D8.1:
Website & Download Area

Partner responsible for deliverable: Promoter Srl

Deliverable authors:

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EXECUTIVE SUMMARY

The current document offers an overall description of the first version of RICHES project website, its sections, its technical infrastructures and its related services.

This deliverable complies with the RICHES Description of Work outlined in Work Package 8, *Communication and Dissemination*. It particularly satisfies specifications outlined in T8.1: *Web Presence*, providing a reference point for all necessary actions regarding the promotion of RICHES' web presence.

The website is a very important instrument for the internal and external communication of the project. This deliverable illustrates its main components that are:
- The pages describing the project, its scope and its consortium;
- The blog that is constantly updated with information about events, calls for papers, downloadable documents and other news;
- The reserved area that is accessible only to the partners and contains all the project documentation;
- The channels on the social networks.

The document is composed by this Executive Summary plus seven Chapters:

Chapter 1 provides a detailed overview of RICHES' website layout and structure and its public and reserved areas;

Chapter 2 provides an overview of the technical infrastructure implemented for the website and connected blog;

Chapter 3 describes the tools accessible through the website, its interactions with Social Networks and its additional services (e.g., web feeds, tools for statistical analysis, etc.);

Chapter 4 describes the workflow of the editorial team who is responsible of the update and maintenance of the website;

Chapter 5 presents the Conclusions

Chapter 6 is the Annex 1 that provides the textual content of the website

Chapter 7 is the Annexe 2 that illustrates the content of the project blog.

1 RICHES WEBSITE LAYOUT AND STRUCTURE

For the RICHES website, two domain names have been registered:

- http://www.riches-project.eu

- http://www.riches-project.net

The first address is the main address.

The second address redirects to the main address.

The website is both the keystone of the project dissemination strategy and the access point to the documents and publications produced within the project.

A very simple logic and a fresh web design has been implemented; nothing about is fancy and everything is intended to drive the user's attention on the main aspects of the project: RICHES' objectives and research fields, partnership, results and activities, how to participate.

The layout is composed by the following elements:

- Logo and title of the project, logo and associated links to the European Commission and the Seventh Framework Programme;

- The main navigation bar that provides access to the pages dedicated to illustrate the project, the partners, the research fields, the public activities foreseen along the whole duration of the project, the outcomes (both the ones already available, as long as they are produced, and the expected ones), the network of common interest and the contacts for the different areas of the project;

- The Downloads area, which provides list and hyperlinks to the documents available for public download;

- The Call for Papers area, which provides a constantly updated list of calls for papers related to the project's research fields;

- A Slide-show area where images related to the project's activities are presented to attract the curiosity of the visitor;

- A News and Events area, which provides a preview of the articles of the Blog;

- On the bottom of the page, the list of the partners' logos associated to the hyperlinks to the respective websites;

- The logo and hyperlink to the media partner digitalmeetsculture.net and the RSS function.

The following figure represents the logic of the structure of the website.
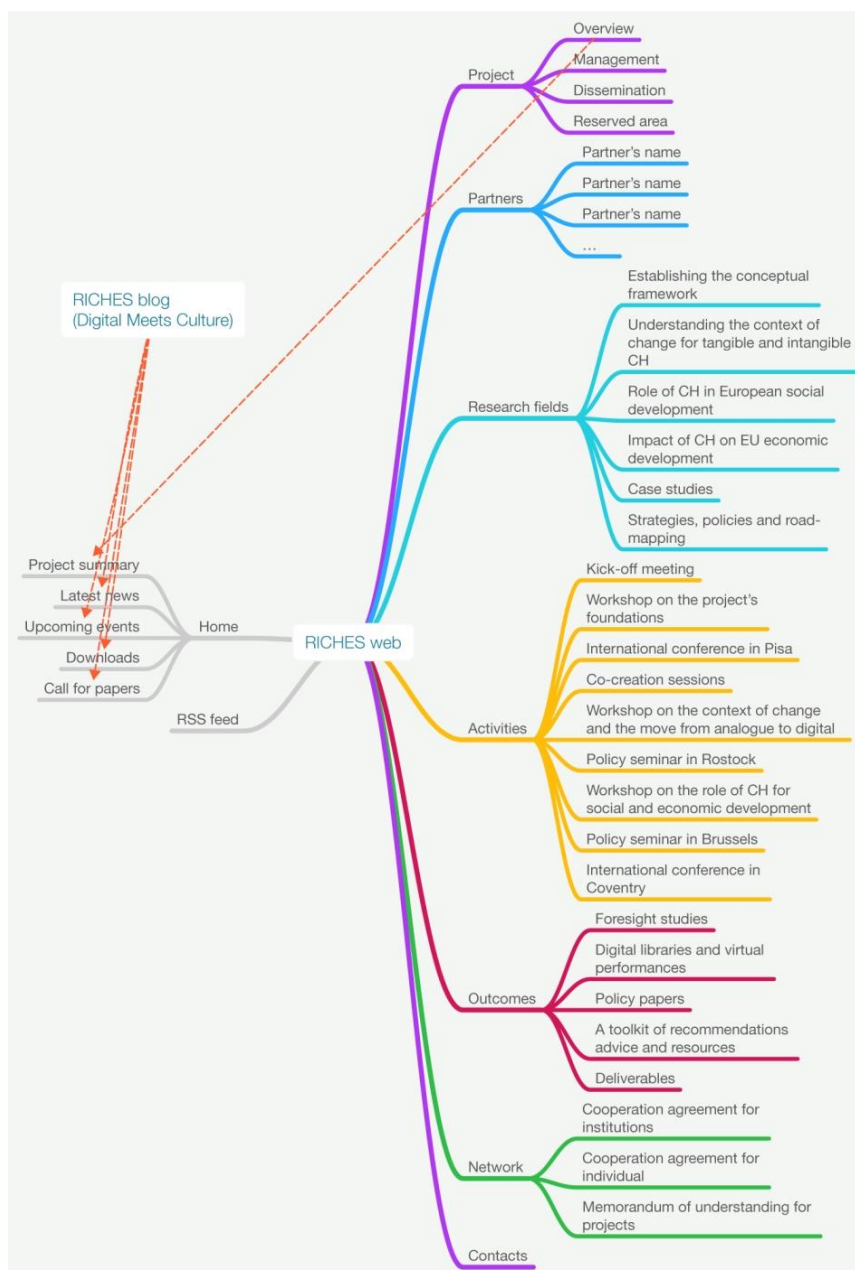
Errore. L'origine riferimento non è stata trovata.

1.1 THE MAIN NAVIGATION BAR

The navigation in the website is based on a horizontal bar that is always present in all the pages of the site.

The horizontal navigation bar features multiple menus, described in the following sections.

1.1.1 HOME

The "Home" menu item brings to the landing page of the website, a clean-looking and intuitive access point from which all further navigation begins.

The Home page contains a synthetic description of the project, shows **latest news**, **upcoming events** and **calls for papers** regarding RICHES and its network and features **dissemination documents** freely available for download.

Figure 2. HOME Page

1.1.2 PROJECT

The "Project" menu item reroutes to the pages of the website devoted to providing a first overall presentation of the project as a whole.

It moreover gives access to the project's reserved area that is accessible to the partners by using specific user name and password.

It features the following sub-menu items:

- **PROJECT OVERVIEW:** this page offers a general description of the project's scope and its objectives.

- **MANAGEMENT:** this page offers a description of RICHES Project Management approach and an introduction to the Communication strategy. It provides also contact details to key persons of the project.

- **DISSEMINATION:** this page shows a short description of RICHES "Communication and Dissemination" Work Package and offers a set of dissemination materials freely available for download.

- **RESERVED:** it provides access to the area of the portal which is reserved to the RICHES partners. Access to this area requires the entry of a dedicated username/password.

    The next Section 1.2 describes in details the information and services that are hosted in the Reserved area.
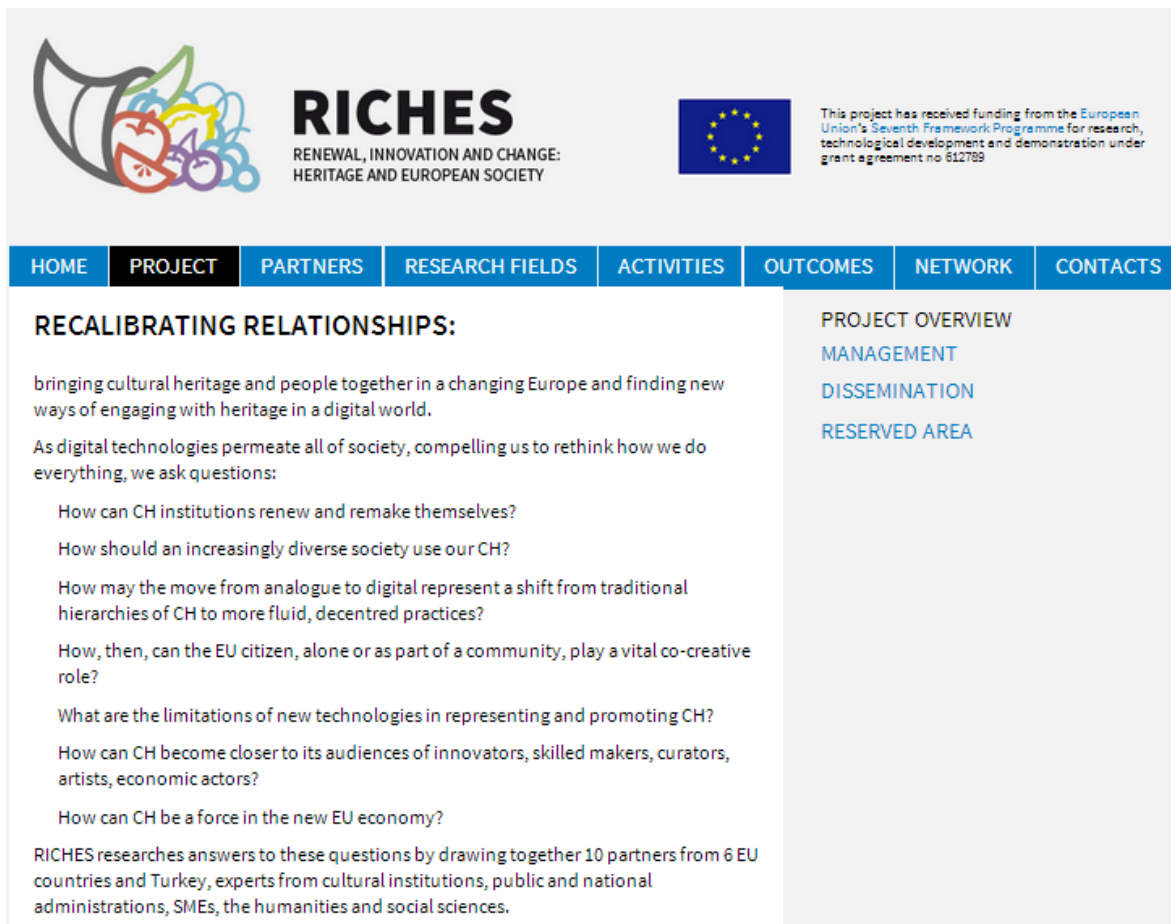
Figure 3. PROJECT page

1.1.3 PARTNERS

This section is devoted to presenting the project partnership. It contains a general description of RICHES consortium and a sub-menu, featuring one entry for each of the RICHES partners:

- COVENTRY UNIVERSITY (UK)

- CITY OF ROSTOCK (DE)

- RMV LEIDEN (NL)

- WAAG (NL)

- EXETER UNIVERSITY (UK)

- PROMOTER SRL (IT)

- I2CAT (ES)

- SDU (DK)

- SPK (DE)

- KYGM (TR)

Each menu item reroutes to another page showing a description of the related partner, the link to its website, its role in the project and its contact people.

