



DELIVERABLE

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D2.3.1 Dissemination plan and promotional material

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C	Confidential, only for members of the consortium and the Commission Services	

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Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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Executive summary

This deliverable gives an overview of dissemination activities carried out during the first six months of the project. It describes the set of materials that have been produced and gives the list of those that will be available in the near future. It also provides a dissemination strategy, and a plan on to whom, how, where and when to distribute them as widely as possible.

Moreover, the document also describes the publications and the presentations that have been made at relevant events to present the project and promote its goals. It also gives a short description of the dissemination mechanisms to transmit the messages to the different target audiences, the methods employed, and the expected outcome of those activities.

The dissemination actions are continuously monitored assessed and improved, so this deliverable reflects the status of the work at the end of March 2013.

The deliverable is organised as follows:

- **Section 1** gives an introduction to the goals and objectives of the deliverable
- **Section 2** provides a description of the target audience
- **Section 3** presents the main dissemination channels exploited by DCH-RP
- **Section 4** describes and illustrates the first set of dissemination materials which have been developed during the first six months of the project
- **Section 5** shows the list of presentations about DCH-RP delivered in the frame of national and international events
- **Section 6** describes the strategy to be adopted in defining a relevant distribution plan
- **Section 7** gives a plan of next dissemination activities that will be carried out
- **Section 8** indicates the criteria for evaluating the dissemination activities
- **Section 9** draws the conclusion of the document and gives the assessment feedback on the work done

1 Introduction

DCH-RP project is a coordination action supported by the European Commission under the e-Infrastructure Capacities Programme of the Seventh Framework Programme for Research (FP7). The project aims to design a Roadmap for the implementation of a federated e-Infrastructure for preservation of Digital Cultural Heritage (DCH) content, as part of a more general vision towards the Open Science Infrastructure for DCH in 2020.

The Roadmap will be supplemented by practical tools for decision makers and will be validated through a range of proofs of concept, where cultural organisations and e-Infrastructure providers will cooperate on concrete experiments.

Within project activities, the dialogue among DCH institutions, e-Infrastructures, research and private organisations involved in the sector of digital cultural heritage, has a crucial role and the dissemination plan is a supporting tool for consortium partners on identifying and exploiting communication opportunities.

The WP2 *“Dissemination and sustainability”* is dedicated to the dissemination activities of DCH-RP project results but this is not meant as a single action but rather an “assembling” of several activities that using the major tools and channels for dissemination are able to transmit the project messages to a wider stakeholders community in order to enable to benefit from the research of the consortium and from the work of the project.

DCH-RP will disseminate the results of the project to the wider cultural heritage and to e-infrastructure providers and user community beyond the consortium, and to other regions outside the EU, in order to enable them to benefit from the research of the consortium and from the work of the project.

A dissemination plan has been designed, based on the feedback received at the kick-off meeting and the first participations and papers submissions in seminars and workshops organised by the project and from third parties.

These first dissemination activities aim to provide an overview of the project mentioning the background of DCH sector, describe briefly the goals and the structure of the project in order to give information on the different aspects of the project to stakeholders, experts and general public.

1.1 Objectives of the deliverable

The deliverable describes a first step of dissemination activities within those foreseen in task T2.3 of the DoW “Dissemination plan and promotional material”:

- Production of brochures, factsheets, posters and FAQs (also to be published on the website)

- Promote the project by the experts and the large public of cultural institutions. Different promotional materials will be foreseen during the project lifetime in accordance to the progress of the activities.
- Plan a set of advocacy papers that will be produced on the basis of the results produced by the rest of the project. These papers will be important to support the consultation with stakeholders

Dissemination material is produced in English. Each partner may translate the promotional material in his own native language(s).

Thus the deliverable describes the already undertaken activities with a goal of project dissemination, and presents the planned further activities by the project partners. It will employ a range of complementary dissemination mechanisms (tools and channels) to transmit the project messages in several directions to the target audiences.

A distribution plan describing how, when, to whom and who will distribute these materials along the project period is sketched and it will improved with the development of community building.

The document aims also at planning updates and further materials to be produced along the whole project period, in accordance to the DoW and the progress of the activities and the results that are achieved.

