

# QUAREP WG – 8 White Paper

**1st meeting September, 16th 15.00 CET**

**Agenda** (sorry Alex I am stealing/learning a bit from your very nicely structured agenda of WG 9)

1. **Agree on recording of the meeting** **All agreed**
2. **Very brief virtual round-table introduction (background) from (only the new?) participants**
3. **Agree on chair, co-chair and minute taking**
4. **Bringing everybody on the same level concerning "White Paper" using Wikipedia (PDF attached)**
5. **Is WG 8 not just a part of WG 9 - Overall Planning and Funding**
6. **Collecting/defining points for general mission/intention of QUAREP-LiMi White Paper(s)**
7. **Define Topic(s) for White Paper(s)**
8. **Define how we want to work, constitution of sub-groups, shared documents, etc.**
9. **Decide timelines for next meeting, intermediate reporting & frequency of meetings**
10. **Other points of discussion / assign action points**

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1. Agree on recording of the meeting

All agreed

2. Very brief virtual round-table introduction (background) from (only the new?) participants

Attended

Bagley	Steve	Manchester	Univ. Manch.	Univ.	GB	<a href="mailto:steven.bagley-2@manchester.ac.uk">steven.bagley-2@manchester.ac.uk</a>	
Bischof	Johanna	Heidelberg	Euro-Biolmaging	EU-Org	D	<a href="mailto:johanna.bischof@embl.de">johanna.bischof@embl.de</a>	
Boehm	Ulrike	Ashburn	BINA	Private lab	USA	<a href="mailto:boehmu@janelia.hhmi.org">boehmu@janelia.hhmi.org</a>	yes
Brown	Claire	Montreal	BINA	Univ.	CA	<a href="mailto:claire.brown@mcgill.ca">claire.brown@mcgill.ca</a>	yes
Dauphin	Aurelian	Paris	RTmfm	Univ.	F	<a href="mailto:aurelien.dauphin@curie.fr">aurelien.dauphin@curie.fr</a>	
Dobbie	Ian	Oxford	UK Biolmaging	Univ.	GB	<a href="mailto:ian.dobbie@bioch.ox.ac.uk">ian.dobbie@bioch.ox.ac.uk</a>	yes (late)
Faklaris	Orestis	Montpellier	RTmfm	Univ.	F	<a href="mailto:orestis.faklaris@mri.cnrs.fr">orestis.faklaris@mri.cnrs.fr</a>	yes
Gelman	Laurent	Bale	FMI	Private lab	CH	<a href="mailto:Laurent.Gelman@fmi.ch">Laurent.Gelman@fmi.ch</a>	yes
Gheisari	Ali	Dresden	TU Dresden	Univ.	D	<a href="mailto:ali.gheisari@tu-dresden.de">ali.gheisari@tu-dresden.de</a>	yes
Hartmann	Hella	Dresden	GerBi-GMB WG 1	Univ.	D	<a href="mailto:hella.hartmann@tu-dresden.de">hella.hartmann@tu-dresden.de</a>	yes
Kukat	Christian	Cologne	GerBi-GMB WG 1	MPI	D	<a href="mailto:Christian.Kukat@age.mpg.de">Christian.Kukat@age.mpg.de</a>	
Laude	Alex	Newcastle	UK Biolmaging	Univ.	GB	<a href="mailto:alex.laude@ncl.ac.uk">alex.laude@ncl.ac.uk</a>	yes
Loynton-Ferrand	Alexia	Bale	Biozentrum	Univ.	CH	<a href="mailto:alexia.ferrand@unibas.ch">alexia.ferrand@unibas.ch</a>	
Mitkovski	Mišo	Göttingen	GerBi-GMB WG 1	MPI	D	<a href="mailto:mitkovski@em.mpg.de">mitkovski@em.mpg.de</a>	yes
Moore	Joshua	Dundee	Univ. of Dundee	Univ.	GB	<a href="mailto:j.a.moore@dundee.ac.uk">j.a.moore@dundee.ac.uk</a>	yes
Munck	Sebastian	Leuven	Univ. Leuven	Univ.	B	<a href="mailto:sebastian.munck@kuleuven.vib.be">sebastian.munck@kuleuven.vib.be</a>	yes
Nelson	Glyn	Newcastle	UK Biolmaging	Univ.	GB	<a href="mailto:glyn.nelson@newcastle.ac.uk">glyn.nelson@newcastle.ac.uk</a>	yes
Nitschke	Roland	Freiburg	GerBi-GMB WG 1	Univ.	D	<a href="mailto:Roland.Nitschke@biologie.uni-freiburg.de">Roland.Nitschke@biologie.uni-freiburg.de</a>	yes
North	Alison	NewYork	BINA	Univ.	USA	<a href="mailto:northa@mail.rockefeller.edu">northa@mail.rockefeller.edu</a>	yes (late)
Onami	Shuichi	Kobe	Riken	Private lab	JP	<a href="mailto:sonami@riken.jp">sonami@riken.jp</a>	yes (late)
Resch-Genger	Ute	Berlin	BAM	Gov.	D	<a href="mailto:ute.resch@bam.de">ute.resch@bam.de</a>	yes (late)
Ritz	Sandra	Mainz	GerBi-GMB WG 1	Univ.	D	<a href="mailto:S.Ritz@imb-mainz.de">S.Ritz@imb-mainz.de</a>	
Sporbert	Anje	Berlin	GerBi-GMB WG 1	Helmholtz	D	<a href="mailto:asporb@mdc-berlin.de">asporb@mdc-berlin.de</a>	
Strambio	Caterina	Worcester	Univ. of Massa.	Univ.	USA	<a href="mailto:caterina.strambio@umassmed.edu">caterina.strambio@umassmed.edu</a>	
Swedlow	Jason	Dundee	Univ. of Dundee	Univ.	GB	<a href="mailto:j.r.swedlow@dundee.ac.uk">j.r.swedlow@dundee.ac.uk</a>	
Ing	Goh Wah	Singapore	National Institute	Gov.	Singapore	attending in lieu of Graham Wright.	yes

