RE-designing Access to Cultural Heritage
for a wider participation in preservation, (re-)use and management of European Culture

Deliverable number	D2.1
Title	Project website, internal communication tools, dissemination plan and promotional material

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Context:

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1.0	11/06/2018	Tim Hammerton, COVUNI	Project Manager

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EXECUTIVE SUMMARY

This deliverable complies with the REACH Description of Action (DoA) and the activity outlined in Work Package 2 - *Communication and Dissemination*. It particularly satisfies specifications outlined in the following tasks:

- **T2.1 - *Online portal***

- **T2.2 - *Communication and dissemination plan***

- **T2.3 - *Dissemination material.***

This deliverable illustrates the main components of the online communication of the REACH Social Platform, which are the:

- website, its public sections, technical infrastructure and the future Open Heritage service

- blog that is constantly updated with information about events, calls for papers, downloadable documents and other news

- social media channels

- reserved area that is accessible only to the partners and contains all the project documentation.

This document also provides an overview of the strategy, including activities and materials that the REACH project intends to use over the lifetime of the project to increase its impact. The scope of the communication and dissemination of REACH is to make the project and its results visible to as wide an audience as possible, while focusing on those target users for which the project is most relevant: public funding bodies, cultural content owners, publishers, creative industries, e-Infrastructure providers and end users (researchers, educators, students, practitioners and citizens in general).

Finally, it provides an overview of the promotional materials that have been designed and created during the first few months of the project and which will be used for the networking and dissemination of REACH during the next period. All future printed materials for REACH will be based on the designs and templates described herein.

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1   INTRODUCTION

This deliverable describes the general plan for the dissemination and communication of the project to its audiences; it includes a report of the dissemination activities that have been put in place during the first six months of the project and outlines the activity planned for the next period. It acts as a guide for both the REACH partners and for external parties interested to know how to get in touch and with the REACH project and how to disseminate it.

In particular, it describes:

- the objectives the project intends to reach through its dissemination activities

- the layout and structure of the website

- an introduction to the open heritage platform

- the dissemination materials

- the social media channels

- some initial statistics about the results of the online dissemination.

1.1 BACKGROUND

The EU Council Conclusions on cultural heritage as a strategic resource for a sustainable Europe and on participatory governance of cultural heritage (May and November 2014) indicated that cultural heritage (CH) represents a key "resource for a sustainable Europe" pointing out that "participatory governance of cultural heritage offers opportunities to foster democratic participation, sustainability and social cohesion and to face the social, political and demographic challenges". These considerations are at the basis of the specific challenge addressed by the Horizon 2020 call to which REACH responded and where it has been accepted to receive the EU grant.

REACH is a Coordination and Support Action and its scope is to set up a sustainable Social Platform about participatory approaches in culture and social innovation.

Dissemination and communication is an important element within any EU project, but because of the nature of the REACH project, it is even more important.

For this reason, the present deliverable has a central role in the implementation of the project and it represents the point of aggregation of all the outputs produced by the other work packages.

Dissemination and communication in REACH will be achieved through a balanced integration of various instruments, ranging from physical encounters (local meetings, international conferences and thematic workshops), to the online presence (websites and social channels), complemented by more traditional means such as brochures, posters, articles and papers.

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1.2 ROLE OF THIS DELIVERABLE IN THE PROJECT

This Deliverable has been developed in the framework of activities planned in Tasks 2.1, 2.2 and 2.3 under the responsibility of Promoter, leader of Work Package (WP) 2 - *Dissemination and communication*. It has been written in parallel with deliverable D2.2 – *Terms of reference for community building and stakeholder consultation* - and also references to D1.1 - *Quality Plan*.

The complete results of the dissemination activities, including an improved description of the website and of the dissemination materials, will be delivered as part of D2.3 - *Final report on dissemination activities and sustainability strategy* - which is due at the end of the project.

As indicated in the DoA: "This deliverable corresponds to the online publication of the online portal". The REACH portal is the website that provides the first access point to all the information related to the project. This is the website corresponding to the URL **reach-culture.eu**. Then, reach-culture.eu provides links to the following complementary online spaces:

- The REACH blog

- The REACH reserved area

- The REACH Open Heritage online platform (**open-heritage.eu**).

This deliverable provides the description of all these components, with a presentation of their respective states of implementation.

The present deliverable details also the communication and the dissemination plan to divulgate the results of the project. As indicated in the DoA: "It describes the dissemination materials, together with a precise plan detailing how, when, by whom, and to whom this material will be distributed. The deliverable is updated periodically, as long as new material and news services are made available and the updates are included in the periodic official reporting to EC."

1.3 STRUCTURE OF THE DOCUMENT

The current document is composed of 12 main chapters, an Executive Summary and an Annex. Chapter 1 is the executive summary.

Chapter 2 introduces the role of this document and its structure.

Chapter 3 illustrates the objectives and the main characteristics of the project's communication and dissemination work, summarises the target audience to be reached and describes how the effectiveness of dissemination activities will be continuously monitored and evaluated.

Chapter 4 analyses the variety of dissemination methods and channels adopted, with the goal of disseminating outcomes and results.

Chapter 5 describes the REACH logo, branding and visual identity.

Chapter 6 offers a detailed overview of REACH's project website (reach-culture.eu) layout and structure, the public and reserved areas, and the blog. It also describes the technical infrastructure, the tools and the additional services that are embedded in the website, e.g. web feeds, analysis tools, etc.

Chapter 7 provides an introduction to the REACH online social platform (open-heritage.eu)

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Chapter 8 provides and overview of the results achieved by month 6, in terms of communication and dissemination.

Chapter 9 describes the workflow of the editorial team, the content management and the updating process.

Chapter 10 provides an overview of the dissemination materials that have been produced during the first 6 months to promote the project and to spread its results widely.

Chapter 11 presents the tools for the internal communication, among the project's partners.

Chapter 12 concludes the document with an overview of the work to be carried out during the next months.

The Annex provides a set of tables that schematically summarise the plan of activities for the next periods, and the list of products used and to be developed later by the project to disseminate and communicate its results.

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2   DISSEMINATION OBJECTIVES AND TARGETS

2.1 OBJECTIVES

The communication and dissemination activities aim to increase the impact of the project by making it visible to as wide an audience as possible, while focusing on those target users for which the project is most relevant.

The main objectives of the communication, dissemination and outreach activities planned in REACH are to:

- raise awareness of the activities and outcomes of the project to the widest possible audience

- distil the results of the project and present them in a useful, easy to understand format for the REACH target audiences, using a variety of techniques and media as appropriate for delivery of the content

- maximise the impact of the project's work through a programme of public events and publications

- coordinate the participation of the partners in external events in order to promote the REACH project

- report and regularly publish news about the dissemination events organised by the project

- liaise with other work packages and contribute to the common objective of creating a network of common interest via the dissemination and communication actions.

Through the dissemination plan illustrated in this chapter, WP2 intends to facilitate the achievement of the above-mentioned purposes.

2.2 TARGET AUDIENCES

As described in Section 2.2.1 of the DoA, the REACH Social Platform aims to target a very wide range of audiences, composed by individual experts, public and private organisation, research centres, and their respective projects that are focused on participatory approaches.

The following figure represents the complexity of the REACH target audiences.
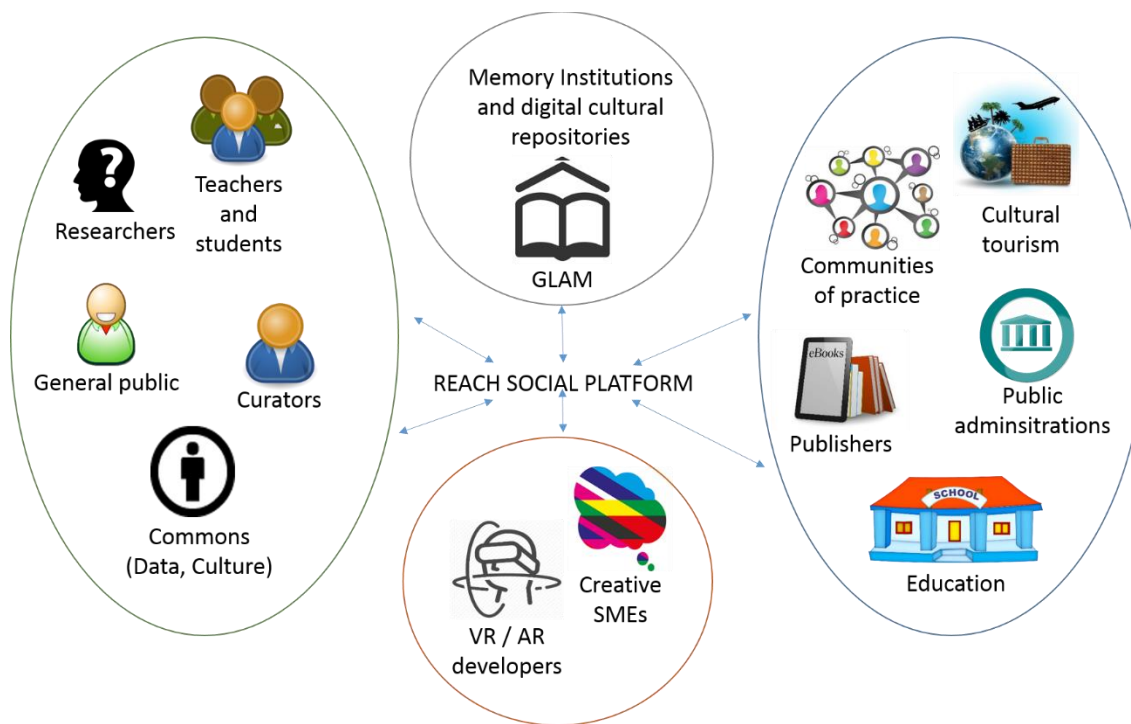

Figure 1 – REACH target audiences

2.3 METHODOLOGY

As indicated in the DoA: "REACH targets the **whole value-chain of the CH sector**: public and private funding bodies and programme owners, infrastructures and technology providers, cultural content owners and memory institutions, business enterprises, artists, researchers, education sector, practitioners and amateurs. Representatives of these interest groups are involved in communication and dissemination activities and invited to participate in the REACH network."

In order to communicate with its target audiences, REACH uses a range of complementary dissemination mechanisms. They include the following:

- **web presence,** including the project website reach-culture.eu (available online) and the open-heritage.eu online platform (under development). Furthermore, a REACH channel was opened for the dissemination on the most widely-used **social networks**, namely Facebook, Twitter and YouTube.

- **conferences, workshops and local encounters**

- **dissemination material**

- **presentation of REACH at third party events**

- **publication on media and scientific journals.**

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The dissemination plan of the REACH project has the following key characteristics:

- producing clear and consistent project messages

- using a spectrum of communication channels (web, seminars, media, conferences and journals etc.) in order to address the various needs of the identified target audiences with appropriate instruments

- integration with social networking[1] and community sites such as Digital Meets Culture[2]

- regular updates on the website and via email, and newsletters concerning REACH progress, plans and achievements

- access to target audiences via networks of contacts and in tandem with established events

- concertation with other EU projects, in the field of cultural heritage and arts.

All dissemination activities are conducted in WP2 under the coordination of Promoter, which ensures the delivery of a consistent message to the external audience.

All partners should keep track of the relevant occasions of dissemination that they have and collect all these information in the internal report of activities that must be submitted to the Project Manager every four months, as part of the regular internal reporting activity. All the reports will be valuable as feedback to improve dissemination tools and methodologies.

All Consortium partners are invited to contribute to the production of dissemination material and to provide feedback on the material produced by the WP2 leader. Consortium partners are also invited to contribute to the public website, publishing information about relevant events, papers, or other material in order to make the website a high-quality information resource.

2.4 MONITORING OF THE DISSEMINATION ACTIVITIES

The success of the dissemination will be assessed in terms of take-up of the initiative by stakeholders and end users.

In order to analyse, evaluate and strengthen the range of the project's dissemination activities, these will be constantly monitored. Such overall monitoring process, in addition to enable a good reporting will also stimulate further activity, relating to both consortium partners and external contributions and feedbacks.

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[1] REACH has an account of Twitter (https://twitter.com/REACH_2017), on Facebook (https://www.facebook.com/reachculturalheritage/) and on YouTube (https://www.youtube.com/channel/UCTjxbeHm0CEr2-lOb7X-neA)

[1] http://www.digitalmeetsculture.net

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With regard to consortium partners' contribution, monitoring will be carried out by:

- requesting a report about their non-media dissemination activities (participation in meetings, seminars, workshops or conferences during which REACH presentations are held or promotional materials distributed)

- inviting them (by e-mail) to publicise the project's progress and outcomes through their social networks profiles (Twitter, Facebook, LinkedIn and YouTube: sharing, liking, #REACH-2017 -tweeting and moreover providing video contents to be uploaded on the project's YouTube channel), every time that news is published on the REACH blog and one of the project events is underway. The number of launched tweets will be tracked and reported through the search of the hashtag #REACH-2017 within the Twitter system; the success of the YouTube channel will be estimated through the analytics feature of YouTube

- inviting them to send to Promoter graphic material (images and charts etc.) in order to enrich the website and the dissemination materials, for a more effective communication

- requesting a report about the printed dissemination material distributed (how many copies and to what audience type)

- requesting information about the publication of articles/news/posts related to the project on their corporate websites or otherwise websites/portals/e-zines/magazines/journals/newspapers with which they collaborate.

External contributors can be Associate partners and linked projects.

Associate partners are the organisations and/or individuals interested in participating in the REACH community. They are the organisations that expressed the interest to support REACH at the time of the preparation of the proposal, the organisations or individual experts contacted during the implementation of the project that signed a cooperation agreement with REACH and other organisation and experts who participate in the project's activities.