A further purpose of this document is to inform, improve, streamline, and standardize all the procedures concerning the dissemination activities. Indeed, defining standard procedures could support the management of the monitoring and reporting activities.

2 Target audience

Main target groups for the dissemination activities of DCH-RP project are the whole value-chain of the DCH sector:

- Cultural heritage institutions
- Stakeholders (cultural content providers)
- Academic and research institutions
- Institutions that design policies on national and international level and public funding bodies
- E-Infrastructures providers
- Commercial enterprises (publishers and creative industries),
- R&D institutions active in digital preservation
- End users, researchers, educators, students, practitioners and amateurs, etc.

In order to reach such a heterogeneous audience the type of material and the content of the message conveyed have to be adapted to each targeted group. The synergy with the task “Sustainability, community building and stakeholders consultation” has also to be improved.

Different activities are already tackled , providing various online dissemination tools and materials but other issues will be addressed to different target groups to catch all the communities.

The main target community will be segmented into its different components and each of them will be involved in public consultation and addressed by the dissemination activities . The wide range of types of partners in DCH-RP will be used in order to develop better strategies for each segment.

3 Dissemination channels

3.1 Project website

A public website has been developed, where stakeholders can access information of interest to them, and which can be used by the project partners.

The project website publishes all project knowledge assets, announces the events organised by the project, as well as other events that are relevant, and will be updated immediately after every dissemination and/or concertation event.

The website is a very up-to-date reflection of the project at all times. This includes prompt publication of project intermediate results, discussion papers, presentations, and seminars and workshop minutes.

The DCH-RP project website has both the purpose to promote and disseminate the information and the activities results to a wide audience, and to fulfil the partner's need through the reserved area where they can access to all the documentations produced within the project.

The DCH-RP website is online since the 15th of October 2012 at the URL: <http://www.dchrp.eu/> and for its full description of the project website refer to D2.1.

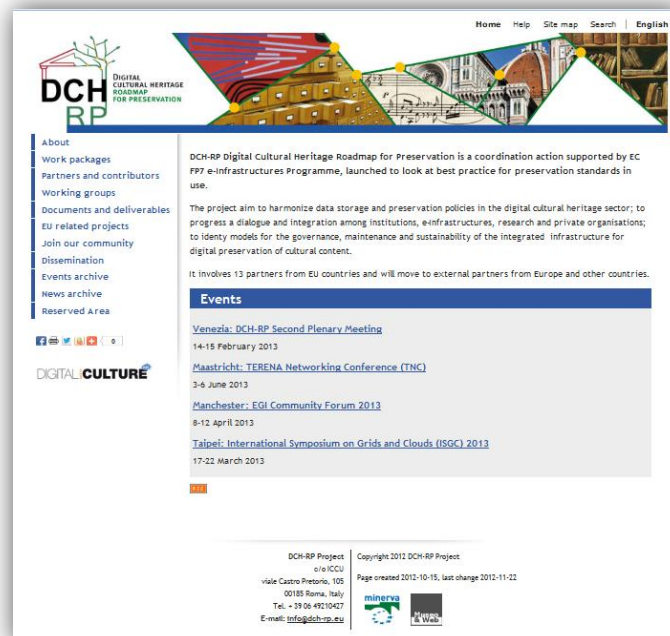


Fig. 1 DCH-RP WEB SITE – HOMEPAGE

A specific section of the website is dedicated to all the stakeholders, institutions, e-infrastructures, organizations and experts that wish to cooperate with DCH-RP project.

DCH-RP is open to collaborate both with other institutions liaise with other projects that are interested to establish a close cooperation in order to achieve the respective objectives.

Different forms of cooperation are foreseen in a Cooperation Agreement:

- As member of a National Working Group, if existing, in own country.
- Participate to the debate of the Working groups and be subscribed to the DCH-RP mailing list.
- Participate to conferences, international workshops and technical meetings organised by DCH-RP.
- Have access to the DCH-RP deliverables, technical reports and other materials produced by the project in the frame of the scope of the DCH-RP initiative.
- Participate in dissemination and training activities.
- Participate in the execution of the Proof of Concepts to implement and validate the concepts established in the Preservation Roadmap for Preservation.

