# ORCID – your personal researcher ID – kick off in Denmark

ORCID - **O**pen **R**esearcher & **C**ontributor **ID** (<http://orcid.org>)

ORCID is a permanent ID. That is, the researcher will keep his/her ORCID regardless of shifts between departments or institutions. The ORCID will make it simple for journals, publishers, research foundations etc. and their users – to distinguish between authors and tie the right content to the right author.

Danish universities (AU, DTU, RUC, AAU, SDU, and CBS), vocational university colleges and institutions under the Ministry of Culture have joined forces to launch ORCID in Denmark. The project kicks off on 1 September 2014 with the distribution of a ***Toolkit*** containing poster templates, flyer templates, candy, a logo string bag, as well as material for distribution in the organisation about ORCID and the advantages of creating a researcher ID. An ORCID homepage has been set up at ORCID.dk.

Creating an ORCID is optional. However, the project participants’ joint goal is that 80 per cent of all Danish researchers have an ORCID by summer 2016, when the project concludes. Until then, the participants engage in friendly competition about who is ahead!

**The advantage of ORCID – What’s in it for the researcher?**

The advantage of ORCID is that it is a permanent ID, which researchers may keep throughout their careers. ORCID makes it easier to distinguish between authors, and to identify and attribute the right research results, publications, projects etc. to the right author.

ORCID is the first independent, non-profit organisation designed to benefit all stakeholders. It is unique in its ability to reach across disciplines, research sectors, and national boundaries. It can be used locally, globally and on a long-term basis.

ORCID is an advantage to both researchers and the universities’ administrative units. Data from ORCID is fully capable of integration with research registration systems (e.g. Pure), and makes it much easier to import publication records from other systems to e.g. Pure.

**Create your ORCID in Pure**

Creation of ORCIDs is a new feature in Pure. It is very simple; click on *edit profile* in Pure, and then move on to click the button *Add existing ORCID ID*. Then you will get to orcid.org, where you can create an ORCID researcher ID.

If you have any questions regarding ORCID, or the Danish implementation project, please contact [insert relevant contact information]. This holds also for information regarding kick-off meetings and introduction events.