Linked projects are the projects that signed a Memorandum of Understanding with REACH.

With regard to external contributions and feedback, monitoring will be carried out by:

- keeping contact with the Associate Partners who are constantly updated about the project through the news of the blog, and by inviting them to tell to REACH about their activities which can be promoted via the project's channels

- monitoring online and specialised magazines/journals: when possible, they will be asked to publish REACH papers; the number of publications is another tool for evaluating the project's impact

- monitoring the number of visits/visitors of the REACH website/blog, through Google Analytics

- monitoring the number of organisations/professionals who become members of the network.

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At the end of the first year, the Network Coordinator will assess the work carried out, highlighting the main trends and communicating them to the project consortium. The data will be discussed and it will be decided if and how to redirect the project's communication and dissemination strategy in the following year.

As specified in the performance indicators table provided in the DoA, the following metrics and assessments are measured:

- the website receives a significant number of individual visits, and many visits from beyond the partner countries

- the workshops and the final conference are well attended, both in terms of number of participants and in the quality of the interaction and discussion among the participants

- technical magazines and generalist media publish articles or features which concern REACH

- new organisations join the REACH network of common interest (please refer to D2.2 – *Terms of reference for community building and stakeholder consultation* - for the definition of the terms of reference of participation in the REACH network of common interest).

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3   TOOLS AND CHANNELS

REACH employs a range of complementary dissemination mechanisms to transmit the project messages to its target audiences. The following sections describe these areas comprising the project's web presence, events and presentations, media and journals.

3.1 PROJECT WEB PRESENCE

The main channels used to promote and disseminate the activities and the results of the project to the key stakeholders are the online tools: project website, social networks, and Digital Meets Culture the online magazine edited by partner Promoter (see Section **Error! Reference source not found.**).

The project website publishes all project knowledge assets. It announces the events organised by the project, as well as other events that are relevant, and is updated immediately after every dissemination and/or concertation event, so that the website is a fully current reflection of the project at all times. This includes prompt publication of project intermediate results, discussion papers, presentations, and seminars and workshop minutes.

For a more detailed description of the project website, please refer to Chapter 5.

The REACH website is linked to the most popular social networks (Facebook, Twitter and YouTube) as described in the Section 5.6.2. All articles published on the REACH blog are automatically posted on REACH's Facebook and Twitter page, opening the possibility to all partners to share/re-tweet them.

Furthermore, the REACH blog is hosted in a dedicated showcase, which is maintained on Digital Meets Culture online magazine.

Finally, all the REACH partners are encouraged to disseminate the activities and outcomes of the project on their own institutional websites and on their institutional newsletters, e-bulletins and social media marketing tools, periodically updating news, events and links to relevant documentation.

3.2   EVENTS AND PROJECT PRESENTATIONS

Another important channel for the dissemination of REACH is the organisation of workshops, training events and international conferences and the participation of REACH partners in a number of other relevant events and scientific conferences.
The members of the network of common interest are invited to all the events organised by the project and the event reports are made accessible online on the REACH website.

The main events planned to be organised by REACH are:

-   four thematic international workshops, as part of WP4 activities to deliver new understandings of participatory approaches for innovation in CH management and investigate resilience strategies for CH. The thematic workshops foreseen during the project are: CH governance, CH exploitation by cultural and creative industries, CH for social integration and 'The REACH proposal for a resilient CH'.

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The original locations planned in the DoA for the organisation of the workshops are respectively: Berlin, Coventry, Granada and Prague. The possibility to re-locate the workshop of Coventry to Brussels is under discussion at the time of delivery of this document.

- local encounters, aligned to the pilots, set up to enable dialogue with local stakeholders, citizens, organisations and research communities to enrich the content of the thematic workshops. The shape and style of the encounters is determined locally.

- The opening international conference. This was held in Budapest (10-11 May 2018) to announce the new REACH social platform, its research themes and their theoretical framework. As indicated in the DoA: "It will illustrate the mechanisms of participation foreseen by the social platform and gather requirements, needs, and expectations from the users. Successful examples of participatory processes coming from other initiatives, in the world, will be discussed, with contributions from keynote speakers. It will plan for the contribution by EC representatives."

- The final international conference. A discussion is ongoing at the time of submission of this deliverable about the location where the conference will be hosted. In addition to the original plan indicated in the DoA to organise it in Rome, the hypothesis to hold it in a smaller location is under evaluation, as a mean to reinforce the value and impact of the pilot on small towns' heritage. The conference is planned at the end of the project to present the final results of the REACH project and the decision about the location will be taken later. As indicated in the DoA: "It will be the occasion to review best practices and lessons learnt, to illustrate 'The REACH proposal for a resilient European CH', to present the policy recommendations produced by the project, and to discuss the future of the social platform. The conference will include keynote speeches and plan for the participation of EC representatives."

Participation in events attended by the partners is also an important channel of dissemination. As indicated in the DoA: "In close cooperation with all WPs, REACH will contact the organisers at other institutions and projects of international, European and national events and workshops. Project presentations, contextualised for specific events, will illustrate project objectives, activities and outputs."

A list of the events normally attended by partners is provided in the DoA. This list is the basis from which the most appropriate conferences, seminars and other initiatives are selected to be targeted by REACH.

In addition, new events, not yet planned at the time of the preparation of the DoA, are considered, such as:

- the EU conference of The European Year of Cultural Heritage on Innovation and Cultural Heritage held in Brussels on 20 March 2018, where WP3 and WP6 Leaders delivered a presentation

- the kick-off of the sister project CultureLabs held in Athens on 12-13 April, where the Coordinator delivered a presentation

- the ViMM (Virtual Multimodal Museums) workshop held in Berlin on 12-13 April 2018, where the Network Coordinator promoted REACH, the Budapest conference and offered the Social Platform for future collaborations.

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Other events where REACH partners will participate and promote the project's results are conferences, concertation meetings and information days organised by the EC. This is the case for example of the conference on innovation and cultural heritage in Brussels.

Furthermore, on the basis of the collaboration with other organisations, networks and projects, the conferences and workshops organised by them will be carefully considered as other channels of dissemination. This is the case for example of the CultureLabs kick-off mentioned above. Particular attention will be put on the events organised by projects in which the partners are involved, such as ViMM (as mentioned above).

3.3   MEDIA AND SCIENTIFIC JOURNALS

Project's results will be promoted in papers and articles proposed in conference's proceedings and scientific journals.
The list of peer reviewed journals indicated in the DoA will be used as the basis for such publications, particularly when the project's results will be more elaborated.

Short articles are published in the newsletters of other projects (e.g. Europeana), e-bulletins and blogs (e.g. digitalmeetsculture), and the portals managed by the EC (e.g. Research & Innovation).

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4 REACH VISUAL IDENTITY

The design of all the REACH communication (online, on paper and in the presentations) is strictly linked to the design of the project's logo.

The responsible partner for the visual identity of the project - Promoter - produced several proofs of variants of the logo, submitted to the Coordination Team first, and then to the consortium for approval.

The best option was considered a very basic project's logo, with a very clean graphic interpretation of the project's wording "REACH", offering a "neutral" visual identity, complemented by the outlines of natural elements, historical monuments and a group of people, meaning the two-fold focus of the project on the various aspects of cultural heritage and on participation. This leaves the various activities of the project with total creativity and a free space for expression.

The original idea of the REACH logo was created by a graphic designer associated with the partner CUNI. It represents the connection between people, environment and city, both through images and through colour gradations. The logo itself was then re-elaborated professionally, crating the vector format by Promoter.

Figure 2 - The REACH logo

The same logo is available in different colour shades, in order to allow differentiating the various parts of the project (as it is for example for the case of the pilot on small town heritage, which chose to use the orange shades) and to have the logo available in grey shades for a best printing in black & white.

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Figure 3 - The REACH logo

Another important component of the REACH 'brand personality' is the REACH tagline.

The chosen tagline is the full project name, i.e.: *RE-designing Access to Cultural Heritage for a wider participation in preservation, (re)use and management of European culture,* where the characters composing the project's acronym REACH are highlighted using capital letters.

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5 THE REACH PROJECT'S WEBSITE

The REACH portal is an integrated platform developed and powered by partner Promoter for the project's dissemination towards internal and external audience. It is conceived as a participative and modern communication tool. Its structure, graphic layout and main features were designed giving consideration to the latest trends of online communication and the extensive experience in projects' dissemination acquired by Promoter during previous projects, with the help, cooperation and support by all the consortium partners.

The REACH portal features the project's:

- landing page
- blog
- reserved area.

5.1 REACH WEBSITE LAYOUT AND STRUCTURE

The domain name registered by Promoter for the REACH project's website is:

reach-culture.eu

The most suitable SEO (Search Engine Optimization) activities for optimising visibility and access from search engines are taken into account.

The REACH website is both the cornerstone of the project dissemination strategy, which is to communicate the project's activities and results to a wide audience, and the access point to the main outcomes, such as pilot and case Studies progress (public area). Furthermore, it serves as an internal collaborative space for the project (reserved area).

The website is designed to be fully responsive, enabling an efficient reading both on the screen of the PC and on the smaller screens of the mobile devices.

The content is periodically updated to reflect the ongoing activities and on the basis of inputs from the partners.

The landing page is the web page where internet user arrive following the domain name registered for the project. (This page is also referred to as the Home Page.) It is intended to give full access to information about the project. The layout is very clean, black and white, and straight-to-the point, in order to enhance the attention on key information about the main components of the project: objectives and scope of the project, partnership, structure and WPs, pilots and events, results and activities and how to join.

The REACH landing page is connected with the project blog; an automatic mechanism (based on RSS protocol) is implemented in order to capture contents from the project blog concerning news, events, and calls for papers, whose titles are displayed in the landing page as well.

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In detail, the landing page includes the following elements:

➢ Logo of the project

  ❖ This is present in all the pages and links to the Home Page

➢ The main navigation bar on the top of the page, that provides access to the following sections and submenus:

  ❖ PROJECT

    o PARTNERS

      ▪ one page for each organisation

    o DISSEMINATION

    o PUBLIC DELIVERABLES

    o RESERVED AREA

  ❖ PILOTS AND BEST PRACTICES

    o MINORITY HERITAGE

    o INSTITUTIONAL HERITAGE

    o RURAL HERITAGE

    o SMALL TOWN HERITAGE

      ▪ one page each for each pilot

  ❖ EVENTS

    o CONFERENCES

    o WORKSHOPS

    o LOCAL ENCOUNTERS

  ❖ COMMUNITIES

    o ASSOCIATE PARTNERS

    o LINKED ON-GOING PROJECTS

    o LINKED COMPLETED PROJECTS

    o FAQ

  ❖ BLOG

  ❖ CONTACTS

➢ FULL TITLE OF THE PROJECT

  ❖ This is the tag-line

➢ SLIDER

➢ THE SEARCH FUNCTION (SIMPLE FULL TEXT SEARCH WITHIN THE WEBSITE)

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➢ WELCOME MESSAGE

➢ PREVIEW OF THE LATEST POSTS APPEARED ON THE REACH BLOG

➢ LINK TO THE OPEN HERITAGE EXPLANATORY PAGE (the link is not yet active)

➢ THE FORM TO REGISTER TO THE REACH NEWSLETTER

➢ THE FORM TO GET IN CONTACT WITH THE PROJECT

➢ THE LINKS TO THE PROJECT'S CHANNELS ON THE SOCIAL NETWORK

➢ THE LOGOs OF THE PARTNERS, EU EMBLEM, DIGITALMEETSCULTURE

  ❖ All of the partners' logos have been included in the footer, each linked to the partner's page in the website

  ❖ The logo of Digitalmeetsculture, the official media partner of the project, which hosts the project's blog

  ❖ In accordance with the latest European Commission's guidelines on visual identity, the EU emblem is displayed in the footer with the following sentence:

    "REACH project has received funding from the European Union's Horizon 2020 research and innovation programme, under grant agreement No 769827. The sole responsibility for the content of this website lies with the REACH project."

5.2   HOME PAGE

The landing page of the website is a clean looking and intuitive access point from which all further navigation begins.

This is based on the most typical and traditional layout of projects website, but with an innovative, more communicative and participative approach.

It includes information about the consortium, work-packages, dissemination material available for download etc., along with interactive and creative subsections. Its scope is mainly to publicise project activities, progress and achievements.
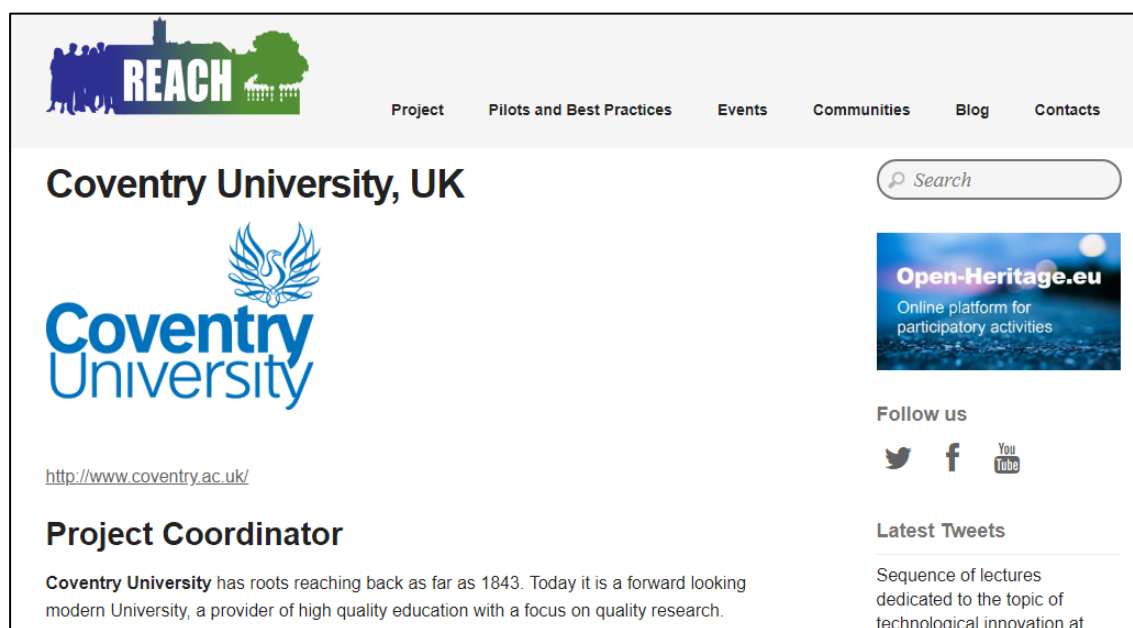
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Slider about the latest activities

Introduction to the REACH social platform

Preview of the latest news from the REACH blog

Link to Open Heritage

Registration form to REACH newsletter

Box for posting comments

Footer: partners' logos with link to websites

EU emblem + project's grant notice

Official media partner

Figure 4 – Landing page of the REACH website

5.3 THE INTERNAL PAGES

The navigation in the website is based on the same horizontal bar that is present in the Home Page.

