, and welcomed followers to this year's Tropentag including a group photo of student reporters and the links of where to follow on the different social media pages:

#tropentag2019 and its student reporters are getting ready for you! Grab your friends and colleagues and come to University of Kassel! Starting this Wednesday! Stay tuned on Facebook #tropentagconference, Instagram #tropentag and YouTube #tropenmedia and https://t.co/kDgBqEEKkq https://t.co/LfVIJSbzZ5

Twitter posts also started one day before the conference began to inform visitors about the conference and wish them a safe journey to this year's campus in Kassel. Posts in general included quotes of visitors and key speakers, program reminders and acknowledgements to scientists and the team and organizers of this year's Tropentag. Post that were dedicated to noticeable people mentioned the person if she or he had a Twitter account. It is highly recommended to search for key speakers and to link the speakers on Twitter and follow them before conference beings.

Twitter posts from other accounts using the #tropentag2019 were liked and some reposted. Also photos from Instagram and Flickr were retweeted. The reminder to view our interviews on YouTube and follow us on our blog was tweeted as well.

In the end Twitter had 617 followers (net gain of 43 followers) and was following 747 accounts. During this year's conference, 64 tweets were made.

Facebook/Facebook Live

Facebook was used to stream social media outputs, and was updated constantly throughout the conference to link new blog posts, videos and remind users of Tropentag's Instagram, Twitter and Flickr accounts.

We were able to utilize Facebook's livestream feature this year, and cover the most important speeches at the conference. In total we achieved 16 live stream videos. The opening ceremony

as well as the closing ceremony were completely documented through the live videos. Additionally, we were able to cover some sessions, such as ICARDA, where we were able to live stream the discussion between the audience and the speaker. The main technical gap of the work was the sound - since we could not stream the sound directly from the microphone used by the speaker/presenter and could only take the outside sound, at the end the sound was audible but the quality could be improved.

4. Political Sessions / Stakeholder Sessions

GIZ/BMZ

On the second morning of the conference, a session on the topic of scaling agricultural innovations was led by Luergen Anthofer. Several experts from the field of development cooperation shared their experience from different African countries and regions. Mr. Boris Buechler provided insight on how sustainable land management can help an inclusive rural transformation in Ethiopia. Applying a participatory approach, CBOs were strengthened and the spheres of long term land use planning, soil and water conservation, integrated livestock management, income generating restoration were addressed.

Mr. Udo Ruediger emphasized the importance of collaboration with other stakeholders giving an example of his work in Tunisia. Through corporation with international agricultural research centres and funding of Research for Development (R4D) project, the GIZ tries to increase the impact of its work. Stages of R4D projects are: 1. Discovery, 2. Proof of Concept, 3. Piloting, and 4. Scaling. Hereby research institutions play a larger role in the first two stages, while the development agencies play a larger role the last two stages.

Lastly, Steffen Entenmann gave an insight into a successful scaling of improved forages in East Africa. An activity that included more than 30 years of breeding research, where focus was laid on higher nutritional value and improved tolerance to biotic and abiotic stressors. This was done not only in East Africa but also in Latin America. From there, through cooperation with the private sector, new breeds could be disseminated through markets and helped change the livestock sector tremendously.

ICARDA

The session was entitled "Cereals and Pulses for Climate-smart Agri-food Systems" and was guided by six presenters Jacuqes Wery, Yigezu Antnafe, Shiv Kumar Agrawal, Andrea Vision, Micheal Baum and Barbara Ann. Each presenter proposed a statement and the audience was

able to give their opinion if they agree or disagree on the statement. When the comments from the audience were over, the presenter was explaining whether the statement was correct or not and why, in addition to giving examples from the work frame of ICARDA. The session was covered by all teams of reporters, the video team was represented by live streaming on the Facebook page. Also, an interview with Jacques Wery, the director of research at ICARDA, was completed on the first day of the conference.

BMEL

Several non-academic organizations were also at Tropentag 2019 and had an important role in leveraging the discussions on agriculture to policy-level, going beyond the university doors. One of these organizations was the Federal Ministry of Food and Agriculture (BMEL), which is a traditional sponsor of the conference. BMEL led a session called "BMEL: Scaling up, out and deep - lessons learned". The chair, Mr. Siegfried Harrer, from the Federal Office for Agriculture and Food, International Cooperation and Global Food Security, brought five scientists to the stage to present their projects, which are mostly implemented in Africa. Besides looking at the projects' scientific merit, the session has taken one step further in sharing not only the success stories but also challenges and failures. You can find details of one of the presentations here, about Ebola and trust.

BMBF

Federal Ministry of Education and Research (BMBF) funds a number of projects that involve German experts and partners in Africa and Asia to promote international partnerships in the fields of climate, environment and energy. The session of BMBF was chaired by Matthias Frattini and topics presented were interesting and innovative. Before beginning of each topic, a teasing statement was given and the floor member were given opportunities to give out their views.