Figure 4. PARTNERS page

1.1.4 RESEARCH FIELDS

This section contains a short introduction to the RICHES work plan concerned with research activities and it contains a sub-menu that illustrates the six projects' research-aimed work packages:

- WP2 – ESTABLISHING THE CONCEPTUAL FRAMEWORK;

- WP3 – UNDERSTANDING THE CONTEXT OF CHANGE;

- WP4 – ROLE OF CH IN EUROPEAN SOCIAL DEVELOPMENT;

- WP5 – IMPACT OF CH ON EU ECONOMIC DEVELOPMENT;

- WP6 – CASE STUDIES;

- WP7 – STRATEGIES, POLICIES AND ROAD MAPPING.

Each of these entries reroutes to another page that offers a description of the related work package, its research area, tasks and objectives.

Each page provides the main contact people of each WP.

Figure 5. RESEARCH FIELDS page

1.1.5 ACTIVITIES

This section is devoted to the main public events that are planned to be organised by the project.

These events are referred as "activities" because they are conceived to be working days, full of research and discussion activities.

These are the events which will be organized by RICHES Consortium during the whole 30 months of project duration. As long as the events take place, their pages are updated with the results produced (programmes, presentations, papers, etc.).

The "Activities" page contains an overview of the project's activities and a sub-menu with the following entries:

- KICK OFF MEETING

- WORKSHOP ON THE PROJECT'S FOUNDATION

- FIRST INTERNATIONAL CONFERENCE

- CO-CREATION SESSIONS

- WORKSHOP ON THE CONTEXT OF CHANGE AND THE MOVE FROM ANALOGUE TO DIGITAL

- FIRST POLICY SEMINAR

- WORKSHOP ON THE ROLE OF CH FOR SOCIAL AND ECONOMIC DEVELOPMENT

- SECOND POLICY SEMINAR IN BRUSSELS

- FINAL INTERNATIONAL CONFERENCE

Each of these entries refers to a particular project event and reroutes to a page shortly describing that event. Each page contains follow-up links rerouting to news, articles and downloadable contents regarding the event.
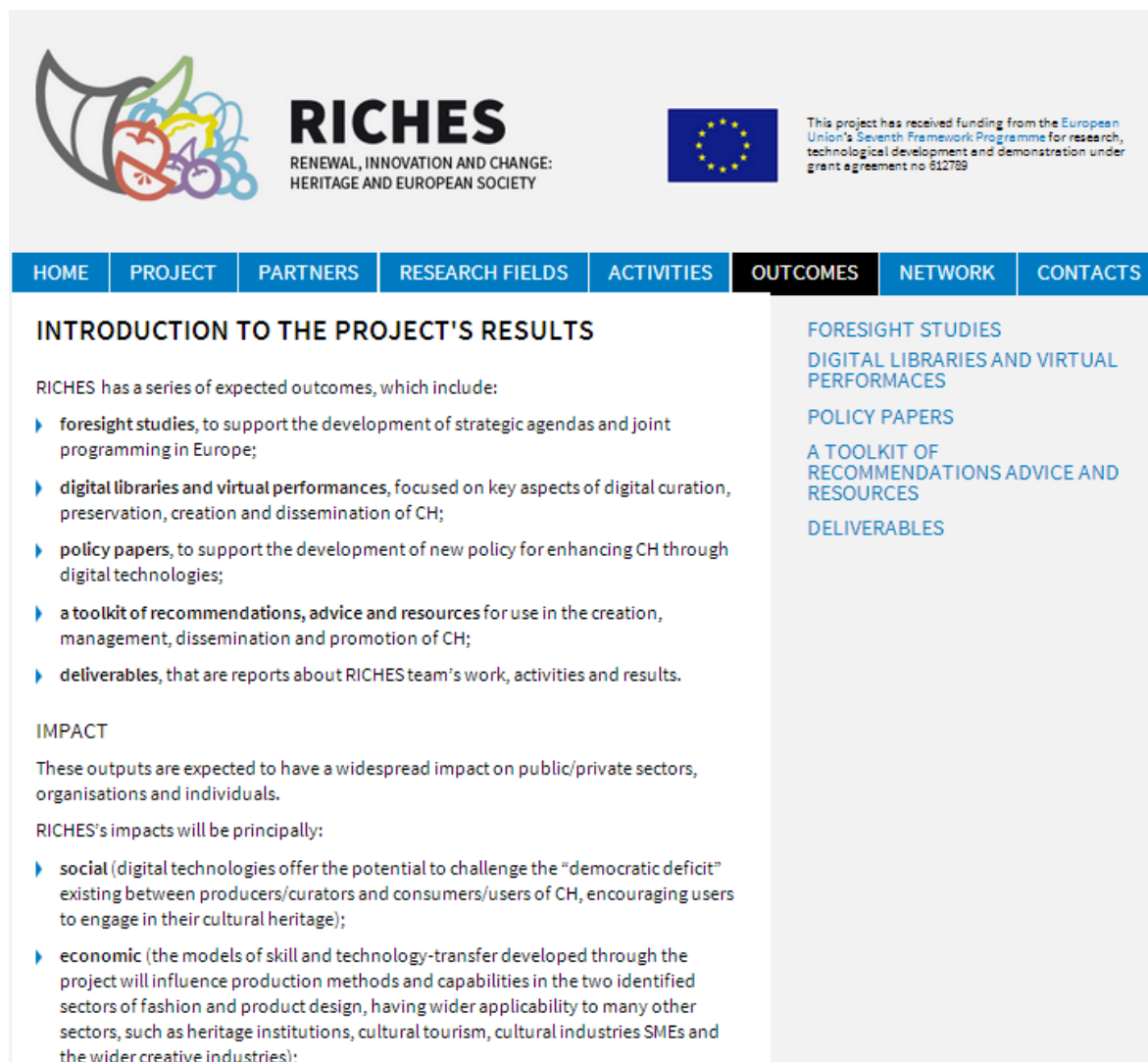
Figure 6. ACTIVITIES page

1.1.6 OUTCOMES

This section contains an introduction to the results of the project and a summary of the impacts these results are expected to deliver on public and private sectors, organisations and individuals. It features the following sub-menu:

- **FORESIGHT STUDIES.** This page will provide studies to support the development of strategic agendas and joint programming in Europe.

- **DIGITAL LIBRARIES AND VIRTUAL PERFORMANCES.** This page will provide studies on key aspects of digital curation, preservation, creation and dissemination of CH with a particular focus on digital libraries and virtual performances.

- **POLICY PAPERS.** This page will provide research and evidence-based documents to support the development of new policies for transferring and benefiting of CH in Europe.

- **A TOOLKIT OF RECOMMENDATIONS, ADVICE AND RESOURCES.** This page will provide a range of products for use in the creation, management, dissemination and promotion of CH.

- **DELIVERABLES.** This page will provide Reports about RICHES team's work and the documents referring to the results of this work.

Each one of these entries reroutes to a page that is under construction. As long as the project progresses, these pages are updated and contain the description of the work done as well as the publicly downloadable documents.

Figure 7. OUTCOMES page

1.1.7 NETWORK

This Section is devoted to the presentation of the RICHES' Network of Common Interest.

The Network is aiming to contribute to the achievement of important project's objectives, namely: enlarging the network of expert people involved in the project research, enriching the wealth of knowledge of its partnership and supporting the widest dissemination of project results.

As stated in the Description of Work:
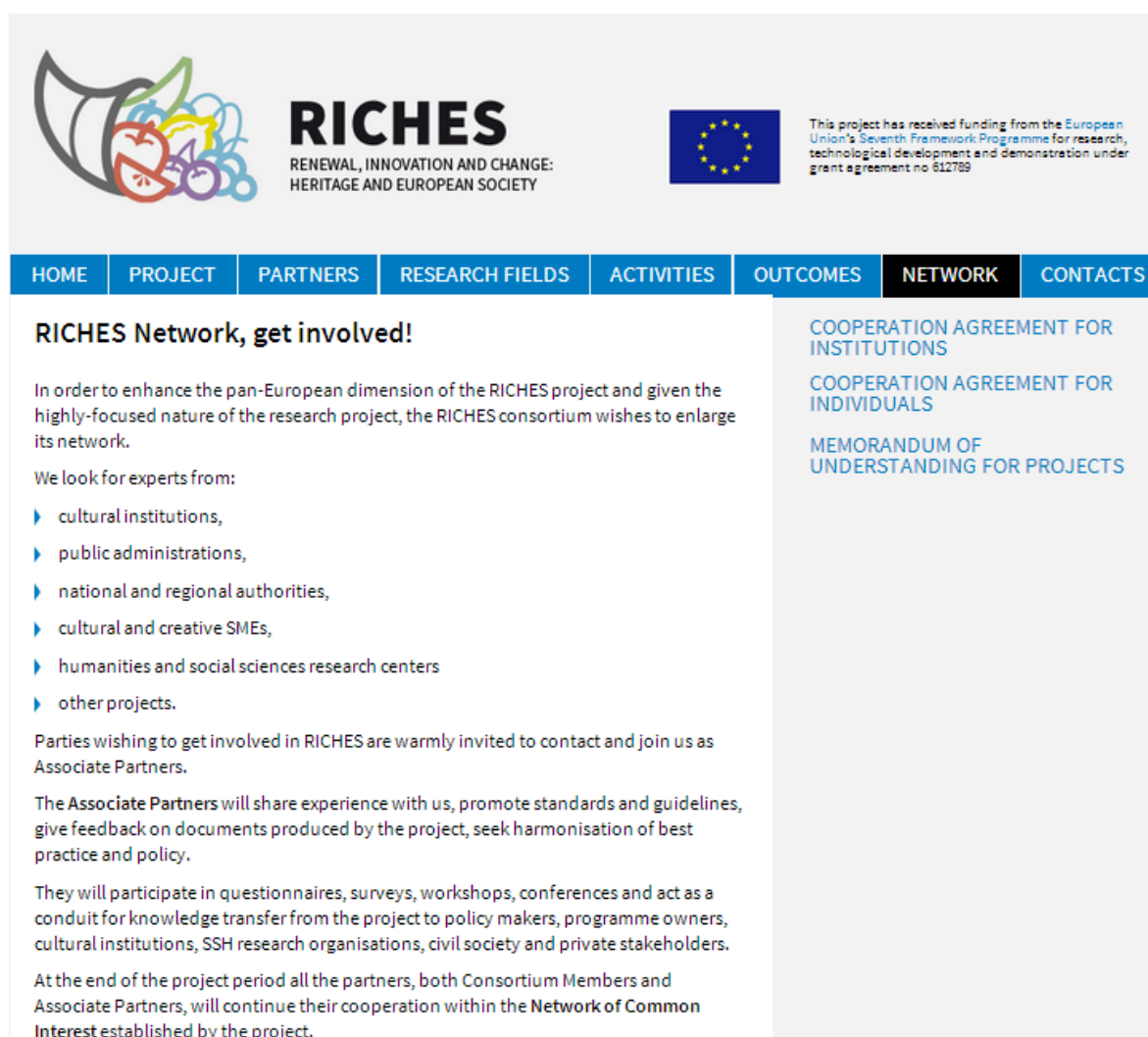
"*The Network of Common Interest to be established by the partners and enlarged throughout the project lifetime will include the Associate Partners who will have signed the cooperation agreement with RICHES. This network will be the first arena for the exploitation of the project results; it will support the continuation of the research work; and it will be an important legacy of the RICHES project.*"