The navigation bar is always present on the top of all the pages of the site, featuring multiple menu items directing to separate pages, which are described in the following sections.

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Furthermore, the layout of the internal pages of the website foresee a side bar that contains:

- a button that provides access to the open-heritage.eu page

- a link to the social media

- the latest tweets.

The bottom of the page contains the same footer as in the Home Page.

The following sections describe the content of the pages of the website at the date of submission of the present deliverable. It should be noted that content and structure of the website is in a continuous evolution and new pages are dynamically created as long as new results are produces and new events organized by the partners.

5.3.1 PROJECT

The "Project" page providing the overall presentation of the project, its rationale, ideas and philosophy.

The sub-menu in the horizontal bar appears as a pop-up menu and provides link to the sub-pages:

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Partners

This section contains a description of the REACH Consortium and the list of all project partners.

Figure 5 - The Consortium page

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Each partner has its own page with logo, description of the institution, description of its role within the project and link to its website. The link to the individual partner's pages is available also in the pop-up menu.

Figure 6 - The Coordinator's Partners page

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Dissemination

This page synthetises the dissemination plan of the project and provides links to the various elements and products of communication.

The pop-up menu also provides direct links to:

- download area: presenting here the main dissemination material for free download (currently, the project's factsheet; then here will be available the presentations, videos, posters, flyers and other dissemination material produced during the project's lifetime)

- to showcase on digitalmeetsculture.net
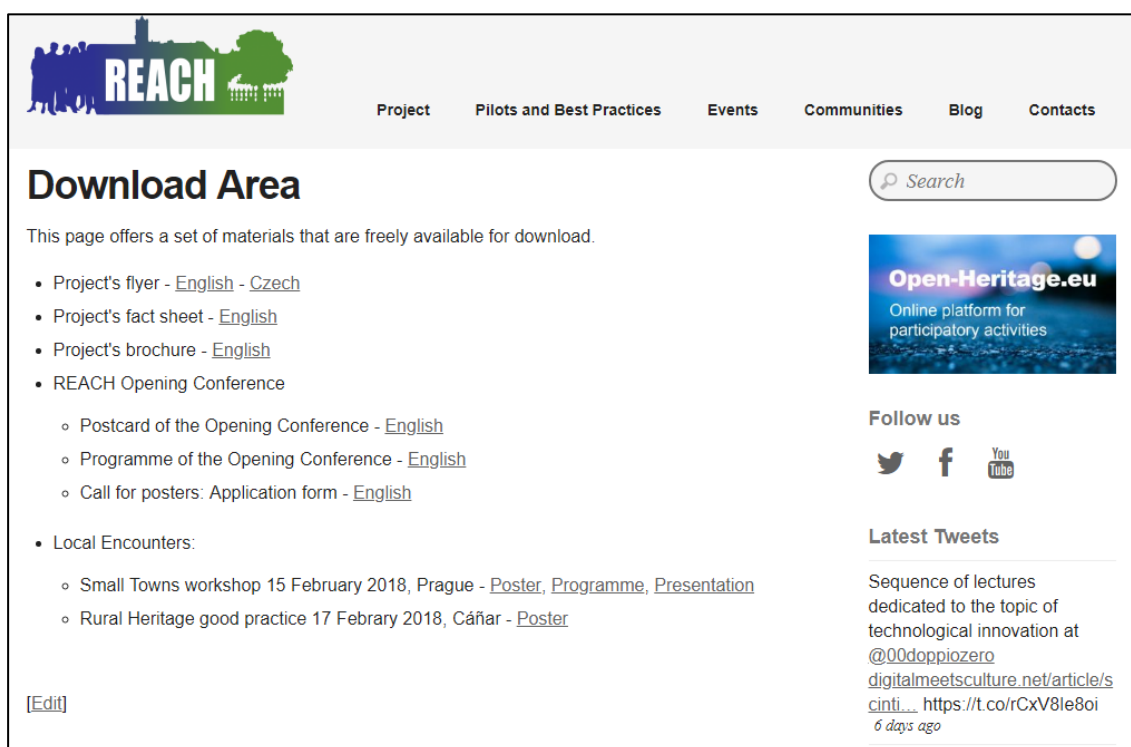
Figure 7 - The Download Area

Public Deliverables

In this page, it is possible to download the public deliverables of the project.

5.3.2   RESERVED AREA

This is an area with restricted access, for document sharing among the partners of the project and has been available for the partners' use since the kick-off meeting in December 2017. A specific section of the portal is reserved for the REACH partners, the EC Project Officer and the Technical Reviewers. Access to this section requires the entry of a username and password which is controlled by Promoter.

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This reserved area is used to:

- store and retrieve useful documents and information that constitute the knowledge base of the project e.g. working documents, contracts, templates, confidential deliverables, information about the project and review meetings, etc.

- plan activities through the use of an embedded Google Calendar

The following sections describe the information and services that are currently hosted in this private area. Additional services will be installed and integrated in the reserved area when requested by the partners.

Reserved Area: The Reach Repository

The aim of the Project repository, developed using a plugin of WordPress, is to archive all of the documents that are useful for the Project, as a way to preserve them and to share them among the partners. It contains all day-to-day information of project activities, including information on project meetings and phone conferences (agendas and minutes), schedules of project activities, working documents, confidential deliverables, official documents (e.g. Grant Agreement, DoA and Consortium Agreement), templates for deliverables and presentations, materials for the EC reviewers and the Project Officer as well as other useful documents.

In particular, the repository is made of the following folders:

- **Contractual:** this folder contains all the official documentation referred to the project (such as the Grant Agreement and Consortium Agreement)

- **Deliverables**: this folder contains all official submitted deliverables

- **Dissemination material:** this folder contains all documents useful for project dissemination (logos, poster, factsheet and others)

- **Draft for comments to be approved:** this folder contains drafts of documents to be approved.

- **Meetings & Events:** this folder contains a sub-folder for each meeting or event organised by the project. Each sub-folder includes agenda, minutes, presentations and other useful material.

- **Templates & Agreements:** this folder contains all available templates:

    o Memorandum of Understanding, Cooperation Agreement, ethic information sheet and the project's external presentation

    o A sub-folder **"Signed Agreements"** that contains CA/MoU signed

- **Work Packages:** a folder with one sub folder for each work package; each WP Leader has the responsibility to structure the related folder according to the specific needs of the WP.

Each authorised partner can upload/download files and create directories. Each page of the tree displays the size of the uploaded files as well as the date of their upload.

Only the administrator is allowed to delete files and manage the sharing and permissions settings.

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The repository is accessed via a user-friendly interface that allows simple, fast and secure access to large volumes of data.
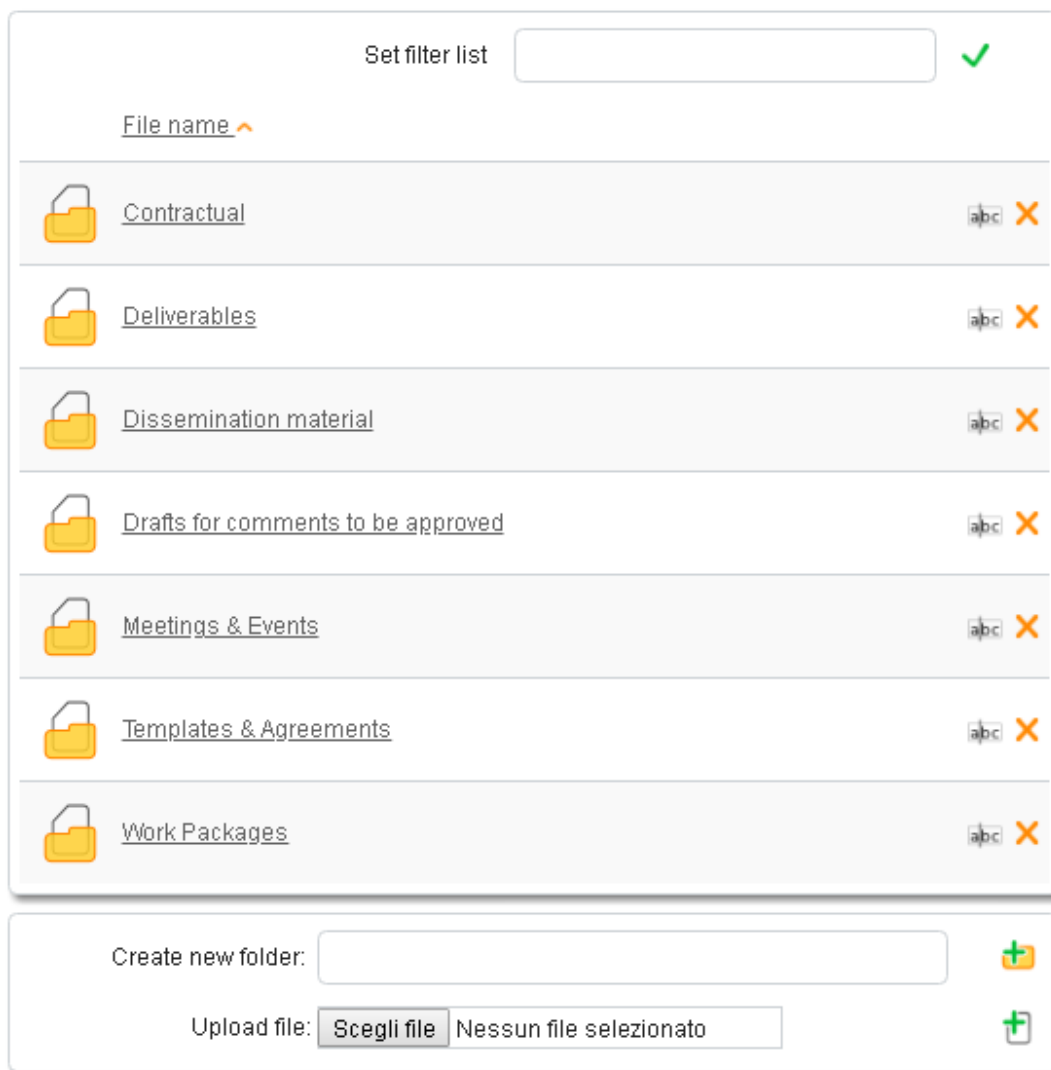
Figure 8 - REACH repository top-level folder

Reserved Area: The Reach Calendar

The REACH reserved area embeds a Google Calendar to offer an easy access point to important professional events related to the project. Its main purpose is to have a general overview of the planned meetings/Skype calls, etc. and to plan the project's activities without any overlap.

The Google Calendar is a free time management web application that helps the consortium to share events of common interest.

All users authorised to access the reserved area can view the Google Calendar, but only the administrator has permission to create new events.
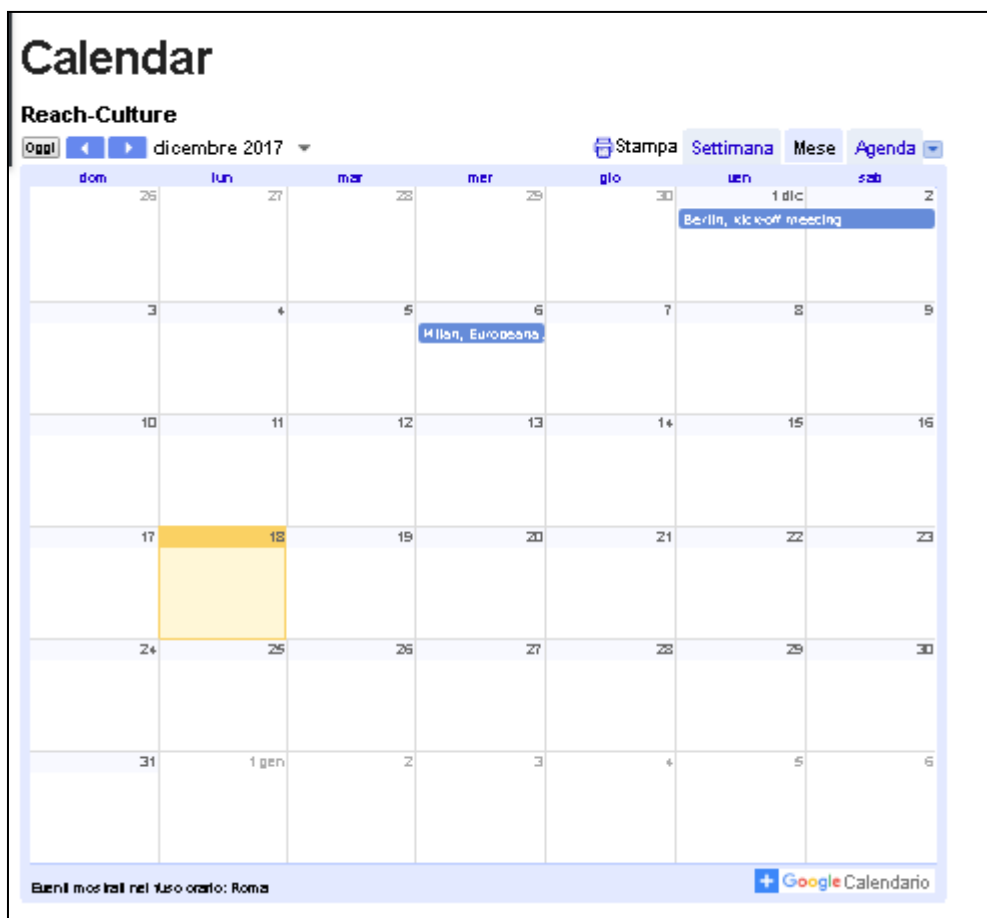
Figure 9 - REACH Calendar

Complementary to the reserved area implemented in the project's website, the Coordinator has made available **SharePoint** which partners are able to access as part of the project management process.