3.2 A showcase about DCH-RP

Another web dissemination tool exploited by DCH-RP is “digitalmeetsculture”, an important online magazine in the digital cultural heritage area featured by partner Promoter. “digitalmeetsculture.net” is an interactive platform dedicated to the themes of the digital technologies applied to cultural heritage and the arts. Articles, information and events about the projects and initiatives in the field of digital cultural heritage, on a truly global scale, make “digitalmeetsculture.net” both a valuable information tool and an advertising showcase with a uniquely sharp focus on a very selected and high-profile audience.

The portal is becoming well known among the community of digital cultural heritage and the visibility that the portal offers towards a selected and interested audience is an added value in terms of dissemination and advertising: more than 350 published articles; information about more than 50 projects and organizations who operate in the sector; more than 30,000 unique visitors in one year and more than 400 registered users. It already indexes its content with more than 50 assigned categories, 30 relevant topics and keywords, and 1,500 assigned tags that enhance the search features of the platform.

DCH-RP project is advertised on the portal www.digitalmeetsculture.net through a button which is present on the home page of the portal and in the “digital heritage” section of the portal. Clicking on this button, the page dedicated to the [DCH-RP showcase](#) is shown with general information, a link to each partner’s website, contacts, and with auto-refreshing news via RSS that rebounds the news appearing on the DCH-RP website.

This showcase aims at supporting the dissemination activities of the project and enhances the web traffic towards the official DCH-RP website.



The screenshot shows the 'Digital Meets Culture' website. The main header includes the site title and navigation links. A sidebar on the left provides details about the DCH-RP project, including its location at ICCU in Rome and contact information. The central content area features a 'Project Presentation' section with the DCH-RP logo and a description of the project's goals. To the right, there are sections for 'EDITORIALS' and 'INTERVIEWS'. A 'Partners' section on the far right lists various collaborating organizations with their logos, including ICCU, belpo, Collections Trust, EditEUR, INFN, esi, Michael Culture, and Riksarkivet.

Fig.2 DCH-RP showcase on Digital Meets Culture

3.2.1 Articles

The following articles and events have been published in the [DCH-RP showcase](#) on Digitalmeetsculture.

Language	When	Where	What
ENG	03/2013	Digitalmeetsculture	Grids and Clouds symposium in Taipei (ISGC 2013)
ENG	03/2013	Digitalmeetsculture	2013 Teldap International Conference
ENG	02/2013	Digitalmeetsculture	DCH-RP Second Plenary Meeting in Venice
ENG	01/2013	Digitalmeetsculture	International Symposium on Grids and Clouds (ISGC) 2013
ENG	01/2013	Digitalmeetsculture	5th Federated identity management for research communities (FIM4R) Meeting
ENG	11/2012	Digitalmeetsculture	India for digital preservation
ENG	11/2012	Digitalmeetsculture	The 4th Euro-Mediterranean conference on Digital Cultural Heritage

ENG	10/2012	Digitalmeetsculture	How EGI is supporting digital cultural heritage
ENG	10/2012	Digitalmeetsculture	A new project for e-infrastructures dedicated to digital cultural heritage in Europe
ENG	10/2012	Digitalmeetsculture	DCH-RP

3.2.2 Newsletter

An article presenting the project and its achievements has been produced and inserted as part of the December 2012 edition of the digitalmeetsculture.net newsletter which is distributed to a mailing list of 1,300 readers. The newsletter aimed to inform and remind about the project, and also to foster new visits to the showcase and to the official website.

The database of email addresses to be reached by the newsletter is formed by the lists of contacts from the DCH-RP partners, the whole group of digitalmeetsculture.net registered users plus a target selection of email addresses, belonging to specific people working in the sector of digital cultural heritage.

Email not displaying correctly? [click here](#) to read the newsletter online

Art, heritage & technologies

[Register here to Digitalmeetsculture](#)



Digital meets culture: we share stories and experiences

DCH-RP will drive the dialogue among DCH institutions, e-Infrastructures, research and private organizations, to integrated their efforts into a common work

Digital Cultural Heritage – Roadmap for Preservation

The project is a coordination action started in October 2012 and lasting 2 years, which will be adding more concrete results in the specific area of the digital preservation of cultural heritage.