This page invites experts from other institution and from other projects to join RICHES network and features the following sub-menu:

- COOPERATION AGREEMENT FOR INSTITUTIONS

- COOPERATION AGREEMENT FOR INDIVIDUALS

- MEMORANDUM OF UNDERSTANDING FOR PROJECTS

Each of these entries allows downloading the agreement form which regulates the cooperation respectively with:

- Associate institutions

- Associate individuals

- Associate projects

Figure 8. NETWORK page

1.1.8 CONTACTS

This page recaps all contacts of RICHES partnership, sorted by

- Project Management and Communication,

- Research Fields (WPs and Tasks of the research-aimed area of the project's workplan).

Figure 9. CONTACTS Page

1.2 RESERVED AREA

The following sections describe the information and services that are hosted in the Reserved area.

The area is composed of the following elements:

- The RICHES Appointment area, a calendar which shows the events organised by the project or where the partners are involved;

- The RICHES Repository;

- The Send your news Page.

On the right side of each page, the list of the partners is shown, and each logo redirects to the page of the website that provides the profile of the partner.

On the left side of each page, the following information are provided:

- Media partner digitalmeetsculture.net,

- Project's contacts,

- Latest news,

- Upcoming events,

- RICHES Popular Tags in digitalmeetsculture.net

1.2.1 RICHES Repository

This area represents the online knowledge base of the project.

The repository is accessed via a user-friendly interface that allows a simple, fast and secure access to large volumes of data.

The RICHES Repository contains the following folders:

- A folder dedicated to the Deliverables officially submitted to EC. It is the responsibility of the Project Manager to upload to deliverable, once they are officially submitted to EC. One subfolder is pre-defined for each deliverable listed in the Description of Work.

- A folder dedicated to Meetings and Events. This includes the meetings organised by RICHES and also the events where the Partners participated representing RICHES. For each meeting, the concerned partner is responsible to upload the agenda, the presentations delivered at the meeting, the minutes and conclusions of the meeting or any available document concerning the event.

- One folder for each WP.
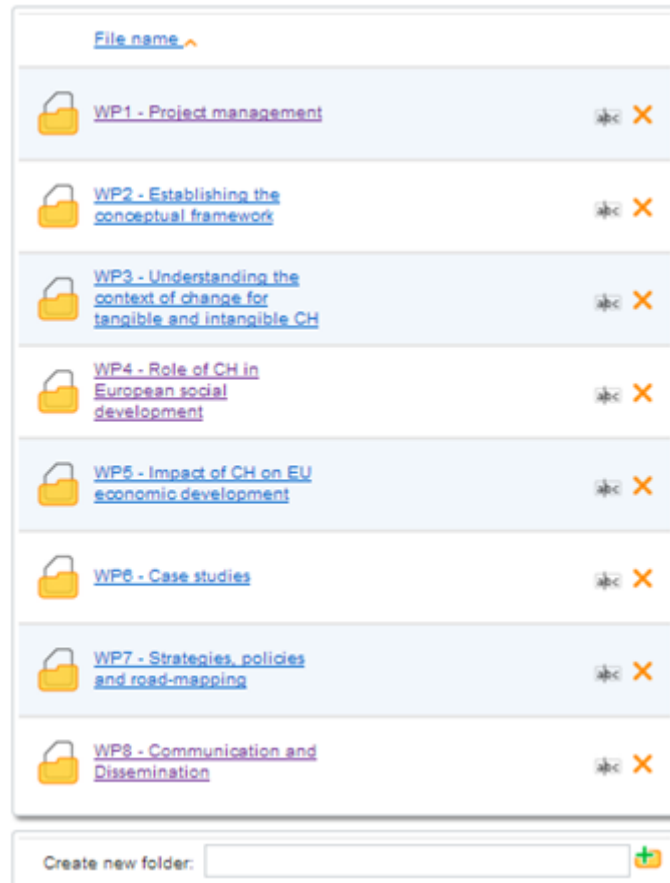
Figure 10. RICHES Repository

Structure and content of the folders associated to the WPs is under the responsibility of the respective WP Leader. Each authorized partner can upload/download/replace files and create directories, in agreement with the WP Leader.

The folder of WP1 contains all the official documents related to the whole project in general, including:

- The EC Contract and its Annexes

- The Consortium Agreement

- The Templates related to the production and internal review of the deliverables

- The RICHES Address Book and the Mailing lists established along the whole project life-time.

Each page displays the size of the uploaded files as well as the date of their uploading.

The access to the Reserved Area is reserved to the partners who are provided with login and password to enter.

Each partner can upload documents and can create new folders, but is not allowed to cancel neither documents nor folders.

Only the administrator is allowed to delete files and manage sharing and permissions settings. The administrator of the Repository is partner Promoter.

1.2.2 The RICHES Calendar

The RICHES reserved area embeds a Google Calendar to offer an easy access point to important professional events related to the Project.

Google Calendar is a free time-management web application that will help the consortium in sharing events of common interest.

All the users authorized to access the reserved area can view the Calendar, but only WP and Task leaders have permission to create new events.

Figure 11. RICHES Google Calendar

1.2.3 Send your news

The partners can use this form to signal news, info and links relevant for RICHES Project and its Network.

The form is moreover set up to enable the user to upload files.

When a user sends a news using this online form, the warning is automatically bound to the administrator (Promoter) that takes the necessary steps to publish the information in the website, naturally in agreement with the concerned WP/Task leaders.

WEBSITE   PROJECT   PARTNERS   RESEARCH FIELDS   ACTIVITIES   OUTCOMES   NETWORK   CONTACTS

RICHES
RENEWAL, INNOVATION AND CHANGE:
HERITAGE AND EUROPEAN SOCIETY

BLOG HOME   RESERVED AREA

Logged in as: claudia.pierotti
Logout

MEDIA PARTNER

DIGITAL:CULTURE

CONTACTS

Project Coordinator: Neil Forbes

Project Manager: Tim Hammerton

Communication Manager: Antonella Fresa

Project Assistant: Claudia Pierotti

Project website: www.riches-project.eu

Send your news

Who Am I
Name:
Claudia   (Required)

Email:
pierotti@promoter.it   (Required)

News
Title (Required):

Text (Required):
Allowable Tags: <p><b><em><u><strong><a><img><table><tr><td><blockquote>
<sup>

COORDINATOR

Coventry University

PARTNERS

HANSESTADT ROSTOCK

RIJKSMUSEUM VOLKENKUNDE

Figure 11. Send your news

2 TECHNICAL INFRASTRUCTURE: WEBSITE AND BLOG

RICHES website is made of webpages whose contents are periodically updated on the basis of the partners' requirements. Every page of the website features RICHES, EC – associated with the FP7 references - Digitalmeetsculture.net[1] and RICHES partners' logos. The EC logo and the FP7 reference are linked to EC and FP7 sites, *digitalmeetsculture.net* logo to the e-zine website and partners' logos to the official partners' websites.

RICHES website is connected with the project blog, which is continuously updated.

An automatic mechanism based on the RSS feeds is implemented to allow the website to capture contents from the project blog concerning: news, events, calls for papers and downloadable documents. It's therefore enough to click the title of an event, a news, a call for papers or a download for entering RICHES blog.

2.1 THE PROJECT BLOG

RICHES blog is implemented with WordPress[2] Content Management System, which is an open source blog tool and publishing platform licensed under the GNU General Public License (GPL).

The project blog is powered by *digitalmeetsculture.net*, that is RICHES media partner.

Digitalmeetsculture.net is an interactive online magazine dedicated to the theme of digital technologies applied to cultural heritage and the arts. A rich archive of articles, information and events about projects and initiatives in the field of digital cultural heritage makes *digitalmeetsculture.net* valuable both as an information tool and as an advertising showcase, with a sharp focus on a selected, high-profile audience. The portal is gaining notoriety in the global digital cultural heritage community: it already receives more than 12,000 visitors per month. The visibility that it offers towards a selected and interested audience is an added value in terms of dissemination and advertising of RICHES activities and results.

The RICHES blog[3] is organized in three columns:

- The central column hosts the chosen article, or, in the case of the home page of the blog, a presentation of the project, followed by the list of the articles of the blog;

- The left side column hosts the contacts, the list of the latest news and upcoming events, the list of the most popular tags of RICHES in *digitalmeetsculture.net*

- The right side column hosts the list of partners represented with the high-resolution vectorial format logo of each partner, each one linked to the official partner's web-site, and *digitalmeetsculture.net* logo, in turn linked to the e-zine website.

The blog has three menu bars to provide access to all the linked pages and functions.

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[1] Digitalmeetsculture.net is RICHES media partner, see below

[2] http://wordpress.org

[3] http://www.digitalmeetsculture.net/projects/riches/.

The higher menu bar of the blog traces the main menu bar of RICHES website, giving access to the related website sections; the intermediate menu bar gives access to the blog home and to the website reserved area; the lower menu bar provides access to website home, blog home, reserved area and contacts area of the website.

The blog provides also the link to the Home page of website through the RICHES logo, so as the link to the EC and FP7 webpages through the EC logo and FP7's reference.

Figure 12. Blog home

3 SERVICES AND OTHER RELATED WEB PAGES

3.1 SOCIAL NETWORKS INTEGRATION

The RICHES blog allows for the easy, one-click sharing and liking of articles and pages through the provision of a large variety of services.

In particular, AddThis is the add-on tool intended to make sharing and bookmarking simple and to place at the immediate disposition of users all of the leading web 2.0 social networking, bookmarking, blogging, and e-mail services[4]. Once added, visitors to the website can bookmark an item using services such as Facebook, Twitter, Pinterest, LinkedIn, Google + and many more. Bookmarking is available on each page of the blog.

3.2 WEB FEEDS

The RSS 1.0 (aka RDF)[5], RSS 2.0[6] and ATOM[7] specifications are fully supported by WordPress and any page on the RICHES website has an associated feed that a reader can subscribe to.