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5.3.3 PILOT & BEST PRACTICES

The "Pilots & Best Practices" page provides a general introduction to the pilots and best practices activities foreseen by the project.

Figure 10 - The Pilot section

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A pop-up sub-menu gives access to the four pilots.

One page is dedicated to each pilot. These pages describe the rationale beyond the pilots, their central role in the project, how the pilots are connected with the projects, the latest activities carried out in each pilot, and a very brief presentation of the four thematic areas, together with the indication of where the pilots will take place.

Each Pilot and Best Practice page is structured with the following information:

- Task Leader, in order to give the possibility to the interested people to get directly in contact with the partner leading the activity

- Specific Activities, where the pilot leaders publish the most updated information related to their respective pilots.

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Figure 11 - MINORITY HERITAGE - Hungary and Czech Republic

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Figure 12 - INSTITUTIONAL HERITAGE - Germany and central Europe

Figure 13 - RURAL HERITAGE - Spain and Carpathian regions

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Figure 14 - SMALL TOWNS HERITAGE - Czech Republic and central Italy

5.3.4   EVENTS

The "Events" page introduces the programme of activities foreseen during the project's lifetime.
A pop-up sub-menu provides access to the pages dedicated to each event:

- Opening conference in Budapest

- Final conference

- Workshops

- Local encounters

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Figure 15 - The Events section

Each event has a dedicated page or a full section, as long as the organisation of the events progresses.

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Events: Conferences

For the opening conference in Budapest, on 10-11 May 2018, a full section is provided, as described below.

For the final conference a page anticipates its scope. This page will then be transformed into a full section, as for the opening conference, when the time of the final conference will approach.

Events: Workshops

Four pages are available, one for each thematic workshop:

- workshop on participatory approaches for Cultural Heritage management

- workshop on participatory approaches for creativity and entrepreneurship

- workshop on participatory approaches for territorial cohesion

- workshop on Resilient Cultural Heritage

The four pages are organised in with the same structure, featuring:

- **where** the workshop will take place

- **what** will be discussed in the workshop

- **who** are the audiences targeted by the workshop

- which **themes** are to be addressed in the workshop

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Figure 16 – REACH Workshop page

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Events: Local Encounters

A page illustrates the activities that are carried out at local level, to support the trans-European dimension of the project with encounters that activate the territorial communities too.

Figure 17 – Local encounter page

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Each encounter features specific information, often provided in national language, in order to facilitate the participation of the people targeted by each partner.

Figure 18 – Posters of the local encounters

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5.3.5 COMMUNITIES

This section provides information about how to join the REACH community that is made of representatives from the public administrations (ministries and agencies), cultural institutions, commercial enterprises and end users.
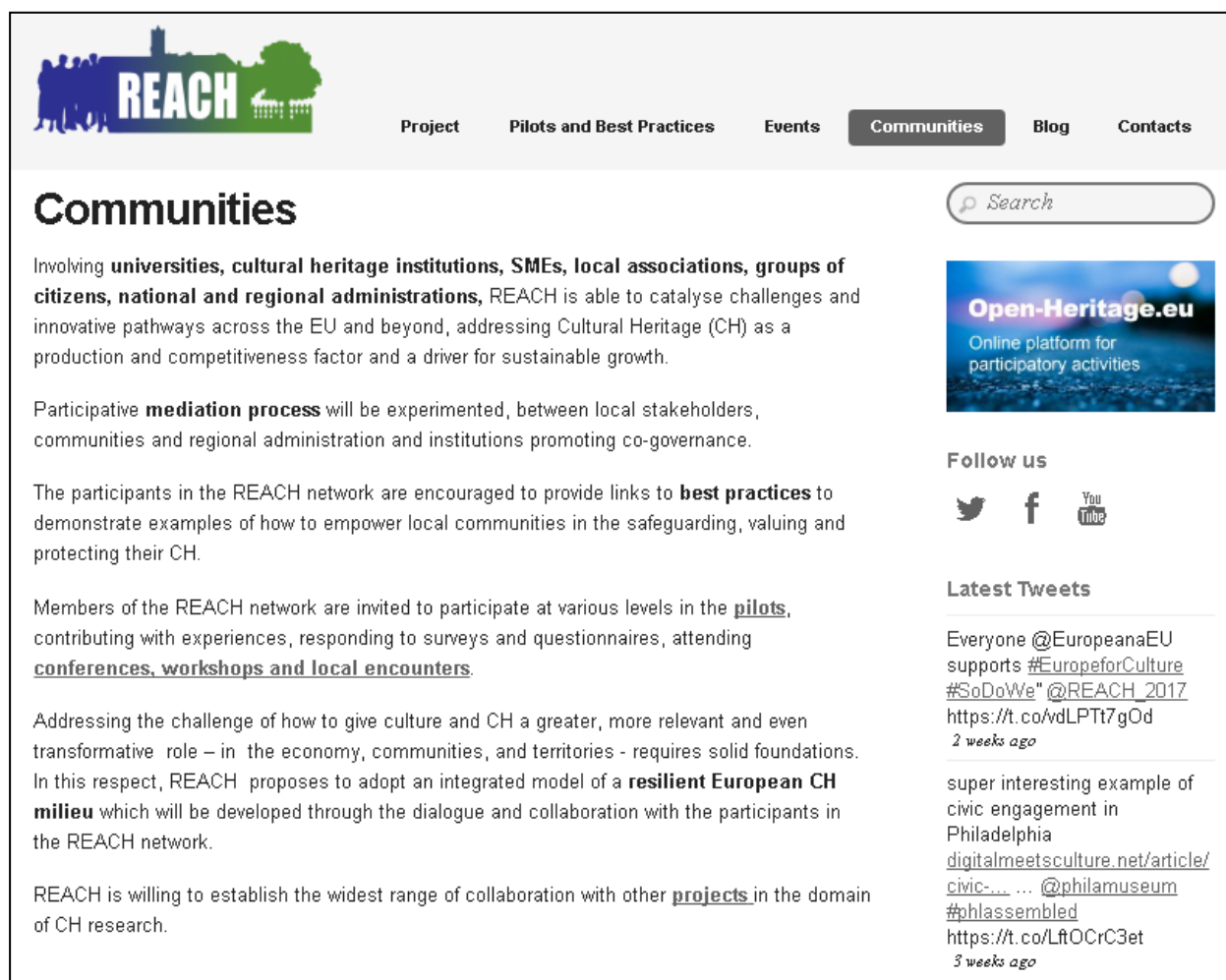
Figure 19 - The Communities page

A pop-up sub-menu provides access to the following:

- Associate Partners

- Linked On-going Projects

- Linked Completed Projects

- FAQ.

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Associate partners are both the organisations that provided a letter of support at the time of the preparation of the proposal and other organisations (and individual experts) with whom the REACH project has entered in contact with during the implementation of the project and that have co-signed a Cooperation Agreement.

Linked projects are the projects that signed a Memorandum of Understanding with REACH.

Further information about Cooperation agreement and Memorandum of Understanding is provided in the deliverable D2.2 - *Terms of Reference for community building and stakeholders consultation.*

Communities: Associate Partners
This page provides in alphabetical order the list of organisations that have declared their interest to be associated with the REACH Social Platform. They represent stakeholders belonging to the whole value-chain targeted by the project, and are located all over the EU, and beyond the EU.

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Figure 20 – Associate Partners page

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Links and information about the activities and research interests of the Associate Partners are provided in specific dedicated pages, as illustrated in the following examples.

Figure 21 – Examples of Associate Partner's pages

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Communities: Linked Projects

Linked projects pages, both on-going and completed, are referred in the website.

The distinction between on-going and completed projects has been introduced in order to help users to understand the type of information and/or collaboration that they can get from the linked projects. In the case of the on-going projects, the results will be partial, but their consortia are still active and the collaborations will be more seamless. In the case of the completed projects, the consortia may no longer be active, but the results of the projects are naturally complete and expected to be more relevant.

The following figure illustrates the examples of the pages of the linked projects.
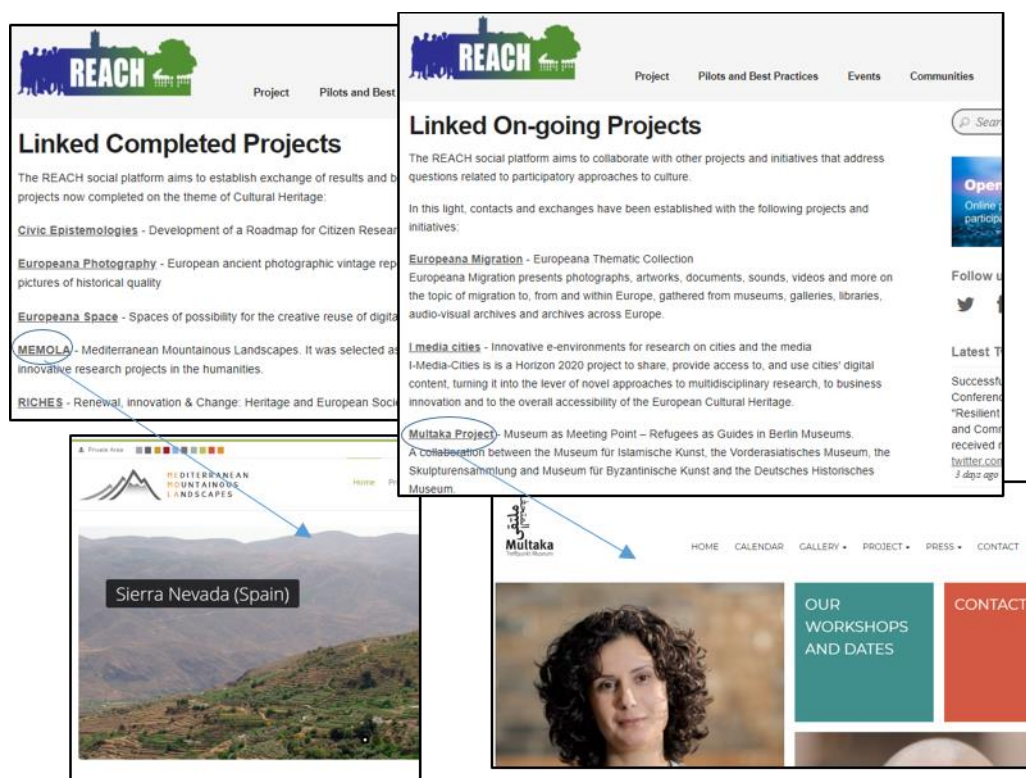
Figure 22 – Linked Projects pages

Two pages are provided on the REACH website with an introduction to the linked projects and the link to their respective websites. One page is dedicated the completed projects and one page is dedicated to the ongoing projects. This has a twofold objective.

On the one hand, these pages provide information about the results of other projects that have liaison with the REACH Social Network. This is useful for the investigation conducted in the pilots, and for all the Associate Partners to be informed about themes, researches, results of initiatives connected with the general theme of participatory approaches in culture and social innovation.

On the other hand, the publication of the related information online is an additional motivation for the other projects to be encouraged to link with REACH, because of the publicity that they can get through the REACH website.

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Communities: FAQ

This page provides a list of questions that are collected by the partners during the interaction with people interested to collaboration, with the Associate Partners and Linked Projects and with the communities involved in the various activities of the Social Platform.

The list of questions and answers grows as long as new subjects of common interest are identified.