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## 3. Agree on chair, co-chair and minute taking

Preliminary chair: Roland Nitschke (wants/has to step back – too much other work in QUAREP-LiMi)

New

Chair:

Vice chair :

**Minutes: Glyn Nelson**

Discussed alternative chairs. Roland proposed Ulrike. Deferred decision to end of meeting. see AOB (section 10)

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## 4. Bringing everybody on the same level concerning "White Paper" using Wikipedia

- **Definition of a white paper from Wikipedia:**
- A **white paper** is an authoritative report or guide that informs readers concisely about a complex issue and presents the issuing body's [philosophy](#) on the matter. It is meant to help readers understand an issue, solve a problem, or make a decision.
- The initial British term, concerning a type of government-issued document, has proliferated, taking a somewhat new meaning in business. In business, a white paper is closer to a form of marketing presentation, a tool meant to persuade customers and partners and promote a product or viewpoint.
- As a marketing tool, these papers use selected facts and logical arguments to build a case favorable to the company sponsoring the document.
- B2B (business-to-business) white papers are often used to generate sales leads, establish [thought leadership](#), make a business case, grow email lists, grow audiences, increase sales<sup>[10]</sup>, or inform and persuade readers. The audiences for a B2B white paper can include prospective customers, channel partners, journalists, analysts, investors, or any other stakeholders.

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## 4. Bringing everybody on the same level concerning "White Paper" using Wikipedia

- **Definition of a white paper from Wikipedia:**

- White papers are considered to be a form of [content marketing](#) or [inbound marketing](#); in other words, sponsored content available on the web with or without registration, intended to raise the visibility of the sponsor in search engine results and build web traffic. Many B2B white papers argue that one particular [technology](#), [product](#) or methodology is superior to all others for solving a specific business problem. They may also present research findings, list a set of questions or tips about a certain business issue, or highlight a particular product or service from a vendor.
- There are, essentially, three main types of commercial white papers:
- **Backgrounder:** Describes the technical or business benefits of a certain vendor's offering; either a product, service, or methodology. This type of white paper is best used to supplement a product launch, argue a business case, or support a technical evaluation at the bottom of the [sales funnel](#) or the end of the [customer journey](#). This is the least challenging type to produce, since much of the content is readily available in-house at the sponsor.
- **Numbered list:** Presents a set of tips, questions, or points about a certain business issue. This type is best used to get attention with new or provocative views, or cast aspersions on competitors. Also called a [listicle](#) this is the fastest type to create; a numbered list can often be devised from a single brainstorming session, and each item can be presented as an isolated point, not part of any step-by-step logical argument.
- **Problem/solution:** Recommends a new, improved solution to a nagging business problem. This type is best used to generate leads at the top of the sales funnel or the start of the customer journey, build [mind share](#), or inform and persuade stakeholders, building trust and credibility in the subject.<sup>[12]</sup> This is the most challenging type to produce, since it requires research gathered from third-party sources and used as proof points in building a logical argument.
- While a numbered list may be combined with either other type, it is not workable to combine a backgrounder with a problem/solution white paper. While a backgrounder looks inward at the details of one particular product or service, a problem/solution looks outward at an industry-wide problem. This is rather like the difference between looking through a microscope and looking through a telescope.
- roland introduced the suggestion that more than one white paper is necessary from this group to aim at different audiences.