In particular, RSS Feed is implemented to automatically keep a subscriber updated on the Project, provide information about updates in the Events and News sections of the portal and automatically inform interested users about developing news and changing dates.

3.3 ANALYSIS OF STATISTICS

Statistical operations are implemented with Google Analytics, a very popular web analytics solution that gives rich insights into one's website traffic and marketing effectiveness. It allows for Advanced Segmentation, Custom Reports, Advanced Analysis Tools, Analytics Intelligence, Custom Variables, and Data exports[8].

Google Analytics can track visitors from all referrers, including search engines, display advertising, pay-per-click networks, e-mail marketing and digital collateral such as links within PDF documents.

The service offers the following specific statistical insights:

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[4] The code is available at http://www.addthis.com/.

[5] http://purl.org/rss/1.0/

[6] http://blogs.law.harvard.edu/tech/rss

[7] http://www.atomenabled.org/developers/syndication/atom-format-spec.php

[8] For single features, see: http://www.google.com/intl/en_uk/analytics/features.html.

- number of visits and number of unique visitors

- visit duration and last visits

- authenticated users and last authenticated visits

- days of week and rush hours (pages, hits, KB for each hour and day of week)

- domains/countries of visitors

- host list, last visits and unresolved IP addresses list, most viewed, entry and exit pages

- browsers used

- robot visits

- search engines, key phrases and keywords used to arrive at site

- number of times site is "added to favourites bookmarks"

Statistics are managed by the webmaster appointed by partner Promoter.

Statistics are analysed on a tri-monthly basis in order to verify trends and variations.

4 THE CONTENT

The content of the website and of the blog is produced by the editorial team that is managed by partner Promoter.

4.1 EDITORIAL TEAM

The **Editorial Team** is composed of the following members:

- the Communication Manager (**Antonella Fresa**, PROMOTER)

- the Project Assistant (**Claudia Pierotti**, PROMOTER)

- the Project Coordinator (**Neil Forbes**, Coventry University)

- the Project Manager (**Tim Hammerton**, Coventry University)

The content to be published on the website is provided by all partners; contributions can be sent to the editorial team by the partners and by the Associate partners.

4.2 INTELLECTUAL PROPERTY RIGHTS

The RICHES Project is the sole responsible party for contents published on the website and the blog; it does not represent the opinion of the European Commission.

The text of the RICHES web pages is licensed under a Creative Commons Attribution 3.0 (by) license[9]. This means that users are free to share (copy, distribute and transmit), remix (adapt) and make commercial use of the website and blog's editorial content under the following conditions:

- **Attribution** — Work must be attributed in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work)

It must be noted, however, that the rights on images and videos published on website and blog are dependent upon the respective attributions of each content provider and may not fall under the above CC licence. Each image has a specific caption with all relevant information.

All other specific contents may be licensed differently according to agreements with single authors.

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[9] http://creativecommons.org/licenses/by/3.0/. Retrieved on June 6, 2013

5 CONCLUSION

This deliverable presents the work carried out to implement the Project's website.

It has to be noted that the current release of the deliverable presents the first stage in the development of the website. The website will be constantly and timely updated along the whole project's lifetime and its structure may change to take into account new requirements.

For the duration of the project's lifetime, the editorial team will continue to:

- constantly update the content of the website

- publish news, events, downloads and call for papers in a timely fashion

- make public project deliverables and other public documentation available for download from the home page of the website

- make all the project repository available to the partners in the Reserved area.

6 ANNEX 1: WEBSITE PAGES

6.1 LIST OF THE WEB-PAGES IN THE PRESENT DOCUMENT

MAIN MENU

Home
Project
Partners
Research fields
Activities
Outcomes
Network
Contacts

SUB-MENU PROJECT

Project overview
Management
Dissemination

SUB-MENU PARTNERS

Coventry University (UK)
City of Rostock (DE)
RMV Leiden (DE)
Waag (NL)
Exeter University (UK)
Promoter Srl (IT)
I2Cat (ES)
SDU (DK)
SPK (DE)
KYGM (TR)

SUB-MENU RESEARCH FIELDS

WP2, ESTABLISHING THE CONCEPTUAL FRAMEWORK
WP3, UNDERSTANDING THE CONTEXT OF CHANGE FOR TANGIBLE AND INTANGIBLE CH
WP4, ROLE OF CH IN EUROPEAN SOCIAL DEVELOPMENT
WP5, IMPACT OF CH ON EU ECONOMIC DEVELOPMENT
WP6, CASE STUDIES
WP7, STRATEGIES, POLICIES AND ROAD-MAPPING

6.2 CONTENTS OF THE WEBPAGES

6.2.1 HOME

RENEWAL INNOVATION AND CHANGE: HERITAGE AND EUROPEAN SOCIETY
The RICHES project is about change. For many in 21st century Europe, Cultural Heritage (CH) is more about what it is than who we are: though enormously rich, this treasure is often locked away, or crumbling, or in a foreign language, or about a past which to many people - young , old, newcomers to Europe and settled inhabitants - seems of little relevance. But this is changing.

6.2.2 PROJECT

6.2.3 Project overview

RECALIBRATING RELATIONSHIPS:
bringing cultural heritage and people together in a changing Europe and finding new ways of engaging with heritage in a digital world.
As digital technologies permeate all of society, compelling us to rethink how we do everything, we ask questions:
How can CH institutions renew and remake themselves?
How should an increasingly diverse society use our CH?
How may the move from analogue to digital represent a shift from traditional hierarchies of CH to more fluid, decentred practices?
How, then, can the EU citizen, alone or as part of a community, play a vital co-creative role?
What are the limitations of new technologies in representing and promoting CH?
How can CH become closer to its audiences of innovators, skilled makers, curators, artists, economic actors?
How can CH be a force in the new EU economy?
RICHES researches answers to these questions by drawing together 10 partners from 6 EU countries and Turkey, experts from cultural institutions, public and national administrations, SMEs, the humanities and social sciences.
Its interdisciplinary team researches the context of change in which European CH is transmitted, its implications for future CH practices and the frameworks (cultural, legal, financial, educational, technical) to be put in place for the benefit of all audiences and communities in the digital age.
RICHES employs traditional and innovative research methods and tools:
Case studies
Focus on:
- copyright/IPR,
- commoditisation of CH,
- performance-based CH;
Evidence-based reports, recommendations and guidelines
Produced for use by policy-makers, national agencies and CH practitioners.
A **rich dissemination programme** will ensure that the project has maximum outreach and impact.
RICHES HAS THE FOLLOWING GOALS
▶to develop and establish the conceptual framework of the research, defining terms, setting up networks and developing new understandings of CH-related copyright and IPR in the digital age;

▶to investigate the context of change, to study the forces that apply to CH in this context, to design the scenarios in which CH is preserved, made and performed and to foresee the methods of digital transmission of CH across audiences and generations;

▶to identify the directions to be taken to maximise the impact of CH on social and community development within the identified context of changes, including IPR and economics research;

▶to devise instruments and to elaborate methodologies for knowledge transfer, developing innovative skills, creating new jobs and exploiting the potential of CH in order to foster the economic growth of Europe;

▶to tell stories related to Mediated and Unmediated CH, in which the results of the research are given practical application, illustrated and validated with end-users, through concrete case studies;

▶to produce evidence-based policy recommendations, foresight studies, toolkits for building awareness platforms, best practice guidelines for establishing cooperation initiatives.

6.2.4 Management

RICHES is managed by its Consortium, which is the sum of all the partners involved in the execution of the project.

The Consortium is the body responsible for carrying out the project as defined in the contract with the European Commission. It is led by the coordinating beneficiary, Coventry University, which is represented by the Project Manager.

The project management aims to:

▶ensure effective planning, implementation, coordination and achievement of the project activities, including timely production of deliverables and successful completion of the tasks;

▶provide project structure and support to assist decision-making, internal and external communications, encourage greater accountability and control, minimise risk, identify, address and exploit project related opportunities.

Its main tasks are:

▶project monitoring;

▶quality management;

▶communication among the partners;

▶meetings organisation;

▶reporting to the EC.

The project management requirements are supported by the Communication Manager, Promoter Srl, who will spread awareness of the activities and outcomes of the project, in order to maximise its impact.

The Communication Manager's main tasks are:

▶web presence: publishing the RICHES web-site;

▶dissemination plan: giving the dissemination activities a clear baseline against which to measure progress and help to ensure that these activities are focused and effective. The dissemination plan will be periodically updated on the basis of the project progress;

▶production of dissemination material (brochures, flyers, factsheets, posters etc.);

▶workshops and conferences: organisation of 2 International conferences (one in Pisa, Italy, and one in Coventry, UK), 3 workshops (Barcelona, Ankara, Berlin), 3 co-creation sessions (the Netherlands), 2 policy seminars (Rostock, Brussels);

▶networking and concertation: enlarging the RICHES network by establishing and maintaining contacts with experts and researchers of the relevant fields, coming from outside the project partnership; seeking synergies and cooperation with other projects.

CONTACT PEOPLE

▶Neil Forbes (Coventry University), Project Coordinator, n.forbes@coventry.ac.uk

▶Tim Hammerton (Coventry University), Project Manager,thammerton@cad.coventry.ac.uk

▶Antonella Fresa (Promoter Srl), Communication Manager, fresa@promoter.it

▶Claudia Pierotti (Promoter Srl), Project Assistant, pierotti@promoter.it

6.2.5 Dissemination

The dissemination work is dedicated to spreading awareness of the activities and outcomes of the project, in order to maximise the impact of the project's work through a programme of public events, publications and engagement with the key target audiences.

RICHES audiences are:

- Cultural ministries of member states within and beyond the project partnership;
- Regional, national and states authorities;
- Public administrations;
- European Institutions;
- Cultural Heritage organisations;
- Arts, Humanities and Social Sciences experts and researchers;
- SMEs working in the digital cultural economy;
- Industrial associations and organisations dealing with creative industries;
- General public and citizen-scientists.

Dissemination main tasks are:

▶ publishing the project web-site, to ensure a RICHES web presence;

▶ producing a periodically updated dissemination plan, in order to give the dissemination activities a clear baseline;

▶ producing dissemination material (brochures, flyers, factsheets, posters etc.);

▶ organising workshops and conferences:

- 2 International conferences (one in Pisa, Italy, and one in Coventry, UK),
- 3 workshops (Barcelona, Ankara, Berlin),
- 3 co-creation sessions (the Netherlands),
- 2 policy seminars (Rostock, Brussels).

Networking and concertation activities will enlarge the RICHES network by establishing and retaining contacts with experts and researchers of the relevant fields, coming from outside the project partnership, and by seeking synergies and cooperation with other projects.

The main **dissemination tools and channels** are:

▶ evidence-based policy reports; focus groups/workshops and two public conferences (Pisa and Coventry);

▶ publication of a book, "Cultural Heritage and Digital Technologies: new approaches to value, promotion and benefits in a changing Europe";

▶ the project web-site; the social networks;

▶ Media and Press;

▶ collaboration with Net4Society (International Network of National Contact Points for Socio-economic Sciences and Humanities in FP7);

▶ collaboration with events and workshops organised by other institutions and projects;

▶ concertation meetings organised by EC.