Blog

This page introduces to the scope of the REACH blog.
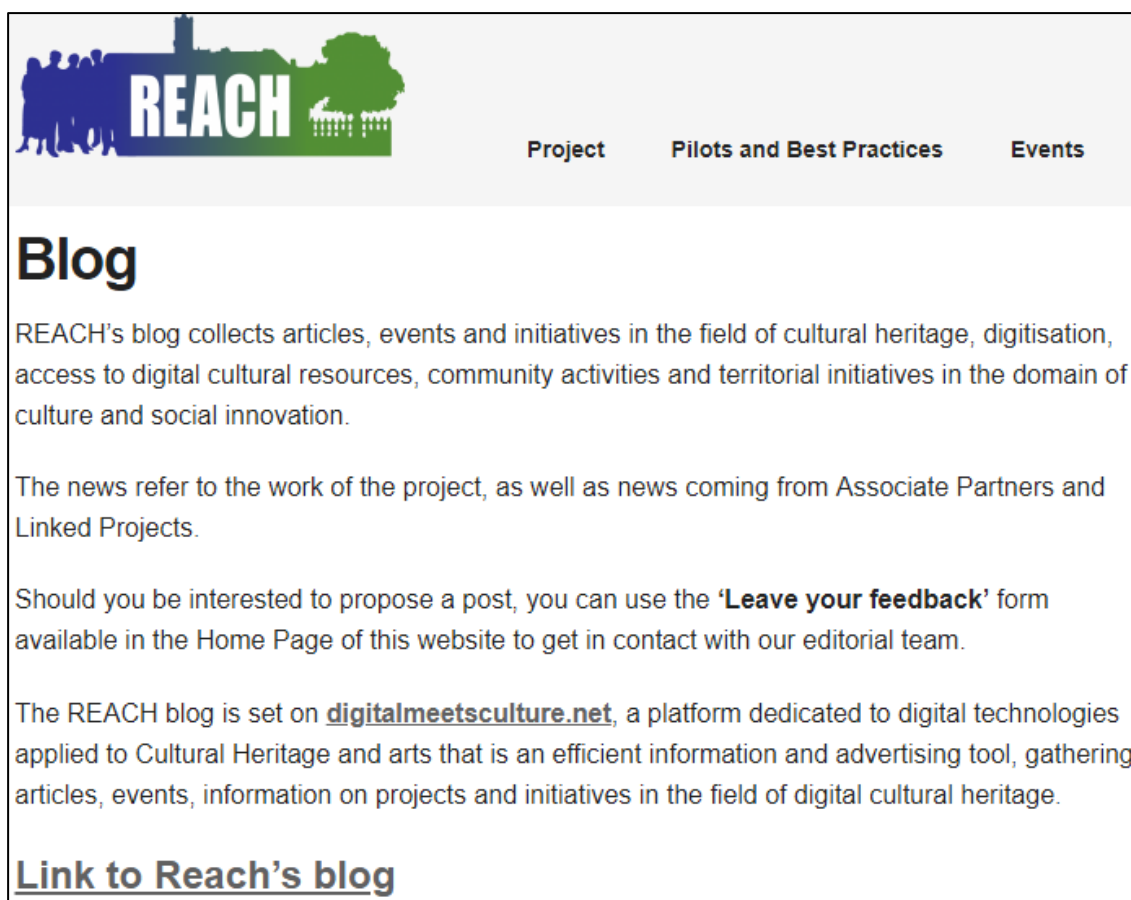
Figure 23 – The REACH blog page in the project's website

The blog is hosted on digitalmeetsculture.net magazine.

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5.3.6   CONTACTS

The contacts page is an easy-to-use access point for communicating with the REACH team. It includes the official email address and the contacts of the key roles in the project.
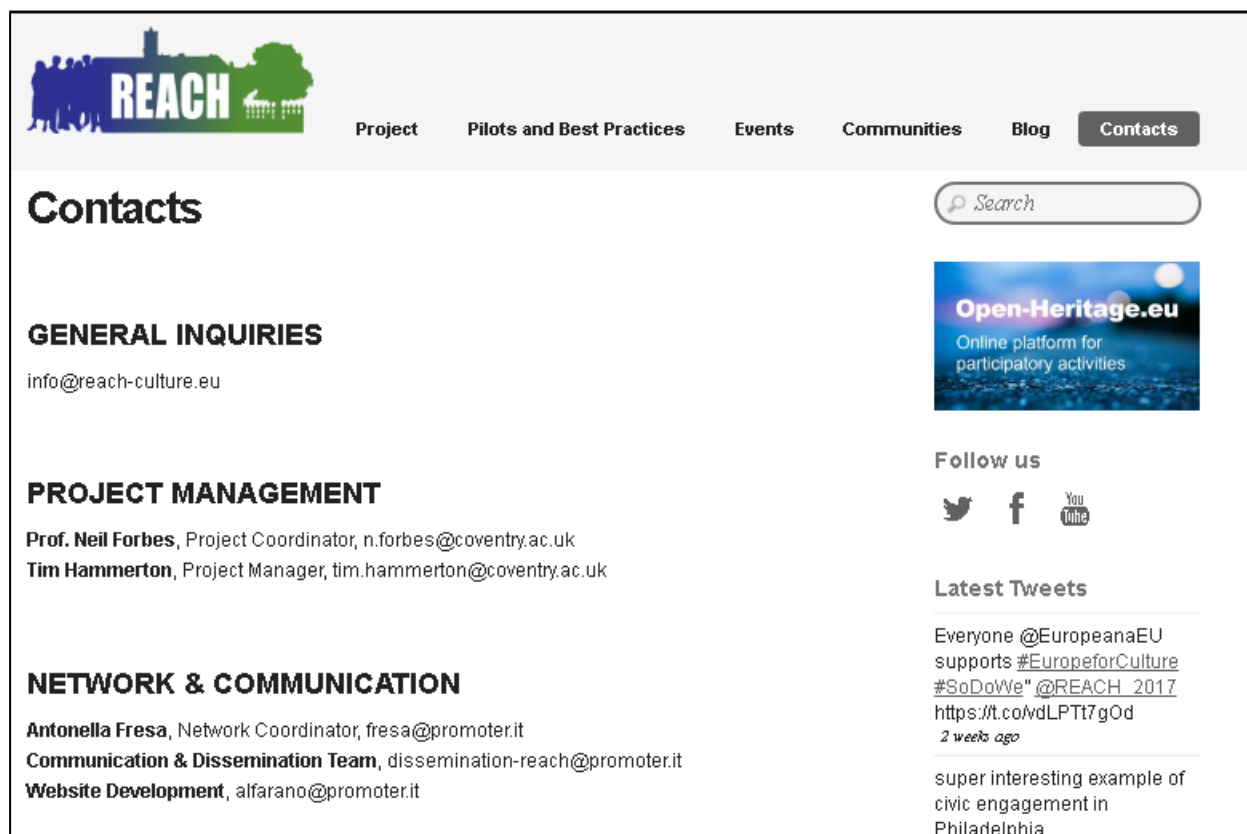
Figure 9 The Contacts page

5.4 THE OPENING CONFERENCE

This section describes all the conference information. It can be reached with a short-cut that has been used for the publicity of the conference:

www.reach-culture.eu/budapestconference2018

The pages of the conference use the same framework of the internal pages (header, navigation bar and footer), but the side bar is customised to provide the menu of the conference area.

The side bar menu includes:

- the logo of the European Year of Cultural Heritage, for which the REACH Conference in Budapest obtained the authorisation

- programme of the conference

- speakers

- call for posters

- conference Committee

- registration

- venue of the conference

- contacts

- photo gallery

The home page of the conference area features the banner of the conference, which is replicated on all the communication products developed for the conference to create the visual identity of the event.
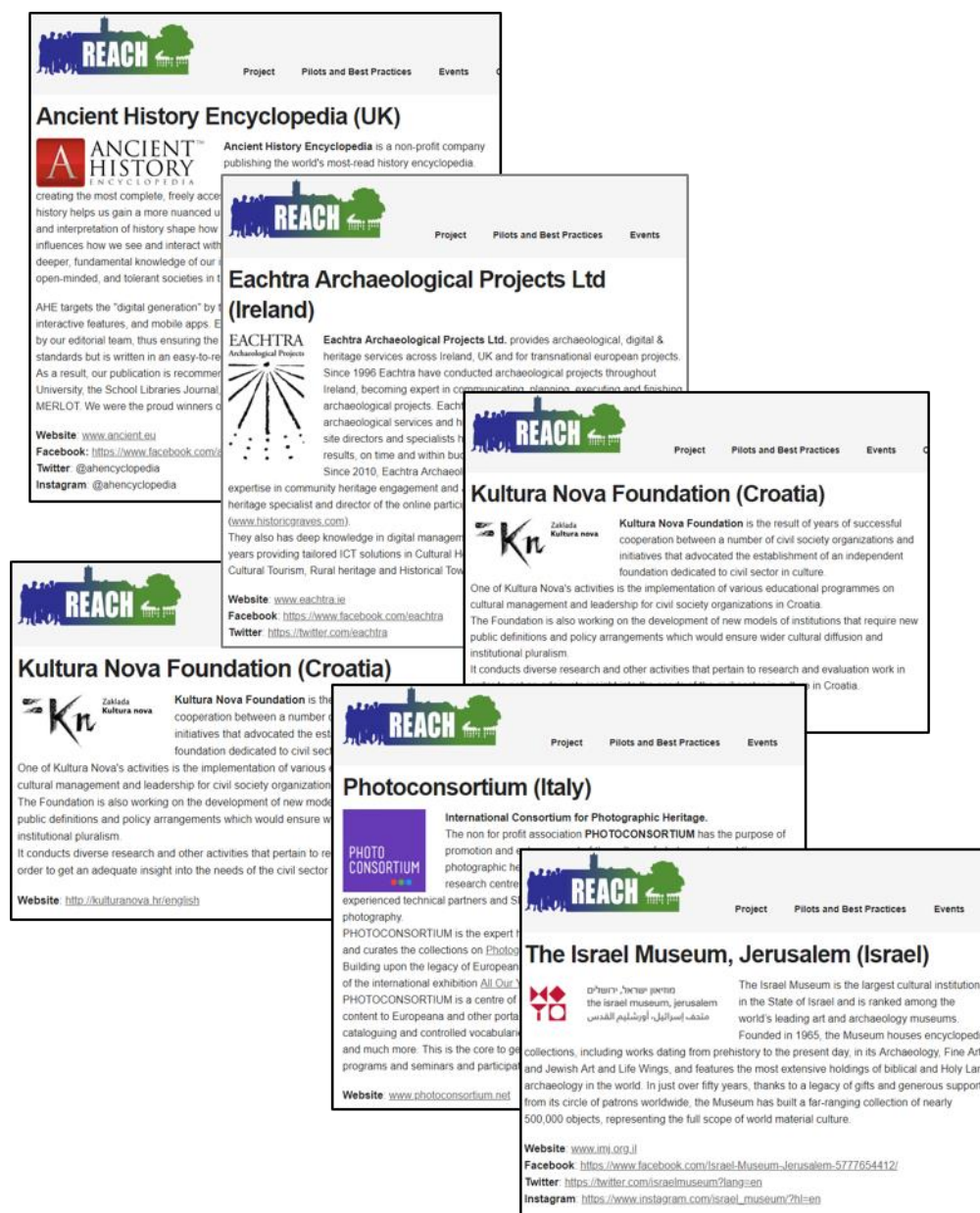

Figure 24 - Home page of the Conference area

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The conference programme is available to be read on the browser or downloaded as a PDF.

Figure 25 - Programme Page

For each speaker, a short biography and a summary of the speech is provided.

Figure 26 - Speakers Page

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The posters and videos selected for the conference, as resulted from the call for poster managed by the project, are available also online.

A poster gallery is implemented in the website and the videos are accessible in the YouTube channel of REACH.

The Photo Gallery will be populated after the conference with images taken during the event.

The same structure of the conference pages will be used for the final conference.

5.5 THE REACH BLOG

This is a key element for engaging the stakeholders online, and for keeping an open dialogue with external communities, also featuring integrated social media tools. In the blog, articles about the project's progress are presented and interesting news items collected (e.g. announcements of upcoming conferences and events of interest to the project, call for papers, information about other projects' activities, REACH news and press releases etc.).

The project's blog is implemented with WordPress Content Management System and it is powered by *digitalmeetsculture.net*, the media partner of the project.

Digitalmeetsculture.net is an interactive online magazine dedicated to the theme of digital technologies applied to cultural heritage and the arts. Extensive and up-to-date information and events about projects and initiatives for the digital cultural heritage make *digitalmeetsculture.net* a valuable information tool and an effective advertising showcase, with a sharp focus on a selected, high-profile audience. The portal is well known among the actors of the digital cultural heritage community, and it currently counts more than 25,000 visitors per month, which is a constantly growing number. Those visitors represent a selected and interested audience and offer an added value in terms of dissemination and advertising of the project's activities and results. This is a proven and effective way to redirect traffic to the project's website and blog. By addressing a very large general audience with about 25,000 visitors per month, digitalmeetsculture.net is now a valuable meeting point for the communities of people involved or interested in the digital cultural heritage sector.

The REACH project's blog address is:

digitalmeetsculture.net/projects/reach-culture-blog/

This section collects news, events and contributions that are directly connected to the REACH project and to the activities of the Associate partners.

Any registered user can send the Editorial team at Promoter an item of news. The editorial team checks the usefulness of the information and its relevance to the themes of the project and it eventually publishes the news on the website.

On Digitalmeetsculture.net, the project is showcased with a button in the Home page and in any other page of the magazine. The button redirects to the REACH project's blog.