The main outcome will be a Roadmap for the implementation of a preservation e-infrastructure for DCH, supplemented by practical tools for decision makers and validated through a range of proof of concepts, where cultural institutions and e-infrastructure providers will work together on concrete experiments. Continue reading →

Share Digitalmeetsculture.net on Facebook | Follow Digitalmeetsculture.net on Twitter | Share Digitalmeetsculture.net on LinkedIn

Digital meets Culture => Digital meets Heritage => Digital meets Art => © 2012 - PROMOTER
If you want to unsubscribe to the newsletter [click here](#) or [send an email to digitalmeetsculture@promoter.it](#) with subject "Unsubscribe"

Fig. 3 Excerpt from Digital Meets Culture newsletter (December 2012 edition)



4 Dissemination materials

4.1 DCH-RP Logo

The DCH-RP logo is made showing both the acronym of the project and the explicative text. It reminds the former architectural elements of DC-NET logo, as symbols of the cultural heritage sector and the network connections of a digital infrastructure, to underline the connections linking the two projects (see D2.1)



Fig. 4 DCH-RP Logo

4.2 Fact sheet

A first Fact-sheet has been created and presented at the 4th International Euro-Mediterranean Conference - EUROMED 2012 (1 November 2012)

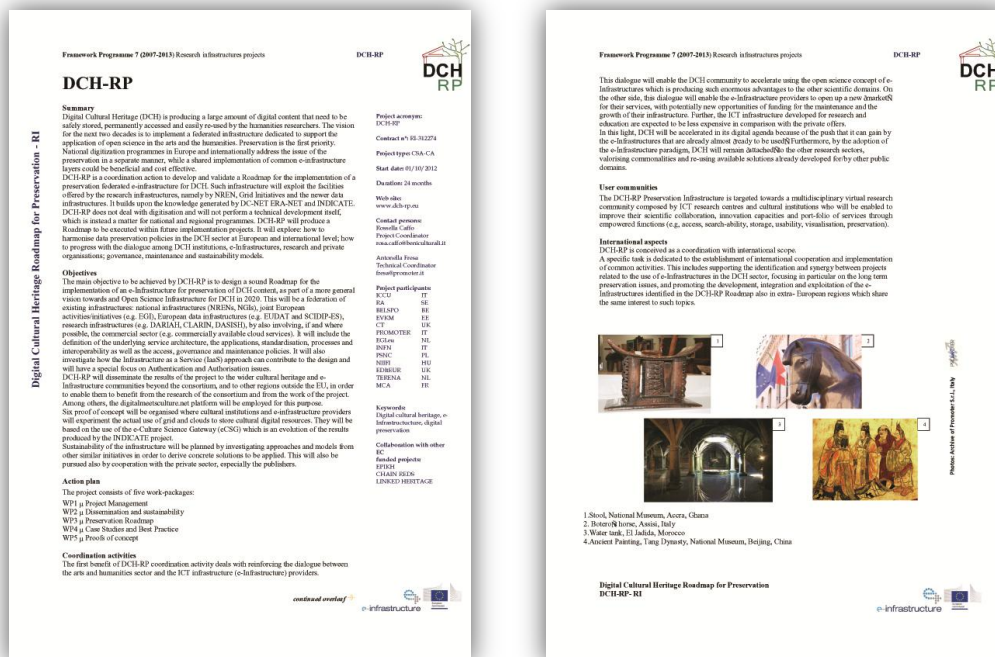


Fig. 5 DCH-RP FACT-SHEET

4.3 Brochure

A brochure has been produced in printed version 25x21 cm (A5 format) and web version (see ANNEX). It has been published on the DCH-RP website in high and low resolution. The printed version in 2.000 copies will be disseminated at conferences and workshops and other relevant events.

The brochure aims to give a general overview, main outcomes of DCH-RP project. It is structured in several sections which give useful information on the different aspects of the project to stakeholders, experts and the general public.



Figure 6 Brochure (Cover)

The introduction gives a short overview of the project, mentioning the background of the DCH sector and describing briefly the goals and the structure of the project.

A dedicated section summarizes the goals and activities delivered through the 5 Work Packages. The description of such activities explains the tasks to be performed in order to better understand the objectives and outcomes of the project.

The section on the channel on dissemination activities aims to give information about the activities and the results towards a wide audience.