A continuously updated showcase about RICHES is maintained in the virtual magazine digitalmeetsculture.net, which is media-partner of the project.

In this section we offer you a set of materials freely available for download:

General presentation

Factsheet

Flyer

Booklet

6.2.6 PARTNERS

THE RICHES PROJECT CONSORTIUM

The consortium membership has been carefully selected to achieve a truly interdisciplinary balance of scientific expertise and research excellence across a range of: academic social science and humanities disciplines; relevant professional knowledge, skills and practices; geographic location.

The 10 partners come from six European countries: Denmark, Germany, Italy, the Netherlands, Spain, theUK and one associate country, namely Turkey. These countries represent a wide range of organisations and offer a spectrum of different national policies and programmes for CH.

Alongside the need to balance national/regional dimensions, the range of necessary research disciplines has been seriously considered. Major established academic research institutions are engaged in the RICHES project from SSH and arts disciplines including: history, human geography, sociology, law, economics, digital archiving, crafts and design, dance and performance.

6.2.7 Coventry University (UK)

COVENTRY UNIVERSITY

Coventry University is a modern, forward-looking university whose roots can be traced back to 1843 to the Coventry College of Design. With both a proud tradition as a provider of high quality education and a focus on multidisciplinary applied research, the University has established an academic presence regionally, nationally and across the world.

Through its links with leading-edge businesses and organisations in a variety of industries, Coventry University's 24,000+ students enjoy access to placement opportunities which ensure that their employability prospects are enhanced by the time they graduate. Its students also benefit from state-of-the-art equipment and facilities in all academic disciplines from health, sport science and performing arts to industrial design, engineering and computing.

The institution has earned a strong reputation for enterprise and innovation, which sees it work with more SMEs each year than any other University and helped it to secure the Times Higher Education "Entrepreneurial University of the Year" award in 2011.

In recent years Coventry has seen a dramatic improvement in its positions in every major university league table and student satisfaction levels have risen significantly to cement the institution's position as one of the leading modern universities in the country. The University consistently scores well in the teaching quality category, with over 92% of students surveyed in 2013 agreeing that tutors and lecturers are "enthusiastic about what they are teaching" and are "good at explaining things".

The University is recognised internationally for its expertise in serious games and disaster management and for the world-leading calibre of its engineering and design graduates, particularly in the automotive field.

It was chosen to host three national Centres of Excellence in Teaching and Learning, which has enabled it to invest substantial sums of money to improve still further the quality of education in health, design and mathematics. The city centre campus itself is continually developing and evolving and a recent £100 million-plus investment in a new student centre and engineering and computing building is playing a key role in modernising the entire learning experience.

Web-site: www.coventry.ac.uk

ROLE IN THE PROJECT

Coventry University has embraced the potential of digital technologies to enhance users' experience of CH. Digital Media offer the potential to challenge the "democratic deficit" that may exist between the producers/curators (museums, archives, heritage and planning professionals) and consumers/users of cultural heritage and to explore ways of breaking down distinctions between the "making" and "using" of heritage. They have interest in the mapping of cultural networks, in heritage landscapes both physical and conceptual and in the social changes which inform them, in the management of archival content and in the application of digital technologies to heritage, education and tourism contexts.

CONTACTS

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6.2.8 City of Rostock (DE)

HANSESTADT ROSTOCK

The City of Rostock is the municipality's administrative body. With more than 200.000 inhabitants, Rostock is the largest city in the State of Mecklenburg-Vorpommern. It has extensive previous experience, as well as currently running activities, in EU projects, e. g. in the fields of urban planning, infrastructure and environment. This project will involve the Department of Culture and Monument Preservation Rostock and the Museum of Cultural History Rostock. The Department of Culture and Monument Preservation has gained experience as a partner in EU projects with a focus on Cultural Heritage, Re-Use and Marketing. Through its work as a Monument Protection authority, the department is involved in many maintenance, transformation and renewal processes related to cultural monuments. Ahead of the 800th anniversary of the City of Rostock, a listed historical building will be restored and, among other activities, new urban history exhibitions will be shown.

Web site: www.rostock.de

ROLE IN THE PROJECT

The City of Rostock wants to interlink its work on running projects such as the work on the new urban history exhibition and other projects oriented to the city anniversary in 2018, with the RICHES project work. Here, Rostock's team can clearly refer to experience with the conception and implementation of exhibitions. There is an enormous interest in new visualization and archiving opportunities. Rostock's second focus is on the management of consultation and inclusion processes on the future of cultural monuments, (transformed) utilization opportunities and cultural branding processes.

CONTACT PEOPLE

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6.2.9 RMV Leiden (NL)

STICHTING RIJKSMUSEUM VOOR VOLKENKUNDE

Rijksmuseum Volkenkunde (National Museum of Ethnography – NME) is a world-renowned museum which centres on collection-based research, conservation, exhibitions and events. Since its founding over 175 years ago, museum staff have been active in knowledge creation and ethnographic collecting. This continues today, with museum curators and researchers making their work available through exhibitions, educational products, publications and social media. Rijksmuseum believe in generously sharing heritage and co-creating knowledge. Fundamental questions on decolonization, ethics, language and collection histories underlie its practice. It provides maximum collections' access to its stakeholders through online and physical access and upholds an active fieldwork and collecting programme.

Its collections materialize stories on historical processes of encounter, continuity and change, colonialism and on contemporary societal issues such as migration, tourism, heritage and identity. The museum promotes collection-focused research, taking as a starting point its extensive holdings of 240.000 objects of material culture and over half a million related items such as photographs, archives, manuscripts,

sound recordings and films. It facilitates numerous international cooperation projects that are carried out in collaboration with stakeholder communities, in particular indigenous peoples and academic and institutional partners. An International Internship and Research Associates programme and the Steven Engelsman Grant contribute to collaborative research on the collections.

The museum holds a large and actively maintained research library in the fields of ethnography, art, material culture, cultural heritage and museum studies. On-demand consultancy is part of its activities for a variety of third parties including collectors, schools and the press, as well as government bodies such as customs and heritage inspection.

In short, Rijksmuseum is dynamic, operating in an international network which, by creating and stimulating encounters related to world-renowned collections, seeks to inspire a large public and to encourage visitors to look with an open mind at the world, the people who live in it and their cultures.

Web site: www.volkenkunde.nl

ROLE IN THE PROJECT

NME aims to share the heritage it was entrusted to keep and the knowledge it generates about that heritage with as wide an audience as possible. In 2012 the NME celebrated its 175th anniversary and it aims for the museum to be better equipped than ever to face the ever more globalized and networked decades before us. NME tend to be front-runners in developing cooperative ways of operating with both national and international stakeholders and enjoy making use of digital and social media for such purposes. Projects such as the Virtual Collections of Masterpieces (VCM) developed within the framework of ASEMUS, and Roots2Share exemplify its involvement in these kinds of projects. Within RICHES, the NME is a co-organiser of the project. In this regard, the museum will take part in all the scientific activities, as well as in the preparation and execution of the co-creation sessions with stakeholder communities. It will also contribute to the organisation of the educational and awareness-raising activities/events foreseen in this project.

CONTACT PEOPLE

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6.2.10 WAAG (NL)

STICHTING WAAG SOCIETY

Waag Society has one of the oldest and largest independent Media Labs in Europe and is linked, both locally, nationally and internationally, to a large network of people and organisations in the scientific, creative and artistic communities. Founded in 1994, Waag Society has its roots in the Digital City (1994): the first online Internet community in the Netherlands, which aimed to make the Internet available for the public. Waag Society follows the method of Creative Research, which is experimental, interdisciplinary research. End-users have a central position and a large influence on the final result; in close co-operation with end-users Waag develops technology that enables people to express themselves, connect, reflect and share. Next to this, the institute hosts events in its historic location De Waag, in the medieval centre of Amsterdam, and plays an important role in debates on technology and related issues like trust, privacy and intellectual property rights. Its projects have won numerous prizes for their visionary perception of the technological needs in society.

Waag Society has extensive experience with both cultural heritage projects and institutions. Recently, Waag Society developed the MuseumApp, in cooperation with Amsterdam Museum and 7scenes. The Museum App is a GPS-based, location-aware heritage platform, in which museums can create their own multimedia city tours and location-based games: connecting history and current events to locations in the city in an interactive and fun way, allowing the users to be the curator of their own experience.

Web-site: www.waag.org

ROLE IN THE PROJECT

Waag Society's role in the project focuses on "living heritage". The first goal is to gain thorough understanding on the relationship between "living" or contemporary media in relation to what is formally considered cultural heritage. This results in a new bottom-up perspective on contemporary heritage and illustrations of contemporary non-museum objects, videos and stories that are relevant to bi-cultural young people and ethnological museums. Secondly, as a result of 3 co-creation sessions, Waag Society defines novel directions (good practices and scenario's) for museums in relation to cohesion (WP4). Finally, Waag Society develops an online publication (toolkit) for a co-creation method for living heritage strategies. The toolkit provides museums with very practical (hands-on) ways of participation, dialogue and interaction with new audiences via digital channels.

CONTACT PEOPLE

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6.2.11 Exeter University (UK)

THE UNIVERSITY OF EXETER

Exeter is a top UK university which combines world leading research with very high levels of student satisfaction. It is one of the UK's most popular and successful universities with campuses in Exeter, Devon, and near Falmouth in Cornwall. The University also has Project Offices in Shanghai, Beijing and Bangalore. Students and staff enjoy some of the finest campus environments in the UK. The South West counties of Devon and Cornwall boast an unrivalled mix of city life, countryside and coastline. Exeter is a member of the Russell Group, which represents 24 leading UK universities committed to maintaining the very best research, an outstanding teaching and learning experience and unrivalled links with business and the public sector. Russell Group universities play a major role in the intellectual, cultural and economic life of the UK and have an international reputation for the high quality of their research and teaching. In an increasingly global higher education market, they attract the very best academics and students from around the world, as well as investment from multinational, research intensive businesses. Exeter is ranked 10th out of more than 100 UK universities in the Times league table. It was the 2007/08 Times Higher Education University of the Year. The Sunday Times rates Exeter in 7th place and in 2012 named Exeter "Sunday Times University of the Year 2012/13". Exeter is one of the top 200 universities in the world according to the Times Higher Education's World University Rankings.

The University has significant experience of participating in and managing international research projects, and currently participates in around 100 Framework Programme 7 projects. The portfolio includes the coordination of 8 FP7 Collaborative research projects, hosting 14 Marie Curie fellowships (IEF, IIF, IOF), 4 IRG/CIGs, participating in 10 Marie Curie Initial Training Networks (one of which Exeter coordinates) and 7 IRSES programmes (four of which Exeter co-ordinates) and hosting 12 ERC grants. Thus there is considerable experience and expertise available for the participation in, management and delivery of Framework Programme projects at the scientific, administrative and financial levels.