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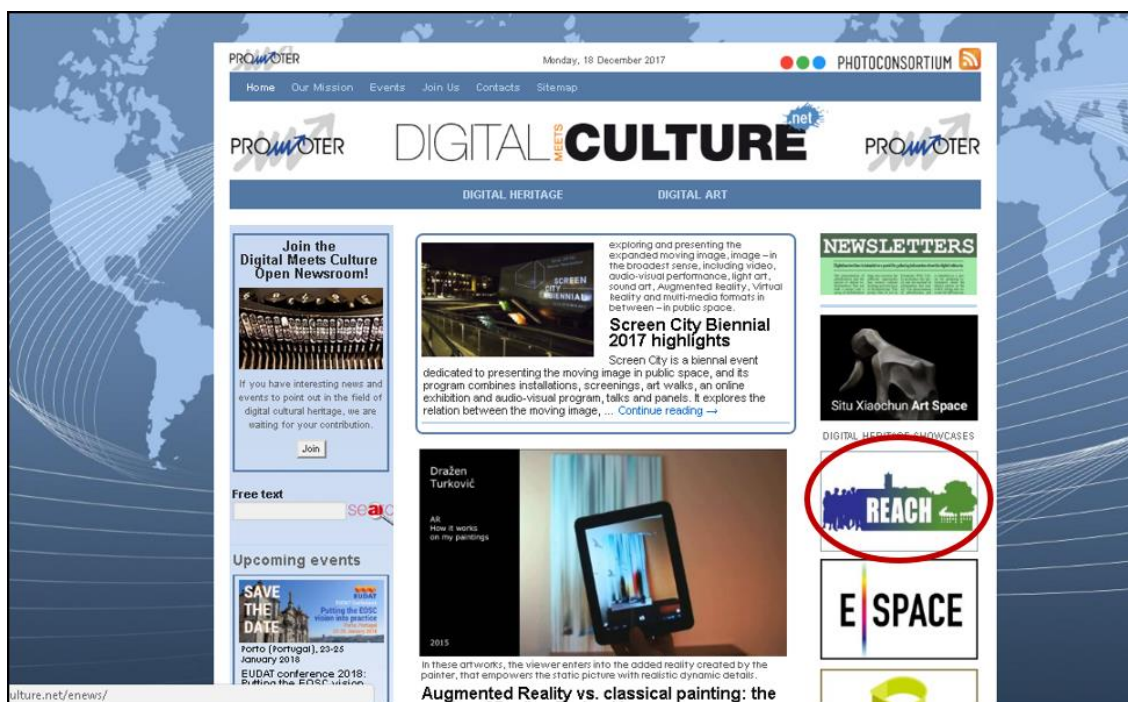
Figure 27 - The Home page of digitalmeetsculture.net featuring REACH on the right side

The REACH blog is organized into three columns:

- the central column hosts the main article - which is a general presentation of the project - followed by the list of the articles of the blog; then, when an article is selected by the reader, the central column hosts the full page of the chosen article

- the left side column hosts the registration form to contribute news to the blog, the search button, and the list of the latest news and upcoming events; eventually, the left side bar provides the list of the most popular tags of REACH in digitalmeetsculture.net

- the right side column hosts the main contacts, the logos of project's partners, each one linked to the official partner's website.

The EU logo flanks the project logo at the top of the page.

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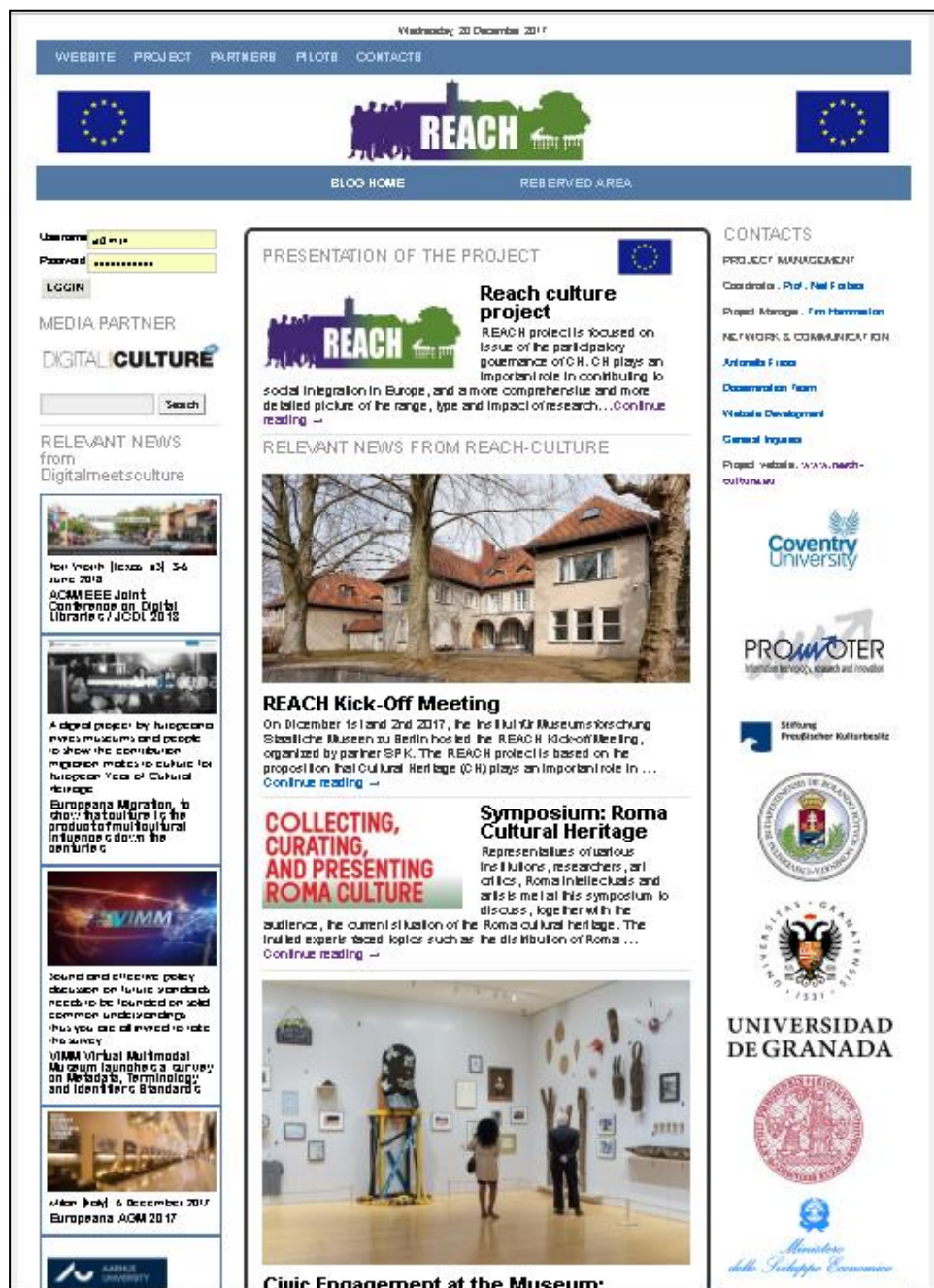
Figure 28 - The REACH Blog Home page

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The following figure illustrate one article, after the selection from the Blog Home Page.

Figure 29 – Example of an article in the REACH Blog

The blog has three menu bars to provide access to all the linked pages and function:
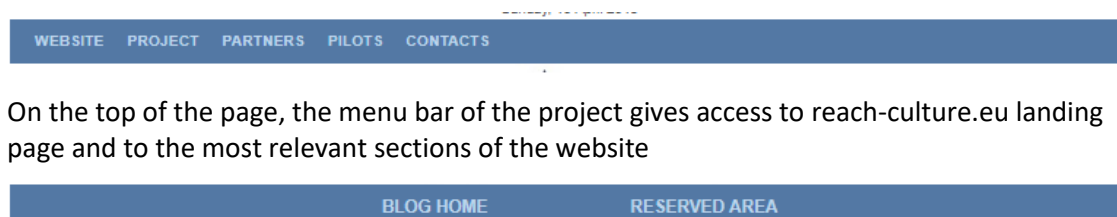
On the top of the page, the menu bar of the project gives access to reach-culture.eu landing page and to the most relevant sections of the website

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Immediately below, another bar provides quick access to the REACH Blog Home and to the REACH Reserved Area.

WEB SITE	RESERVED AREA	CONTACTS	BLOG HOME

Finally, on the very bottom of the page, the lower menu bar provides again fast access to the landing page of the REACH website, to the REACH Reserved area, to the contact page on the REACH website and to the REACH Blog Home page.

5.6 TECHNICAL INFRASTRUCTURE AND SERVICES

The REACH website is implemented with WordPress Content Management System.
WordPress is an open source blog tool and publishing platform licensed under the GNU General Public License (GPL). It is powered by PHP and MySQL and can easily be customized into a Content Management System (CMS). It was selected as the base technology for the implementation of the REACH website because of its flexibility, its easy and user-friendly setup and usage, and its provision of a high level of personalisation. This ensemble of qualities makes it the ideal facilitator of a versatile CMS.

WordPress has a web template system that uses a template processor. The processor makes it easy to re-arrange widgets and install and switch between themes. The PHP and HTML code used by the themes can also be edited for more advanced customisations.

Moreover, WordPress has a number of useful features, including integrated link management, a search engine-friendly, clean permalink structure; the ability to assign nested, multiple categories for articles; support for tagging of posts and articles. Automatic filters are also included, providing standardised formatting and styling of text within articles. Multimedia files such as images, videos, flash movies, image galleries, slideshows etc. can be uploaded and linked to (or displayed in) pages and articles, or embedded directly from other places (e.g. YouTube).

WordPress also provides several ready-to-use options for the display of portal archives. They can be arranged according to year, month, week, day, category, or author. New archives can be created and easily linked. Since WordPress generates pages dynamically, all these archive pages come at no additional space-cost to the server.

WordPress's built-in search functionality allows visitors to the portal to search for terms that they are interested in; the search terms are highlighted, making it is even easier for them to find what they were looking for.

WordPress supports the Trackback[3] and Pingback[4] standards for displaying links to other sites that have themselves been linked to a post or article.

Finally, WordPress has a rich plugin architecture that allows users and developers to extend its functionality beyond the features that come with the base installation.

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[3] http://www.sixapart.com/pronet/docs/trackback_spec

[4] http://www.hixie.ch/specs/pingback/pingback

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The website is W3C compliant and is smartphone and tablet ready thanks to the responsive web design solution that has been adopted.

5.6.1   SECURITY ISSUES

In order to guarantee the security of the REACH website, the following measures have been adopted:

- the website is hosted on a secure server belonging to Aruba.it, a professional web hosting company, whose server factory is located in Italy

- the server is protected via a professional Web Application Firewall

- WordPress, the theme and the plugins that are installed have been accurately chosen and are kept constantly updated to the very latest version

- user accounts will be created with strong passwords and limited permissions and accesses are accurately monitored

- an automatically weekly back-up of the whole website has been scheduled

5.6.2   SOCIAL NETWORKS CHANNELS

REACH has a Facebook page[5], a Twitter account[6] and a YouTube channel[7], where every news and events published on the website are automatically posted for a wider dissemination.

Figure 30 –REACH social networks channels

REACH Blog webpages allow for easy one-click sharing, bookmarking, and emailing of articles and pages through the provision of a large variety of services.
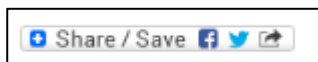
Figure 31 – Sharing features on the REACH Blog

In particular, this is the add-on tool that has been integrated to make sharing and bookmarking simple, and to place all of the leading web 2.0 social networking, bookmarking, blogging and e-mail services[8], at the immediate disposition of users. Visitors to the REACH Blog webpages can bookmark an item using services such as Facebook, Twitter, Pinterest, LinkedIn, Google+ and many more. Bookmarking is available on each blog page (news, events, etc.).

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[5] https://www.facebook.com/reachculturalheritage/
[6] https://twitter.com/reach_2017
[7] https://www.youtube.com/channel/UCTjxbeHm0CEr2-lOb7X-neA?view_as=subscriber
[8] http://www.addthis.com/

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5.6.3   RSS FEEDS

Every page on the REACH-blog has an associated RSS feed[9] that a reader can subscribe to. This feed has been implemented to keep interested users updated on the project and automatically inform them about news and dates.

5.7 FUTURE DEVELOPMENTS

The website will be further enriched with new contents and pages:
- Project: http://reach-culture.eu/project. This section will be updated with the information connected with the new products realised in the next period:

    o   New dissemination material

    o   Links to the public deliverable

- Pilots and best practices: http://reach-culture.eu/pilots-and-best-practices. This section and related sub-pages will publish the new results produced by WP4 – *Workshops & conferences* - and WP6 – *Data collection and measurement*

- Events: http://reach-culture.eu/events. This section will be updated with all the information connected with:

    o   results of the Opening Conference in Budapest. Before the conference, this section was used for the promotion of the event, indicating speakers, programme, etc. as described in Section **Error! Reference source not found.**. A fter the conference, the section will host presentations, pictures, posters, and any other contribution shared at the event

    o   announcement and supporting documentation about thematic workshops and local encounters

    o   the new section, to be published in the third year of the project, dedicated to the Final Conference

- Communities: http://reach-culture.eu/team-communities. This section will be enriched with a list of new organisations and new projects that will sign Cooperation Agreements and Memoranda of Understanding with REACH, with a short page, each one including logo, web address and a brief description of the Associate partner

The whole project website will be constantly updated in all its parts as soon as there are new facts in the consortium, e.g. changes of contact persons, or changes of leaders of tasks and work packages.

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[9] http://feed2.w3.org/docs/rss2.html, http://feed2.w3.org/docs/rss2.html

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6   REACH OPEN HERITAGE PLATFORM

Open Heritage is the online social platform that is conceived as the digital space where all the results of the project will be presented in order to represent a key reference for the REACH community. The objective is for this to be available form Month 12 of the project/October 2018.

The domain name registered by Promoter for the REACH online social platform is the following:

open-heritage.eu

The design of open-heritage.eu is still a work in progress at the time of submission of this deliverable and the partners are discussing the key features that the website should provide to its users. Naturally, features are strictly connected in the online services with contents and the contents to be delivered on Open Heritage are still under development.

An iterative interaction between WP2 where the Open Heritage website is developed with the other work packages where the contents are produced has started and will continue in the coming months, with the objective to publish a prototype for the partners' evaluation by the end of the first year, followed by an open publication that will be promoted in the REACH network of Associate partners to gather their feedbacks and comments.