The brochure is supplemented with a dedicated page listing all the Partners, their institutions, logos and their countries. It ends with the names, institutions and contacts of the Project Coordinator and the Technical Coordinator.

The brochure is composed by a textual content included in a framework of graphic elements illustrating cultural objects. The graphic structure reminds the “cells of a beehive” which intend to be a symbolic representation of the theme of preservation.

4.4 Poster

The poster has been created to make the project more visible for the audience of those conferences where DCH-RP presentations are made or where only poster sessions are planned. The poster has been realized in printed version 60x80 cm and in web versions at high and low resolution. The printed version in 200 copies will be used at workshops and conferences. The first poster submission is at TERENA Networking Conference (TNC) on 3-6 June, Maastricht, Netherlands.



Fig. 7 Poster



The poster summarizes the main goal of the project giving a general overview and the outcomes of the project, highlighting the activities carried out by the Work Packages planned in the project. The names, Institutions and contacts of the project coordinator and of the technical coordinator are clearly reported as well as all the DCH-RP partners institutions with the related logos.

At the bottom of the Poster, the addresses of the DCH-RP website and the showcase on digitalmeetsculture.net give all the references about the information on the project.

The poster has the same graphic solution as the brochure.

5 Participation in meetings, seminars and workshops

A first communication plan has been set up and individual communication opportunities implemented throughout the project. During the first six months of the project, the presentations at events, workshops, conferences and meetings, submission proposals have been carried out. A list of advocacy papers will be produced on the basis of the community of common interest set up by the project.

5.1 Papers and articles about the project

This section provides the list of papers and articles about DCH-RP project published on digitalmeetsculture.net

Papers and articles about the project	
October	<ul style="list-style-type: none"> · DCH-RP-project presentation http://www.digitalmeetsculture.net/heritage-showcases/dch-rp/dc-map/ · A new project for e-infrastructures dedicated to digital cultural heritage in Europe http://www.digitalmeetsculture.net/article/dch-rp-kick-off-meeting/
November	<ul style="list-style-type: none"> · How EGI is supporting digital cultural heritage http://www.digitalmeetsculture.net/article/how-egi-is-supporting-digital-cultural-heritage/ · The 4th Euro-Mediterranean conference on Digital Cultural Heritage http://www.digitalmeetsculture.net/article/the-4th-euro-mediterranean-conference-on-digital-cultural-heritage/ · Blogpost about DCH-RP kick-off on Digisam blog (Sanja Halling) http://digisam-ra-eng.blogspot.se/2012/11/dch-rp-digital-cultural-heritage.html · India for digital preservation http://www.digitalmeetsculture.net/article/india-for-digital-preservation/
January	<ul style="list-style-type: none"> · New two-year project seeks to create Preservation Roadmap – Collections link - The Collections Trust's Intelligence Hubs http://www.collectionslink.org.uk/
February	<ul style="list-style-type: none"> · International Symposium on Grids and Clouds (ISGC) 2013 http://www.digitalmeetsculture.net/article/international-symposium-on-grids-and-clouds-isgc-2013/ · 5th Federated identity management for research communities (FIM4R) Meeting http://www.digitalmeetsculture.net/article/5th-federated-identity-management-for-research-communities-fim4r-meeting

5.2 Production of presentations, scientific publications and conference presentations

This section provides the list of the presentations that speak about DCH-RP, delivered in the frame of national and international events. It includes also the submitted papers in events.

Conferences and events	
October	<ul style="list-style-type: none"> Limassol (Cyprus): EUROMED 2012, 10/29-11/3 2012
November	<ul style="list-style-type: none"> Roma (Italy): GARR-X network presentation 11/29/2012
January	<ul style="list-style-type: none"> Roma (Italy): IRCDL 2013, 9th Italian Research Conference on Digital Libraries, 01/31-02/1/2013
February	<ul style="list-style-type: none"> Roma (Italy): ARIADNE (Advanced Research Infrastructure for Archaeological Dataset Networking in Europe), 02/7-9/2013
March	<ul style="list-style-type: none"> Taipei (Taiwan): 2013 TELDAP International Conference, 03/14-16/2013 Taipei (Taiwan): International Symposium on Grids and Clouds (ISGC) 2013, 03/17-22/2013 Villigen (Switzerland): 5th Federated identity management for research communities (FIM4R) Meeting, 03/20-21/2013
April	<ul style="list-style-type: none"> Manchester (UK): EGI Community Forum 2013 , 04/8-12/2013
June	<ul style="list-style-type: none"> Maastricht (The Netherlands): TERENA Networking Conference 2013, 3 - 6 June 2013 Dublin: APEX – Archives Portal Europe Network of Excellence, 26-28 June 2013
October	<ul style="list-style-type: none"> Dublin (Ireland): eChallenges e-2013 Conference, 09 - 11 October 2013
November	<ul style="list-style-type: none"> Frascati (Italy): PV2013 ESA-ESRIN, 4-6 November 2013