Web-site: www.exeter.ac.uk

ROLE IN THE PROJECT

The College of Humanities, within the University of Exeter, carries out excellent research and teaching across a number of related disciplines. Its areas of expertise include Archaeology, Classics and Ancient History, Drama, English, Film Studies, History, Modern Languages, Theology and Religion and Visual Culture. The University's Humanities and Social Science (HASS) Strategy builds on Exeter's research excellence to combine six interdisciplinary themes, all priority research areas where Exeter can demonstrate world-leading excellence. These include Medical humanities; Science, technology and culture; Environment and sustainability; Global uncertainties; Societal and lifestyle shifts; Identities and beliefs. The University also has an Arts and Culture Strategy which celebrates the University's outstanding contributions to arts and culture in Devon and Cornwall.

Charlotte Waelde, the lead EXEUNI researcher in RICHES, has a specific expertise in digital copyright and an interest in developing further work and new understandings of the role of copyright within the European digital CH arena.

CONTACT PEOPLE

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6.2.12 Promoter Srl

PROMOTER SRL

Promoter SRL is an SME based in Pisa; it was founded in 1996, bringing together competencies and experiences in the areas of information and communication technologies, multimedia innovation, business promotion and project management. Promoter has extensive experience in the management of EU projects, having been involved in many projects since the early 1990s. Currently, in the domain of digital cultural heritage, Promoter provides research services to CULTURA project (FP7 – ICT) and beyond RICHES, it is partner of the following projects: EUROPEANA PHOTOGRAPHY (CIP Pilot B 2012-2014), DCH-RP (FP7-Capacities e-Infrastructures), EAGLE (CIP BPN).

Software development, system design, technology transfer, academy/industry collaboration, business architecture, consultancy and project management represent the main expertise of the company. Promoter operates in several fields, including technical development of ICT platforms and web-design, multimedia production, electronic and web publishing, corporate consulting, dedicated online services for the promotion of culture and tourism. Prestigious Culture and Research Institutes as well as private enterprises in Europe and worldwide have engaged Promoter as technical coordinator and consultant to assist their projects to improve innovation.

In 2011, Promoter launched digitalmeetsculture.net, platform which addresses both professionals and the general public: people working in the arts and cultural heritage sectors, who are interested in the digitisation process and technologies (e.g. museum and library managers, and technology experts), people interested in the creative uses of the digital arts (e.g. artists, photographers, performers, art critics, etc.), people belonging to the educational sector (e.g. teachers, students, vocational trainers) and also general users who want to be informed and up-to-date on these matters.

Digitalmeetsculture.net is an online magazine that provides information, resources and articles about the encounter of the digital technologies with the cultural heritage and the arts. The portal is growing very rapidly and it has already received more than 12,000 visitors per month. All the magazine's articles are bounced across a wide range of social networks. The platform also provides a useful tool for the dissemination of digital cultural heritage projects: by giving wide visibility to the projects' activities and achievements, by adding depth to their subjects through interviews and related articles and by offering a repository service for the projects' results.

Website: www.promoter.it

ROLE IN THE PROJECT

Communication Manager

CONTACT PEOPLE

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6.2.13 i2CAT (ES)

FUNDACIO PRIVADA I2CAT

The i2CAT Foundation, "Internet and Digital Innovation in Catalonia", is a research organization located in Barcelona (Spain), whose mission is to promote research and innovation in advanced Internet technology at a regional, national and international level. The i2CAT model is based on user-driven research and

collaboration between the public, the private sectors and the academic world. As far as the international dimension is concerned, i2CAT participates in European programmes through research networks such as GÉANT2 and technological platforms such as NEM (Networked and Electronic Media). In Spain, i2CAT is a leading institution in the area of media applications and services to the cultural sector, with projects like "Opera Oberta" with "Gran Teatre del Liceu de Barcelona" and the "Anella Cultural" (Cultural Ring), an advanced Internet infrastructure for cultural institutions. Since 2000 i2CAT is partner in this area with Internet2, Cinegrid, KAIST (Korea), RedIris and RNP in Brazil.

Web-site: www.i2cat.net

ROLE IN THE PROJECT

The i2CAT Foundation is organised into different sectoral Clusters, Areas and Units. The Audiovisual Unit (AU) works on different key research areas related to the technologies used in the Media, Culture, Education and Tourism industries, among others.

I2CAT is leading WP2, in which the conceptual framework of the project is established. Further, the AU will participate to RICHES supporting the case study on virtual performances and the case study of Empúries, which will analyse and evaluate how new technologies (Augmented Reality apps) improve the user experience and the understanding of an archaeological site, taking as reference the pilot AR app currently under development in Empúries.

CONTACT PEOPLE

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6.2.14 SDU (DK)

SYDDANSK UNIVERSITET

The University of Southern Denmark is a research and educational institution with deep regional roots and an international outlook. The university comprises five faculties – Humanities, Science, Engineering, Social Sciences and Health Sciences. Approximately 1,200 researchers are employed and approximately 18,000 students are enrolled. SDU is the youngest Danish research university, where research, teaching, communication and transfer of knowledge are grouped into five academic faculties: the Faculty of Humanities, Natural Science, Social Science, Health Science and Engineering.

The Department of Business and Economics, part of the Social Science faculty, has chosen a number of strategic research areas. These include: economic history, health economics, game theory, financing and accounting. In these fields, the department has been particularly successful in attracting internationally acknowledged researchers and has established valuable international partnerships. This department is involved in the RICHES project through Karol Jan Borowiecki and his research partners. At the department there is a strong tradition of high-quality research and teaching within the fields of economics and business. This is demonstrated through numerous publications in leading international journals, as well as through the education of highly valued candidates at the Bachelor, Master and PhD levels. The research covers both theoretical and empirical subjects, but the use of economic theory and quantitative methods are prevalent throughout all research activities. Approximately 70 people from 15 different countries currently work at the department, plus a number of external teachers.

Web-site: www.sdu.dk

ROLE IN THE PROJECT

SDU brings to the RICHES project the required skills and experience in conducting high quality applied research based on large databases. This is conducted in accordance with economic theory and by the employment of quantitative methodology, such as mathematics, statistics, econometrics and computer science. At SDU, access to the latest quantitative data analysis software is available, as well as access to various data sets containing records related to cultural heritage and measures of the extent and role of digital technologies. SDU has also the necessary knowledge on European fiscal issues related to cultural heritage as well as public and private support to the arts sector and cultural industries. Influential

research on European taxation issues, albeit not related to culture, has been conducted by researchers affiliated with SDU.

CONTACT PEOPLE

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6.2.15 SPK (DE)

STIFTUNG PREUSSISCHER KULTURBESITZ

The Stiftung Preussischer Kulturbesitz (Prussian Cultural Heritage Foundation) is an internationally renowned cultural institution and an important player in the humanities and the social sciences. The Foundation's name reflects the cultural heritage entrusted to it. It was founded in 1957 to preserve the collections of the Prussian state, which was dissolved after the war, as heritage for all of Germany. Since that time, the Prussian cultural heritage has evolved a far-reaching appeal that is felt well beyond Germany's borders.

The Foundation includes museums, libraries, archives, and research institutes. Its collections have a universal character. They document the evolution of human culture from its beginnings to the present in Europe and on other continents. They began in Brandenburg and Prussia and have grown encyclopaedically. Today the Foundation is contributing crucially to the redesign of Berlin's historical center.

Five institutions are united under the Foundation's roof: the Staatliche Museen zu Berlin (National Museums in Berlin), the Staatsbibliothek zu Berlin (Berlin State Library), the Geheimes Staatsarchiv Preussischer Kulturbesitz (Secret State Archives Prussian Cultural Heritage Foundation), the Ibero-Amerikanisches Institut (Ibero-American Institute) and the Staatliches Institut für Musikforschung (State Institute for Music Research). All aspects of cultural tradition are represented within the Foundation. Moreover, all its institutions conduct independent research. They take part in numerous national and international networks, cooperation and projects.

The Institut für Museumsforschung (Institute for Museum Research) is attached to the Staatliche Museen zu Berlin. It is the partner in the RICHES project. The Institute was founded in 1979 as Institut für Museumskunde (Institute of Museology) and renamed in 2006. It provides services to museums throughout Germany as well as the Staatliche Museen zu Berlin in the areas of research, practical dissemination of knowledge and documentation. It supplements the activities of the regional museum associations as well as the advisory and public bodies in each of the German states.

The scope of the institute's work includes visitor research, support and consultancy for museums in digitisation, development of tools, long-term archiving, museum management, documentation, thesauri, new media and education. The Institute co-operates with national and international partners in many projects to achieve these goals.

Findings pertinent to the museums are published in three serial publications: "Berliner Schriften zur Museumsforschung", "Materialien aus dem Institut für Museumsforschung" and "Mitteilungen und Berichte aus dem Institut für Museumsforschung". The institute also publishes annual statistics on museums in Germany.

Web-site: Stiftung Preussischer Kulturbesitz, Institut für Museumsforschung

ROLE IN THE PROJECT

SPK will offer to RICHES its network of cultural institutions as source of information and knowledge for the research. SPK brings also in RICHES a long lasting and acknowledged expertise on digitisation and transmission of CH. In RICHES, SPK will lead WP6 where case studies are developed as the practical basis for the development of recommendations, reports and resources in WP7.

CONTACT PEOPLE

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▶**Stefan Rohde-Enslin** (Staff Member of the Institute for Museum Research and State Museums in Berlin, Responsible to support museums in questions of digitisation and long term preservation of digital data), s.rohde-enslin@smb.spk-berlin.de

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6.2.16 KYGM (TR)

TURKIYE CUMHURIYETI KULTUR VE TURIZM BAKANLIGI

The Turkish Ministry of Culture and Tourism is responsible for maintaining, developing, disseminating, promoting, evaluating and adopting cultural and historical assets, providing cooperation between private and governmental sectors. The organization of the Ministry has nine different departments including the General Directorate of Libraries and Publications which mainly works on library services for the public and also publishing major materials (www.kultur.gov.tr, www.kygm.gov.tr).

The General Directorate of Libraries and Publications' mission is to transfer cultural assets to future generations, widespread accessing of information, compile, preserve and serve cultural heritage to the society. The directorate serves as a senior management of all (1.117) the public libraries. With particular regard to European projects and digital cultural heritage, the Directorate participated in the INDICATE Project, with a special contribution to the case study on the use of the e-infrastructures for digital preservation of cultural heritage data; as part of the project, it hosted a workshop on digital preservation and the final conference in Ankara, with participants from all over Europe and the Mediterranean region.

Web-site: www.kultur.gov.tr

ROLE IN THE PROJECT

The Turkish Ministry of Culture and Tourism – General Directorate of Libraries and Publications is responsible for the libraries-related research of the RICHES Project which mainly focuses on cultural heritage within Europe. The main focus is on the sociological aspects of library usage, including libraries'users, their needs, digital world vs. libraries. The partner will also participate to the research on the use and re-use of built environments with the case study on the Hamamonu District in Ankara. For this, the Directorate will establish cooperation with the other concerned Directorates in the Ministry.