Collaborations with other projects are under consideration. One involves the University of Salerno, coordinator of Route2PA project, which suggested its open-source online platform as a basis for the implementation of the REACH open-heritage.eu service. Having checked the technical feasibility of the re-use of the platform, the strategic feasibility of the collaboration, in the interest of REACH, has been discussed in the consortium at the plenary meeting in Budapest on 12-13 May and it has been considered by the majority of the partners that the features of the Route2PA project are not a perfect fit with the REACH pilots. The second discussion was as a result of the launch of a new project, funded by the EU under Horizon 2020, called exactly Open Heritage. Initial investigations of how the objectives of the two projects are compatible and if and how any forms of collaboration can be established are being undertaken.

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7   OVERVIEW OF THE ONLINE PRESENCE OF REACH

7.1 THE PROJECT'S PORTAL

Statistical operations on the website are implemented with Google Analytics, a very popular web analytics solution that gives rich insights into website traffic and marketing effectiveness[10]. It allows for Advanced Segmentation, Custom Reports, Advanced Analysis Tools, Analytics Intelligence, Custom Variables, and Data Exports. Google Analytics can track visitors from all referrers, including search engines, and digital collateral such as links within PDF documents. The service offers the following specific statistical insights:

- 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 that the site is added to the user's 'favourites' bookmark.

The website was constructed in November 2017, demonstrated and approved at the kick-off meeting, and published online in December 2017. Since then, it has been constantly updated with new content and new features.

At the time of submission of this deliverable, the statistics from Google Analytics show a good performance, with almost 2,100 unique visitors and visits. The percentage of 82.5% new visitors over the total visits is notable if considering the average of 3 pages visited each session and a session duration average of 4 minutes. This means that when a new user enters the website, he/she actually reads the content of the page.

Statistics are used to monitor the performance of the online communication and a full reporting will be provided in deliverable D2.3 – *Final report on dissemination activities, community building and stakeholders consultation*.

7.2 SOCIAL MEDIA

The account of REACH exists for Twitter, Facebook and YouTube.

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[10] https://www.google.it/analytics/

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The REACH account on LinkedIn has not yet been created. It is better to wait for tangible results to be available to share, in order to attract the attention of the professional target audiences. The creation of the LinkedIn account will be a priority for the next period.

The REACH project is aware of the H2020 Programme: Social media guide for EU funded R&I projects.

7.2.1   TWITTER

REACH has a Twitter page at the following address:

https://twitter.com/reach_2017

Twitter is useful for gathering audiences interested in the topics covered by the project (the followers), for expanding these audiences with new targets due to the shares made by the followers to much wider audiences, and to get in touch with individual users and establish a direct dialogue with them.

The contents are also accessible to everyone (it is not necessary to be a follower to see them) and due to the use of specific hash-tags, even external users can access REACH news.

All the news posted on the REACH Blog is tweeted on the REACH Twitter page.

The hashtag used in the REACH project is #participateinculture.

The use of Twitter by EU funded projects has produced many tweets, but they are not always coordinated or well defined and using of hash-tags. Added to politicians sending unwelcome messages or brands using Twitter for promotion campaigns, there is often a lack of trust and disaffection amongst members of the public.

A more careful investigation will be carried out to understand how to make effective the use of this channel for the REACH communication, especially for when the project will have concrete results to be promoted.

7.2.2   FACEBOOK

REACH has a dedicated page at the following address:

https://www.facebook.com/reachculturalheritage/

Every Facebook user can become a follower and see in real time all the updates, initiatives, information on project progress and can also interact directly with the page by commenting, viewing or sharing the contents, in such a way as to make the information promoted on the page viral.
Facebook is, therefore, an excellent promotional tool that provides opportunities to communicate directly with an audience (project partners and/or blogs) and indirectly through the inclusion of third-party blogs which could be seen by a wider demographic.

All the news posted on the REACH Blog are also posted on the dedicated page.

A further Facebook event was created especially for the opening REACH Conference in Budapest.

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Figure 32 – Facebook page for the REACH Opening Conference in Budapest

It should be noted that, also in the case of Facebook, as for the case of Twitter, the creation of an audience on the Social Network is very much connected with the publication, on a continuous basis, of information that have an appealing not only for the professional targets (who are not always big users of the Social Media) but also, and particularly, for the non-professional targets and youngsters. This challenge is interesting, because participation does not mean only participation of the professionals of the field, but also the capacity to attract general public.

7.2.3 YOUTUBE CHANNEL

The service of YouTube is used to share the videos produced during or related to the REACH project. The REACH channel has been created at

https://www.youtube.com/channel/UCTjxbeHm0CEr2-lOb7X-neA?view_as=subscriber

The videos published on the YouTube channel are also shared through Facebook and Twitter channels.

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At the moment, a playlist has been created in which the videos provided by partner UGR, from the MEMOLA project, are collected.
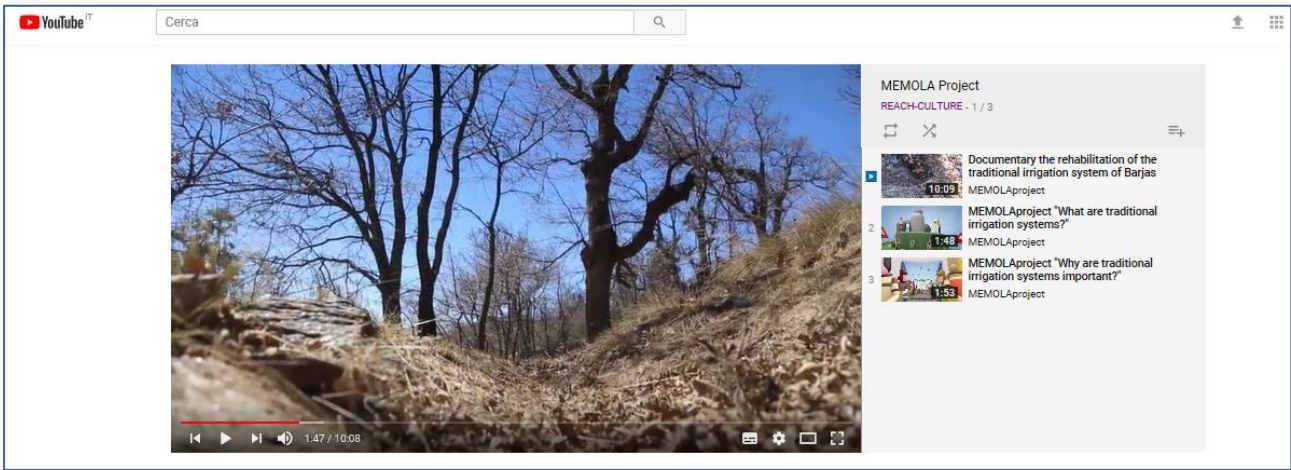
Figure 33 – Video from the REACH Playlist on YouTube

The videos presented at the REACH Opening Conference in Budapest are also uploaded to the YouTube channel after have obtained the formal authorisation from the authors.

REACH
Deliverable: D2.1
Title: Project website, internal communication tools,
                   dissemination plan and promotional material
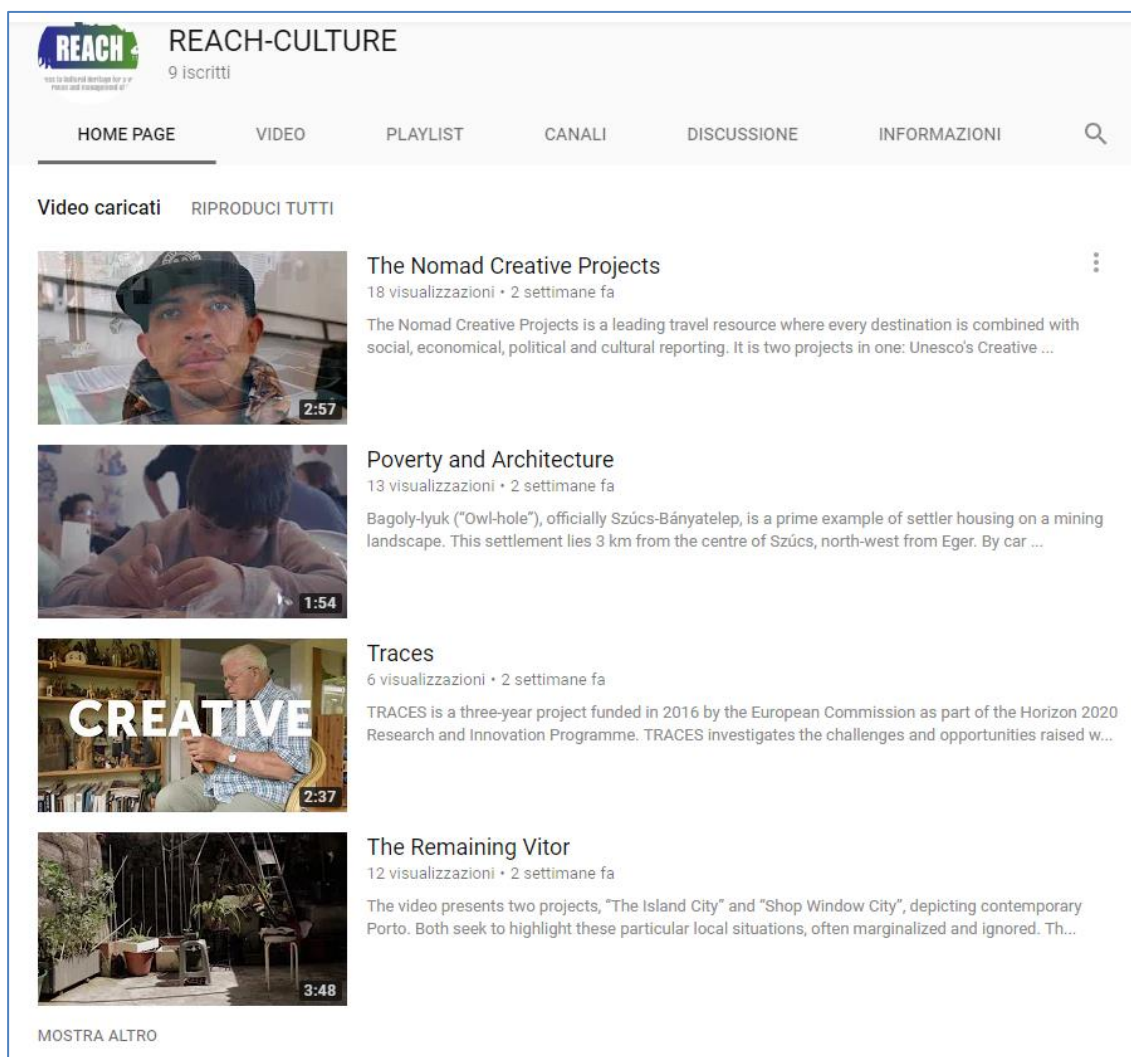
Figure 34 – REACH YouTube videos from the Opening Conference

7.3 MEDIA AND SCIENTIFIC JOURNALS

Online magazines and portals were contacted to announce the REACH opening conference in Budapest.
Actual publications:

- Europeana Migration website

  https://pro.europeana.eu/event/reach-opening-conference

- European Commission event's websites

  http://ec.europa.eu/research/index.cfm?pg=events&eventcode=0B89DCB9-EC12-C5F9-98F9FB7CF39EFCC8

  https://europa.eu/cultural-heritage/news/reach-opening-conference-open-

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call-posters-and-videos_en

- website of the European Year of Cultural Heritage in Hungary
  https://koee2018.kormany.hu/resilient-cultural-heritage-and-communities-in-europe-reach-opening-conference

- CFPLIST website

  http://www.cfplist.com/cfp.aspx?cid=15641

- Digital Meets Culture Magazine

  http://www.digitalmeetsculture.net/article/reach-opening-conference/

- Calenda website

  https://calenda.org/438778

- Ariadne Magazine

  http://www.ariadne.ac.uk/issue78/reach

- HNET Humanities e Social Sciences Online

  https://networks.h-net.org/node/73374/announcements/1576242/call-posters-resilient-cultural-heritage-and-communities-europe

- website of AHiCE Art and Heritage in Central Europe
  http://www.ahice.net/conferences-call-for-papers/detail/project/resilient-cultural-heritage-and-communities-in-europe-reach-opening-conference-1369

7.4 E-NEWSLETTERS

The database of email addresses to be reached by the REACH newsletter is formed by the lists of contacts from the REACH partners, the REACH community, the selected external mailing lists, 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 and humanities all over the world.

The total number of people reached by the newsletter amounts to c 7,000 contacts.

A subset of this group constitutes the REACH Network, or REACH community. It is targeted more often with more detailed information about the project activities. This is includes people who registered on the REACH website, the Associate partners and the partners of the projects that signed the Memorandum of Understanding.

Two e-Newsletters have been sent since the beginning of the project.

- The first e-Newsletter announced the start of the REACH Social Platform and the REACH Opening Conference in Budapest. The newsletter was launched in February 2017 and reached 7,626 contacts.