Representative from each funded projects by BMBF gave presentation. The project covered were CLIENT II, CLIMAFRI, KlimaLEZ, ReKKs and Mercury-AMF.

Achievements:

- · Removing the traps for achieving sustainable development goals through overcoming the recurring flood events in Togo and Benin areas with severe impacts on people and livelihoods.
- · Use of network analysis to come up with strategies that will influence the political environment so as to promote the project sustainability.

- · Integrate science based data with information and knowledge from local stakeholders and communities.
- · Establishment of modern insurance markets focus on wheat and barley produce and products in Kyrgyzstan and Uzbekistan to impact on food security, climate resilience and sustainable production.
- · Promotion of efficient use of herbicides by creating a system that fumigate only a targeted plants. Therefore, this reduces pesticide cost and pollution to the environment.
- · Use of tropical nitrogen fixing trees to reduce mercury concentration in the mercury polluted soils in Ghana and Burkina Faso.
- · Change of land use necessitates innovations for a sustainable use of agricultural and ecological resources.
- · Cooperation and work closely with community, famers, companies, academia and government to ensure the interventions results will be sustainable under the fear of climate change.

5. Conclusion

To conclude on the experience of the student reporters from Tropentag 2019, the general experience was a very positive one, with only minor challenges faced by the reporters this year. Assembling the group into working teams on the first day was agreed upon as a key element to this year's successful reporting effort. Emphasis in 2019 was once again put on "fast media" such as Twitter and Instagram, with Facebook posts used to streamline media onto one platform. Again, the Tropentag blog proved to be cumbersome, difficult to use and out of date. However posts were still made to adhere to individual author's academic strengths, and written in a creative way to attract readers throughout the year before Tropentag 2020. The photography team had a much easier time this year using Paint 3D to edit the watermark onto photos rather than Photoshop. Social media was well received, and it's highly advisable to speak to keynote speakers to try to link Tropentag's social media to their own personal platforms. The video team also attained excellent results, attributing their team's success to having a capable video editor, and keeping in mind content for the "B-roll" throughout shooting the conference to aid in completion of the final video.

Therefore we must extend a final thank-you to ATSAF e.V. for once again funding the student reporter initiative at Tropentag and for their excellent organization allowing us to focus entirely on reporting efforts .

Appendix

| | Given name, Surname | Country of origin | Study program, University, Country | Main task as student reporter 2019 | Email |
|-------------------|--|----------------------|--|--|--|
| Trace | Jessica Lloyd | Canada | Master's degree in agriculture in the tropics and subtropics, University of Hohenheim, Germany | Editor-in- Chief, Social media (Facebook) | Jessica_llo yd18@hot mail.com |
| | Rebecca Wolf | Tanzania, Germany | Bachelor degree in agricultural science, University of Hohenheim, Germany | Social media (Twitter, Instagram) | rebecca.fl ow95@g mail.com |
| tudent /a eporter | Rasha Binte Mohiuddin | Bangladesh | Master's degree in environmental protection and agricultural food production, University of Hohenheim, Germany | Video interviews | rasha.moh iuddin@g mail.com |
| | Naji Sulaiman | Syria | PhD student in tropical agrobiology and bioresources management, Czech University of Life Sciences | Video interviews, Livestream | sulaimann @ftz.czu.c z |
| | Sèyi Fridaïus U. S. Vanvanhosso u | Benin | Ph.D. student in animal breeding and genetics, University of Giessen, Germany | Video filming, interviews | Seyi.F.Va nvanhosso u- 2@agrar.u ni- giessen.de |

| ituntent (A) | Shorouk Elkobros | Egypt | Master's student in integrated climate systems sciences, University of Hamburg, Germany | Video editing | shorouk.el kobrsi@g mail.com |
|--|------------------------|---------|---|-------------------------|--|
| Trop Student Autoria 2019 OF CO. 15 00 - 2000. | Jana Bauer | Germany | Master's student in sustainable international agriculture, Universities of Göttingen and Kassel, Germany | Photography | janamarga .bauer@st ud.uni- goettingen .de |
| Student / | Hannes Wilms | Belgium | PhD student in Plant Breeding, KU Leuven, Belgium | Photography | Hannes.wi lms@hot mail.com |
| Tropentag 2019 18.09 20.09 | Ana Lesser | Brazil | Bachelor student in Sustainable Agriculture, Hochschule Rhein-Waal, Germany | Photography Blogging | lesser.anac lara@gma il.com |
| | Fernanda Martinelli | Brazil | PhD student in Development Research, University of Bonn, Germany | Blogging | fe.smartin elli@gmai l.com |

| | Samson Oladokun | Nigeria | Master's degree in sustainable agriculture and food security, Newcastle University, England | Blogging | samson.ol adokun@y ahoo.com |
|-----------------------|--------------------|----------|---|----------|-----------------------------------|
| Student (**) Removiel | Amina Ahmed | Tanzania | PhD student of crop sciences, University of Goettingen, Germany | Blogging | aahmed1 @gwdg.de |