

# Standing out in the data crowd: EASYDAB (Earth System Data Branding)

A. Ganske<sup>1</sup>, A. Kaiser<sup>2</sup>, A. Heil<sup>2</sup>, A. Kraft<sup>1</sup>, A. Lammert<sup>2</sup> and H. Thiemann<sup>2</sup>

## Motivation

The number of data publications from Earth System sciences is steadily growing. Even though many of these datasets do have a DataCite DOI, only few can be easily found and/or reused. Frequently, data producers are either unaware of FAIR principles or don't know how to comply with them. Only few data repositories check the quality and the FAIRness of the (meta)data. In addition, the rights for usage are often unclear to potential data users.

**EASYDAB facilitates data reusability by highlighting quality controlled, FAIR and open data.**



## Advantages of data publication with EASYDAB

**Data producer** show that data complies with discipline-specific standards.

**Repositories** indicate that archived data has been curated

**Data user** easily identify data that are reusable, open and interoperable because of data curation.

**EASYDAB datasets will stand out from others, making them more attractive to download, use and cite.**

## How does EASYDAB work?

EASYDAB is a quality seal whose use is bound to certain guidelines. Therefore, the logo is registered and may only be used by repositories with a contract. The logo may only be displayed

- on landing pages of datasets with a DataCite DOI
- if (meta)data are quality controlled and are according to the [EASYDAB guideline](#)



## Quality Guidelines

Quality controls must be carried out according to a certified quality guideline, which must comply with the requirements of the [EASYDAB guideline](#).

The [ATMODAT Standard](#) is the first accepted EASYDAB quality guideline. It is easy to implement and provides checklists for data curators and data producers. A dataset that complies with this standard will follow the FAIR principles and its metadata will be of high quality. The compliance of the metadata with the ATMODAT Standard can be tested with the [atmodat data checker](#).

## Acknowledgements

AtMoDat is funded by the German Federal Ministry for Education and Research (BMBF) (FKZ: 16QK02A-D).

The Binary Data Icon was taken from <https://www.freeiconspng.com/img/11870>