6 Distribution plan

The WP2 “Dissemination and Sustainability” will interact with all the stakeholders of the project and involves them in building a European group of interest for the exploitation of the Roadmap.

A distribution plan for the dissemination aims to explain how the visibility of the project outputs and outcomes will be maximized, and how the project outcomes will be shared with stakeholders, relevant institutions, organisations, and individuals.

The strategy to be adopted can be summarized in these points: who, whom, when, how. They define respectively : the actor of the dissemination activities, the target audience, the timing and the environment of the diffusion of the information, and the different ways to convey the project message.

WP2 is the main actor within the creation and distribution of the materials, but all the partners and contributors are involved in all dissemination activities (e.g. collaborating in the creation of promotional content, participating in public events, taking contacts for consulting with stakeholders in order to contribute to create a network of common interest.

The target audience, already described in Chapter 2, represents the whole value-chain of the DCH sector. It should be flexible enough to allow target groups and other stakeholders to become involved during the development of a project, drawing attention to the potential value of a project.

Information about the project will be provided within international events and initiatives related to e-infrastructures and digital cultural heritage.

The dissemination channels are also described in details in this document (Chapter 3) and represent an innovative tool made available by the e-Infrastructures.

7 Next dissemination activities

Additional dissemination activities will be carried out along the whole project period, in accordance to the DoW and to the progress of the activities and the results that will be achieved.

On the basis of the projects outputs, additional promotional and communication material will be produced, such as:

- FAQs;
- Updated versions of the leaflet;
- Self-portable banner to be used in the occasion of dissemination events;
- Postcards with abstract of the main outputs (as reports and publications);
- Booklets with synthesis of the most interesting results;
- Seminars and Workshops;
- Scientific publications and conference presentations;
- Presentations of DCH-RP at third party event;
- Liaison with other projects and programs;
- Articles on media and scientific journals.

All the material will be made available online and whenever useful possibly also printed.

If budget will be available, customised gadgets will be possibly produced with project's URL and logo (shoppers, pens, other promotional gadgets) in order to be distributed in the occasion of workshops and meetings.

8 Quality assurance and monitoring

The effectiveness of dissemination activities will be evaluated through the specific tools developed in the website which will give the possibility for monitoring the quality of the results .

Here below are listed the foreseen indicators:

- Unique visitors: number of single users that have visited the site, net of duplications.
- Visits or sessions: number of visits to a site made by users.
- Time spent: time spent in minutes and seconds while navigating or viewing the pages of a site
- or using a digital application.
- Pages: number of pages visited by the users
- Bandwidth used
- Visits duration: average time spent by the user per visit.

Thanks to these tools will be possible to evaluate if the target audience is reached , if the planned activities need to be modified and if it is necessary to provide adjustments to better address the ongoing activities.

9 Conclusions

This deliverables presented the dissemination activities carried out during the first 6 months of the project.

The first dissemination materials, including the project website, have been made available shortly after the beginning of the project and have been updated regularly to reflect the current status and achievements.

The establishment of a closer link with other projects and initiatives active in the same area is a way to start a cooperation among different actors. Indeed it contributes to create a growing network of multidisciplinary experts belonging to different sectors: the cultural sector, the digital humanities, the e-infrastructure providers, the research. A first tangible result of such collaboration are the articles, presentations and workshops that have been made or organised so far by the project.

The work done is to be considered the result of a first plan of dissemination activities, whose aim during this first phase is to provide general information targeted to the widest audience. All the activities, tools and materials will be refined and adapted throughout the project duration to address the specific needs of DCH-RP target users.