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## 5. Is WG 8 not just a part of WG 9 - Overall Planning and Funding

GN: WG8 could be a subsidiary of 9 but is also a lot of work in its own right, so may be better independent. UB: gets complicated with multiple White papers (WP)- which is what she thinks we need to do. AL: agreed. RN: wish to capture people from several backgrounds, not just research/ imaging centres- need 'normal' scientists. WP should attract industry too. Needs a WP addressing the problems we identify. WP for funding too, to argue the case for why the problem should be solved. CB: echoed this last point. UB: such a WP still needs input from WG9, even if not the other WGs. SM: 3 choices- integrate with WG9, dissolve and pass to all other WGs or write one WP for industry. UB: option 1 doesn't necessarily exclude option3. CB: could split to pass WP for each WG to the WGs and write one overarching broad WP with WG9. AL: agrees. UB passed <https://arxiv.org/abs/2005.00082> as an example of a WP on arxiv, adjustable and live. Could be slow to publish via Nature methods. OF: could be quick in nature if it is as a news article. GN: could do both an open paper and highlight to Nature the work and ask for a news article. AG: backed this up as a way of advertising the creation of QUAREP. But what are the intentions of the WP and who to aim at? LG: what is the goal of the WP? And does it fulfil the goals of the community? Should advertise our website and drive for community feedback on what they want. GN: suggested that we already have community consensus from questionnaires and attendance in QUAREP. RN: we should highlight what we have done so far and raise awareness for both companies and funders, and both can be done in one document. JM: get data on website to highlight and so CEOs see it. UB: WP should cover the response from first two meetings we had as a large group. RN and GN agreed.

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## 6. Collecting/defining points for general mission/intention of QUAREP-LiMi White Paper(s)

UB: write as a google doc and allow all to edit. SM: Aim for arxiv. Ask nature if a news and views article is possible? CB: single page in Nature stating the problem, that QUAREP could be part of the solution and saying we need more involvement from the community (incl industry and funders). AN: agrees as a way forward. UB: should start on the arxiv WP first. CB: make as a mission statement and explain who we are. SM: Write as one draft. GN: 1 draft can be written by WG8 then passed round for comments to rest of QUAREP before publishing. LG: how can we say that we publish in peoples (on QUAREP0 names? GBN: ask for feedback, and lack of response means consent. Doesn't expect more than 60% response rate. Could kick out inactive participants. SM: says this worked in the past in groups he is in, but shouldn't kick people out. RN: silence doesn't necessarily mean consent. HH: we have to assume this. LG: Agreed. AN: people may be working behind the scenes anyway. UB: highlight in WP that we want to be inclusive. AN and GN. Agree. AN: have we highlighted us enough to the rest of the world? UB: found us on confocal listserver. RN: posted on confocal listserver and global bioimaging, and Anze Keppler posted in EuroBioimaging. AN: What about a twitter account? Can we run an account? or via GerBi? UB: could set up a LinkedIn company account too. eg <https://www.linkedin.com/company/euro-bioimaging/>. HH: who looks after current website? RN: has set up with several people with access- need to fill this. UB: Funding- someone to maintain this sort of paperwork/ admin. AN: need some impetus first.

### For whom/for what do we aim the WP(s)

- prospective funders (funding agencies, private sponsors, companies?, ....)
- prospective new active members and/or mental supporters
  - convince heads (CEO/directors) of companies
    - collect specialists from small and large companies
  - more facility staff
  - research lab members (can be perfect specialists for a topic)
- interest the general imaging community to support the aims of QUAREP-LiMi
  - facility staff
  - catch the heads of work groups to get the mass of research people (TOP-DOWN)

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6. Collecting/defining points for general mission/intention of QUAREP-LiMi White Paper(s)
7. Define Topic(s) for White Paper(s)

**For 7 RN: paper to be written by 3/4 people and then passed round? ID: create googledoc and anyone can edit. UB: can have something sorted quite quickly she thinks. RN: aim to have something in 3 weeks. Framework of 3/4 points. CB: mission statement plus 4 pillars fo what we want to do to achieve it. RN: wil create a folder on this server to continue this work. GN: need to identify the problems that need addressing.**



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8. Define how we want to work, constitution of sub-groups, shared documents, etc.
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**For 8: shared doc online for WP draft to be written by UB and GN and shared with rest of WG.**

**For 9 weekly starting in three weeks. UB and GN to have draft ready in two weeks (30th Sept) for meeting 7th October.**

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## 10. Other points of discussion / assign action points

### For 10

For chair/ co-chair. UB: doesn't want to be involved due to not being present from the beginning. AN: thinks UB would be good for the job. RN: can't take the job.

GN: will take co-chair if UB takes chair. Agreed by all.

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