CONTACT PEOPLE

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6.2.17 RESEARCH FIELDS

INTRODUCTION TO THE PROJECT'S WORKPLAN

The RICHES Work plan has 8 work-packages (WPs), whereof 6 are research-focussed.

The project covers a period of 30 months.

The work plan involves iterative processes of research and review. Its strategy is to establish mechanisms that will ensure that wide-ranging multidisciplinary research remains closely harnessed to the project's main aims.

Project Management and Communication & Dissemination, respectively WP1 and WP8, run throughout the whole project period contributing to the management and outreach of the project.

WP2, WP3, WP4, WP5, WP6 and WP7 refer to the specific research areas of the project.

6.2.18 WP2, Establishing the conceptual framework

WP2, ESTABLISHING THE CONCEPTUAL FRAMEWORK. LED BY I2CAT.

As CH institutions are rethinking and remarking themselves, shifting from traditional to renewed practices of CH representation and promotion using new technologies and digital facilities, new meanings associated with terms such as "preservation", "digital library", "Virtual Performance" emerge every day.

A variety of definitions of these CH-related concepts are shared and used interchangeably, making difficult the task of research and recognition.

In addition, the advent of digital technologies has brought new creative practices and transformed the traditional intellectual property related to CH in the digital era.

WP2 represents the foundation of RICHES research, with 3 basic objectives:

▶**Objective 1**: establishing a framework of basic definitions which will define the RICHES fields of research during the first 3 month of the project.

Definitions such as "preservation", "digital library", "Virtual Performance" will be defined jointly through to the partners' contributions.

The final result of this phase 1 will be presented and discussed at a first Workshop to be held in Barcelona on May 2014, where the project's agreement on a Taxonomy of Terms and Definitions will be established.

▶**Objective 2:** establishing and nurturing a sustainable Network of Common Interest consisting of experts and researchers in the relevant fields.

The Network, to be set up during this first phase of the project, will share experience, knowledge and promote standards and guidelines in order to enrich debate throughout RICHES project and its groups, continuing the task after the project finishes.

▶**Objective 3:** developing a framework of understanding of copyright and Intellectual Property Rights laws as they relate to CH practice in the digital age.

As the processes of creation of CH are becoming more and more collaborative, existing copyright laws developed in the analogue era are causing challenges in the era of the digital.

This task will explore and identify new practices in CH creation and consumption, research and develop new visions for copyright and Intellectual Property issues and elaborate new exploitation strategies.

CONTACTS FOR WP2

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TASK 2.1, CH PROJECT/RICHES DEFINITIONS

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TASK 2.2, NETWORK OF COMMON INTEREST

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TASK 2.3, THE MOVE FROM ANALOGUE TO DIGITAL AND NEW FORMS OF IP

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6.2.19 WP3, Understanding the context of change for tangible and intangible CH

WP3, UNDERSTANDING THE CONTEXT OF CHANGE FOR TANGIBLE AND INTANGIBLE CH. LED BY CITY OF ROSTOCK.

This research area aims to study the changes taking place in the management and transmission of CH, largely a consequence of the advent of the digital, in five different areas:

▶CH held by cultural institutions

▶CH represented in living media

▶Performance-based CH

▶CH linked with physical place

▶CH as knowledge and skills

Its main tasks are:

▶**Task 1:** context of change in which CH is held, preserved, curated and accessed: this task will research how digital practices are transforming the traditional CH practices of cultural institutions;

▶**Task 2:** mediated and unmediated heritage: this task will gain further understanding of the relationship between "living" or contemporary media and what is formally considered CH;

▶**Task 3:** context of change in which performance-based CH is made: this task will focus on Dance and Performance and the transformation of movement and body-based performance practices;

▶**Task 4:** transformation of physical spaces, places and territories: this task will explore how the transformations of physical places are impacting on the relationship among administrators, citizens, civil society and the economic sector and more specifically how digital communications are supporting dialogue and exchanges;

▶**Task 5:** transferring traditional knowledge to new productive contexts: this task investigates the new contexts in which traditional hand-making skills and knowledge can be successfully transferred into advanced manufacturing sectors, in the key industries of fashion and product design, through the use of digital technologies.

CONTACTS FOR WP3

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TASK 3.1, CONTEXT OF CHANGE IN WHICH CH IS HELD, PRESERVED, CURATED AND ACCESSED

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TASK 3.2, MEDIATED AND UNMEDIATED HERITAGE

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▶Job Spierings, job@waag.org

TASK 3.3, CONTEXT OF CHANGE IN WHICH PERFORMANCE-BASED CH IS MADE

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TASK 3.4, TRANSFORMATION OF PHYSICAL SPACES, PLACES AND TERRITORIES

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TASK 3.5, TRANSFERRING TRADITIONAL KNOWLEDGE TO NEW PRODUCTIVE CONTEXTS

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6.2.20 WP4, Role of CH in European social development

WP4, ROLE OF CH IN EUROPEAN SOCIAL DEVELOPMENT. LED BY WAAG SOCIETY

This research area aims to:

▶research the role of digital CH in the development of a European identity based on diversity;

▶understand how CH engagement can be facilitated by digital communication and contribute to forging a sense of European belonging among people of diverse origins;

▶research how networks of people and organisations, enabled by digital communications, facilitate the transmission of CH within and across territories and communities;

▶propose, design and share methodologies for engaging younger generations in CH practice.

Its main tasks are:

▶**Task 1:** digital CH practices for identity and belonging.

The research in this task will explore the potential of digital interactions and its limits, when other means of exchange between citizens, young people, students, researchers and CH institutions may be necessary;

▶**Task 2:** co-creation and living heritage for social cohesion.

This task will explore what we can learn from and how we can capture and document living heritage, through co-creation methods, with a focus on media and museums.

A community of young people with an intercultural background will be involved in the research;

▶**Task 3:** structures for community and territorial cohesion.

This task will examine rural and urban places, the ways in which they may be connected by networks of multiple dimensions, the role of digital technologies in facilitating these connections and the benefits of this digital form of CH transmission.

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TASK 4.1, DIGITAL CH PRACTICES FOR IDENTITY AND BELONGING

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TASK 4.2, CO-CREATION AND LIVING HERITAGE FOR SOCIAL COHESION

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TASK 4.3, STRUCTURES FOR COMMUNITIES AND TERRITORIAL COHESION

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6.2.21WP5, Impact of CH on EU economic development

WP5, IMPACT OF CH ON EU ECONOMIC DEVELOPMENT. LED BY SDU.
This research area aims to:
▶investigate the potential of CH for economic development in Europe;
▶deliver insights based on study of examples of use conducted across various cultural institutions, assessment of the potential of the built environment as a CH resource, transnational study of fiscal issues related to CH and analyses of the innovation and experimentation in the digital economy;
▶pull together the emerging observations, develop standards and guidelines and seek harmonization of best practice.
Its main tasks are:
▶**Task 1:** skills and jobs.
This task will explore how old skills in new contexts can generate competitive advantage for the European creative industries;
▶**Task 2:** CH and places.
This task will study the place making, promotion and commodification of CH resources.
It includes the analysis of three actual cases of reshaping built environments:
- quarters of the Monastery of the Holy Cross in Rostock,
- the Hamamonou district in Ankara,
- the Empúries archaeological site in Spain;
▶**Task 3:** economics of culture and fiscal issues.
This task will provide 1) an economic analysis of the impact of taxation and public-private support on the production, distribution and consumption of CH; 2) an improved understanding of the geography of cultural activities and ways in which fiscal policy can become more efficient in the age of digitization;
▶**Task 4:** innovation and experimentation in the Digital Economy.
This task will keep a watching brief over publicly funded projects that seek to transform cultural artefacts and our understanding and experience of CH using new technologies.
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TASK 5.1, SKILLS AND JOBS

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TASK 5.2, CH AND PLACES

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TASK 5.3, ECONOMICS OF CULTURE AND FISCAL ISSUES

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TASK 5.4, INNOVATION AND EXPERIMENTATION IN THE DIGITAL ECONOMY

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6.2.22 WP6, Case studies

WP6, CASE STUDIES. LED BY SPK.

The general objective of WP 6 Case studies is to use the findings of WP4 (CH's role in social development) and WP5 (CH's role in contributing to the EU's economic growth) to explore in greater depth the status of digital heritage both for the case of CH mediated by memory institutions and for the case of non-mediated CH, such as the performing arts.

This area in particular aims to:

- investigate in depth existing applications in the domain of digital libraries and digital exhibitions;
- study the interaction of users with these applications;
- develop experimental virtual performance work;
- show the results of the research through an interactive application and a live presentation.

Its main tasks are:

- **Task 1:** digital libraries, collections, exhibitions and users.

This task will study the re-use of content aggregated in their digital libraries by cultural institutions and the creation of digital collections, with a particular focus on the users in terms of needs, expectations and requested skills;

- **Task 2:** virtual performances.

This task will investigate:

- how, using digital technologies, dance artists can create new artefacts;
- how to develop new skills;
- how cultural expressions of the past can be reinvigorated and renewed;
- how both artefacts and skills can be transmitted to society.

An additional focus will be on museums as places for education and learning.

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6.2.23 WP7, Strategies, policies and road-mapping

WP7, STRATEGIES, POLICIES AND ROAD-MAPPING. LED BY UNIVERSITY OF EXETER.

This research area aims to:

- provide evidence-based policy reports and recommendations;
- create a platform for sharing resources, focusing on methods and tools;
- offer a collection of guidelines and best practices about Public-Private-Partnerships and Public-Private-Initiatives.

Its main tasks are:

- **Task 1:** evidence-based policy reports and recommendations.

This task will develop a SWOT analysis, focusing mainly on opportunities.

The reports and recommendations will lay out the main themes, opportunities and problems for policy makers.

Particular attention will be given to the impact of digital technologies on a changing society, IPR in the digital age and the digital practices which can help CH to weather the economic crisis;

- **Task 2:** providing advice, recommendations and resources for living heritage.

This task will develop a toolkit of methods and strategies for living heritage, in order to preserve European CH and pass it on to future generations.

The developed resources will be targeted at CH practitioners, cultural institutions, public administrations, education and training organisations;

▶**Task 3:** Public-Private-Partnerships. Since the private sector is a vital partner both for the financing, the realisation and the direct management of the solutions identified in the RICHES research, this task will develop guidelines.

These guidelines will facilitate the analysis of risks related to this kind of financing and to support negotiations between the public authorities and the private sector.

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EVIDENCE-BASED POLICY REPORTS AND RECOMMENDATIONS

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PUBLIC-PRIVATE-PARTNERSHIPS

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6.2.24ACTIVITIES

OVERVIEW OF THE PROJECT'S ACTIVITIES

A wide program of activities is foreseen to take place during the 30 months of project duration.

There will be:

▶two international conferences, in Pisa and Coventry,

▶three thematic workshops in Barcelona, Ankara and Berlin

▶two Policy Seminars which will be informed by the project's Policy Briefings; one of these will take place in Rostock and one in Brussels.

These events will be targeted at the relevant research communities together with stakeholder representatives, such as for example practitioners from social, cultural and artistic sectors (museums, libraries, archives, other public institutions), as well as policy makers (at European, national, regional and local levels).

A wide range of views and of stakeholder participation will be encouraged through the creation of the Network of Common Interest, to be established by the partners and enlarged throughout the project lifetime.

This network will be the first arena for the exploitation of the project results; it will support the continuation of the research work; and it will be an important legacy of the RICHES project.

6.2.25OUTCOMES

INTRODUCTION TO THE PROJECT'S RESULTS

RICHES has a series of expected outcomes, which include:

▶**foresight studies**, to support the development of strategic agendas and joint programming in Europe;

▶**digital libraries and virtual performances**, focused on key aspects of digital curation, preservation, creation and dissemination of CH;

▶**policy papers**, to support the development of new policy for enhancing CH through digital technologies;

▶**a toolkit of recommendations, advice and resources** for use in the creation, management, dissemination and promotion of CH;

▶**deliverables**, that are reports about RICHES team's work, activities and results.

IMPACT

These outputs are expected to have a widespread impact on public/private sectors, organisations and individuals.

RICHES's impacts will be principally:

▶ **social** (digital technologies offer the potential to challenge the "democratic deficit" existing between producers/curators and consumers/users of CH, encouraging users to engage in their cultural heritage);

▶ **economic** (the models of skill and technology-transfer developed through the project will influence production methods and capabilities in the two identified sectors of fashion and product design, having wider applicability to many other sectors, such as heritage institutions, cultural tourism, cultural industries SMEs and the wider creative industries);

▶ **cultural** (digital technologies can stimulate innovative interactions with cultural audiences and users); educational (digital technologies can offer novel learning/teaching resources and opportunities);

▶ **technological** (RICHES will create the conditions for a truly user-driven technological research pull, in order to meet the real requirements of the CH sector).

6.2.26 NETWORK

RICHES Network, get involved!

In order to enhance the pan-European dimension of the RICHES project and given the highly-focused nature of the research project, the RICHES consortium wishes to enlarge its network.

We look for experts from:

▶ cultural institutions,

▶ public administrations,

▶ national and regional authorities,

▶ cultural and creative SMEs,

▶ humanities and social sciences research centers

▶ other projects.

Parties wishing to get involved in RICHES are warmly invited to contact and join us as Associate Partners.

The **Associate Partners** will share experience with us, promote standards and guidelines, give feedback on documents produced by the project, seek harmonisation of best practice and policy.

They will participate in questionnaires, surveys, workshops, conferences and act as a conduit for knowledge transfer from the project to policy makers, programme owners, cultural institutions, SSH research organisations, civil society and private stakeholders.

At the end of the project period all the partners, both Consortium Members and Associate Partners, will continue their cooperation within the **Network of Common Interest** established by the project.

Associate partners may participate in one of the following categories:

▶ Associate Institutions

▶ Associate Individuals

▶ Associate Project

These three typologies of affiliation are respectively regulated by the three kinds of agreement below:

▶ Cooperation Agreement for Institutions (download form)

▶ Cooperation Agreement for Individuals (download form)

▶ Memorandum of Understanding (download form)

6.2.27 CONTACTS

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TASK 2.3, THE MOVE FROM ANALOGUE TO DIGITAL AND NEW FORMS OF IP
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WP3, UNDERSTANDING THE CONTEXT OF CHANGE FOR TANGIBLE AND INTANGIBLE CH
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WP4, ROLE OF CH IN EUROPEAN SOCIAL DEVELOPMENT
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TASK 4.3, STRUCTURES FOR COMMUNITIES AND TERRITORIAL COHESION
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WP5, IMPACT OF CH ON EU ECONOMIC DEVELOPMENT
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TASK 5.2, CH AND PLACES
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TASK 5.3, ECONOMICS OF CULTURE AND FISCAL ISSUES
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TASK 5.4, INNOVATION AND EXPERIMENTATION IN THE DIGITAL ECONOMY
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WP6, CASE STUDIES
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EVIDENCE-BASED POLICY REPORTS AND RECOMMENDATIONS
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YOU CAN CONTACT RICHES PROJECT BY WRITING TO INFO@RICHES-PROJECT.EU

7 ANNEX 2: BLOG CONTENTS

In this section we quote only the project presentation contained in the blog, since other blog contents (news, events and calls for papers) are conceived to vary on the basis of news gathered by the editorial team every day.

7.1 PRESENTATION OF THE PROJECT

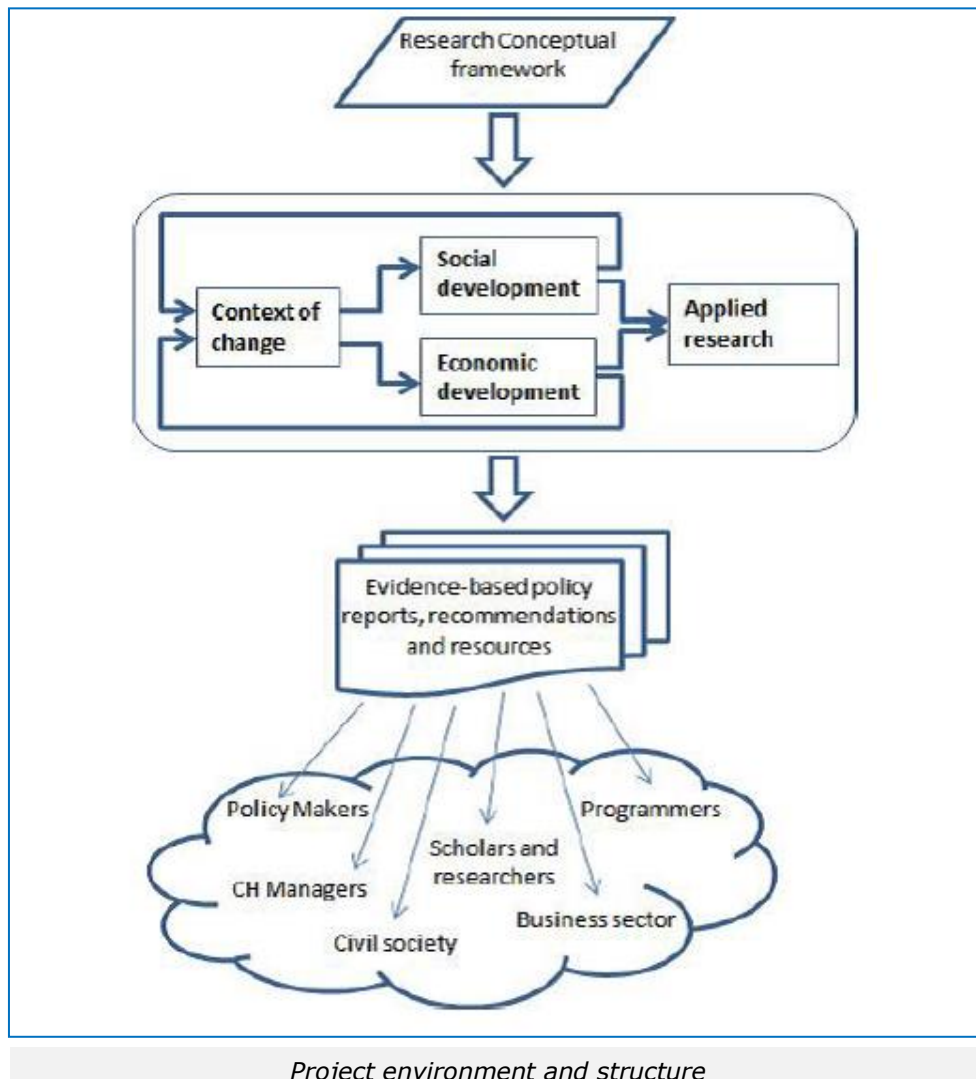RICHES - Renewal, Innovation & Change: Heritage and European Society

Summary
RICHES (Renewal, innovation & Change: Heritage and European Society) is a research project about change: about the decentring of culture and cultural heritage away from institutional structures towards the individual and about the questions which the advent of digital technologies is posing in relation to how we understand, collect and make available Europe's cultural heritage (CH).**Objectives**
Digital technologies now permeate all of society, compelling us to rethink how we do everything and to ask questions: how can CH institutions renew and remake themselves? How should an increasingly diverse society use our CH? How may the move from analogue to digital represent a shift from traditional hierarchies of CH to more fluid, decentred practices? How, then, can the EU citizen, alone or as part of a community, play a vital co-creative role? What are the limitations of new technologies in representing and promoting CH? How can CH become closer to its audiences of innovators, skilled makers, curators, artists, economic actors? How can CH be a force in the new EU economy?

Objectives
Though enormously rich, Europe's CH is often locked away. But this is changing. As digital technologies now permeate all of society, compelling us to rethink how we do everything, we ask questions: how can CH institutions renew and remake themselves? How should an increasingly diverse society use our CH? How may the move from analogue to digital represent a shift from traditional hierarchies of CH to more fluid, decentred practices? How, then, can the European citizen, alone or as part of a community, play a vital co-creative role? What are the limitations of new technologies in representing and promoting CH? How can CH become closer to its audiences of innovators, skilled makers, curators, artists, economic actors? How can CH be a force in the new European economy?

Project environment and structure

RICHES will research answers to these questions through the work of the ten partners from six European countries and Turkey, aiming at the following goals:

• to develop and establish the conceptual framework of the research, defining terms, setting up networks and developing new understandings of CH-related copyright and IPR in the digital age;

• to investigate the context of change, to study the forces that apply to CH in this context, to design the scenarios in which CH is preserved, made and performed and to foresee the methods of digital transmission of CH across audiences and generations;

• to identify the directions to be taken to maximise the impact of CH on social and community development within the identified context of changes, including IPR and economics research;

• to devise instruments and to elaborate methodologies for knowledge transfer, developing innovative skills, creating new jobs and exploiting the potential of CH through digital technologies in order to foster the economic growth of Europe;

• to tell stories related to Mediated and Unmediated CH, in which the results of the research are given practical application, illustrated and validated with end-users, through concrete case studies;

• to produce evidence-based policy recommendations, foresight studies, toolkits for building awareness platforms, best practice guidelines for establishing cooperation initiatives.

Partners

Coventry University – COVUNI, United Kingdom (Coordinator)

Hansestadt Rostock – ROSTOCK, Germany

Stichting Rijksmuseum voor Volkenkunde – RMV Leiden, The Netherlands
Stichting WAAG Society – WAAG, The Netherlands
The University of Exeter – UNEXE, United Kingdom
Promoter Srl – PROMOTER, Italy
Fundacio' I2CAT – I2CAT, Spain
Syddansk Universitet – SDU, Denmark
Stiftung Preussischer Kulturbesitz – SPK, Germany
Turkiye Cumhuriyeti Kultur ve Turizm Bakanligi – KYGM, Turkey

The project website is online at www.riches-project.eu.