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- The second e-Newsletter was sent only to the REACH community to promote the Call for Posters/video of the Conference in Budapest and to announce the opening of the reregistration. The newsletter was launched in March 2017 and reached c 150 contacts.
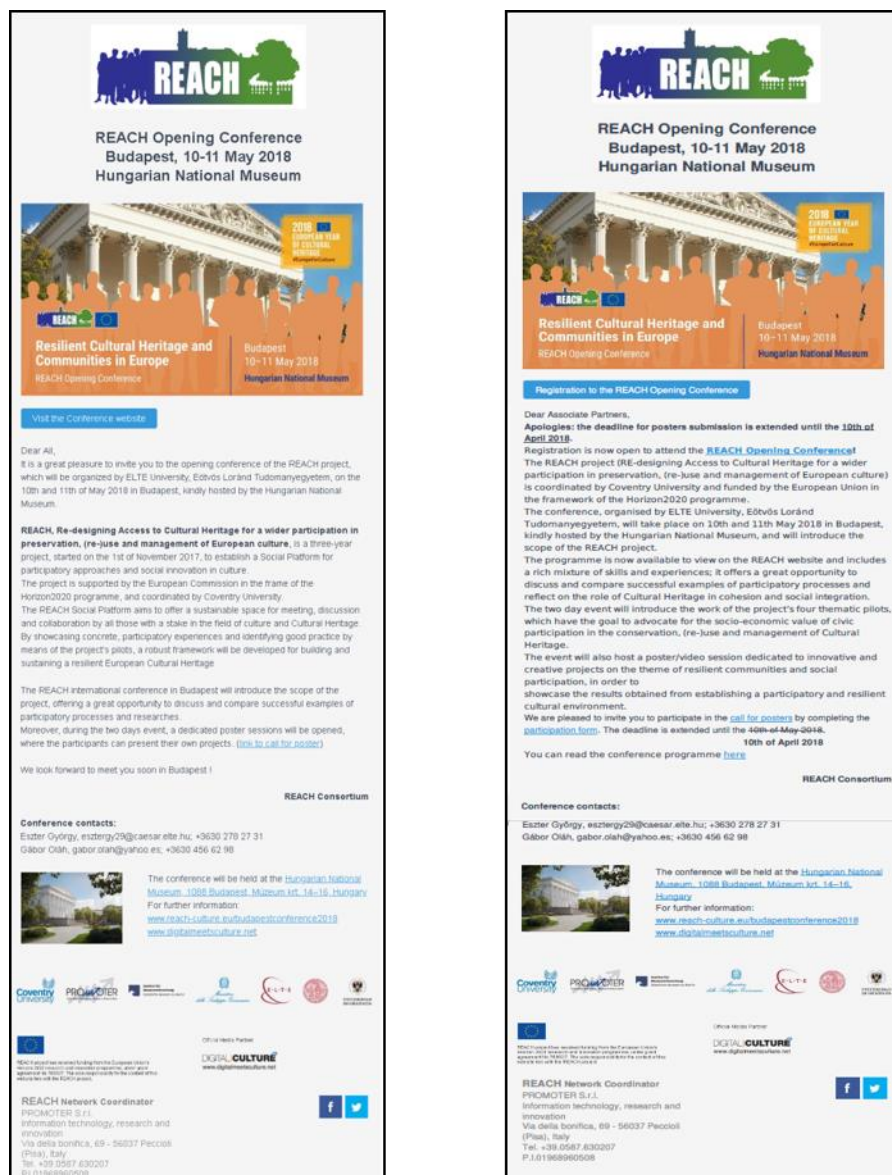
Figure 35 – REACH Newsletters

7.5 DIGITALMEETSCULTURE.NET: OFFICIAL MEDIA PARTNER

Digitalmeetsculture.net hosts the REACH Blog that is intensively used to disseminate the project's news. Also, digitalmeetsculture.net is used to feed the blog with news of interest coming from outside the REACH project and related to the themes of REACH.

Most of the articles are produced by Promoter's editorial team, but in some cases the partners have written articles which are published under their name.

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Title: Project website, internal communication tools,
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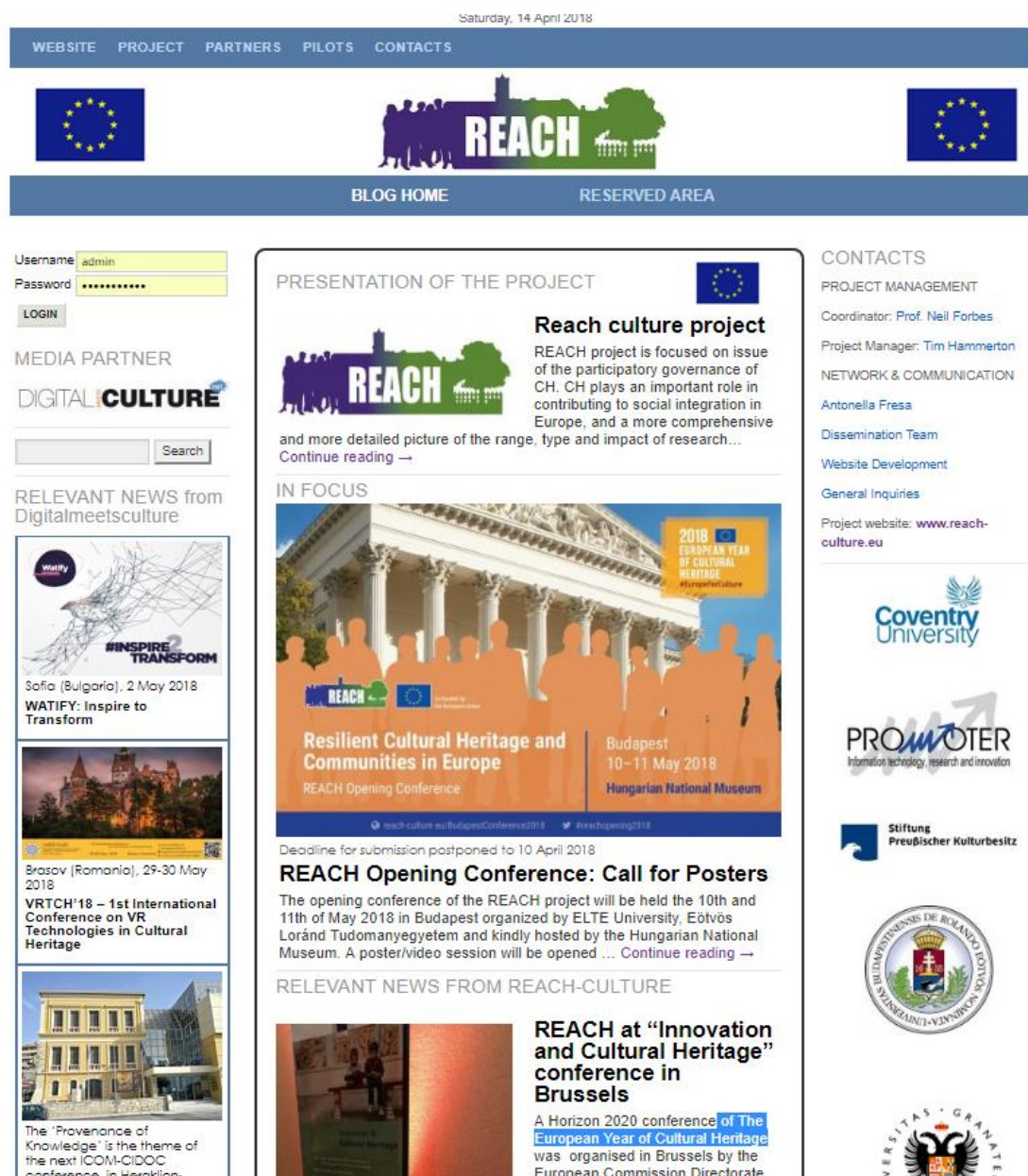
Figure 36 – The REACH Blog

During the first 6 months of the project, the Blog published articles directly connected with the project's activities and others coming from outside the project, either from the Associate partners and other parties, considered of relevance for the REACH community.

12 articles about activities of the REACH project and its partners:

http://www.digitalmeetsculture.net/article/watify-inspire-to-transform/

http://www.digitalmeetsculture.net/article/vrtch18-1st-international-conference-on-vr-technologies-in-cultural-heritage/

http://www.digitalmeetsculture.net/article/cidoc-2018-call-for-papers-now-open-thru-february-28/

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http://www.digitalmeetsculture.net/article/7th-euromed-2018-conference-progress-in-cultural-heritage-e-documentation-preservation-and-protection/

http://www.digitalmeetsculture.net/article/workshop-the-politics-of-metadata-in-participatory-approaches-opportunities-practices-and-conflicts-dhn-2018/

http://www.digitalmeetsculture.net/article/towards-a-new-audiovisual-think-tank-for-audiovisual-archivists-and-cultural-heritage-professionals/

http://www.digitalmeetsculture.net/article/edinburgh-short-film-festival-submissions-now-open-for-2018/

http://www.digitalmeetsculture.net/article/acmieee-joint-conference-on-digital-libraries-jcdl-2018/

http://www.digitalmeetsculture.net/article/europeana-migration-to-show-that-culture-is-the-product-of-multicultural-influences-down-the-centuries/

http://www.digitalmeetsculture.net/article/vimm-virtual-multimodal-museum-launches-a-survey-on-metadata-terminology-and-identifiers-standards/

http://www.digitalmeetsculture.net/article/europeana-agm-2017/

http://www.digitalmeetsculture.net/article/take-part-in-culture/

http://www.digitalmeetsculture.net/article/a-recently-launched-website-is-inviting-you-to-become-a-citizen-archaeologist/

26 articles relevant for the project, referring to activities from outside the project, with a relevance for the REACH project:

http://www.digitalmeetsculture.net/article/starting-a-new-eu-project-about-participatory-approaches-to-culture-reach/

http://www.digitalmeetsculture.net/article/civic-engagement-at-the-museum-philadelphia-assembled/

http://www.digitalmeetsculture.net/article/reach-kick-off/

http://www.digitalmeetsculture.net/article/symposium-roma-cultural-heritage/

http://www.digitalmeetsculture.net/article/vimm-virtual-multimodal-museum-launches-a-survey-on-metadata-terminology-and-identifiers-standards/

http://www.digitalmeetsculture.net/article/europeana-migration-to-show-that-culture-is-the-product-of-multicultural-influences-down-the-centuries/

http://www.digitalmeetsculture.net/article/acmieee-joint-conference-on-digital-libraries-jcdl-2018/

http://www.digitalmeetsculture.net/article/stuart-semple-tranforms-denver-in-a-happy-city/

http://www.digitalmeetsculture.net/article/learning-by-the-past-memola-animation-video/

http://www.digitalmeetsculture.net/article/a-new-way-to-connect-cultures-and-people-the-nomad-creative-projects/

http://www.digitalmeetsculture.net/article/policy-workshop-coordinating-policy-recommendations-for-durable-action/

http://www.digitalmeetsculture.net/article/courage_dandelion/

http://www.digitalmeetsculture.net/article/upcoming-workshop-small-towns-in-promotion-of-its-cultural-heritage-possibilities-and-experiences/

http://www.digitalmeetsculture.net/article/innovation-and-cultural-heritage-2/

http://www.digitalmeetsculture.net/article/upcoming-conferencethe-future-of-roma-cultural-heritage/

http://www.digitalmeetsculture.net/article/the-europeana-research-grants-programme-2017-awards-a-roma-cultural-heritage-project/

http://www.digitalmeetsculture.net/article/upcoming-conference-the-best-in-heritage/

http://www.digitalmeetsculture.net/article/call-for-papers-digital-presentation-and-preservation-of-cultural-and-scientific-heritage/

http://www.digitalmeetsculture.net/article/small-towns-in-promotion-of-their-cultural-heritage-possibilities-and-experiences/

http://www.digitalmeetsculture.net/article/annual-cleaning-of-the-medieval-irrigation-channel-of-barjas/

http://www.digitalmeetsculture.net/article/reach-opening-conference-call-for-posters/

http://www.digitalmeetsculture.net/article/reach-project-at-conferenceworkshop-cultural-heritage-social-cohesion-and-place-attachment-in-budapest/

http://www.digitalmeetsculture.net/article/are-you-ready-to-participate-communicating-the-museums-20th-edition/

http://www.digitalmeetsculture.net/article/reach-at-innovation-and-cultural-heritage-conference-in-brussels/

http://www.digitalmeetsculture.net/article/last-call-tema-european-territories-heritage-and-development-erasmus-mundus-joint-master-degree/

http://www.digitalmeetsculture.net/article/scintille-sequence-of-lectures-dedicated-to-the-topic-of-technological-innovation/

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8 CONTENT MANAGEMENT AND UPDATING

8.1 EDITORIAL TEAM

An editorial team has been established at Promoter for the management and curation of the project website and showcase. The **Editorial Team** is composed of the following members:

- Network Coordinator Antonella Fresa, responsible for the monitoring of activities and for the overall communication and dissemination strategy

- Organisation Manager Pietro Masi, in charge of checking and validating the content

- Webmasters Nicola Alfarano, responsible for the technical and content maintenance of the website and showcase. The actual content published on the website and referring to the activities carried out by the partner, is provided by the partners themselves.

- Editors Nicola Alfarano, Elisa De Bernardi, Tania Masi, Rodolfo Pessina and Situ Xiaochun, and other contributors who participate on a voluntary basis - Elena Pardini, Francesca Melani, Valentina Bachi - who provide editing and updating the news, events and articles published in the REACH Blog

- Graphic designer Nicola Cionini, who has created the visual identity of the website and of all the communication products

- The Project Coordinator and/or Project Manager also review text in their native language of English, upon request.

8.2 INTELLECTUAL PROPERTY RIGHTS

The REACH Project is the sole responsible party for content published on the website; it does not represent the opinion of the European Commission.

The text of the REACH web pages is licensed under a Creative Commons Attribution 4.0 (by) license[11].

It must be noted, however, that the rights on images and videos published on the website depend upon the respective attributions of each content provider and may not fall under the above CC license. Each image has a specific caption with all relevant information, when required by the owner of the rights.

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

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[11] http://creativecommons.org/licenses/by/4.0/

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9 DISSEMINATION MATERIALS

9.1 GRAPHIC DESIGN

The design of the printed materials is based on the project visual identity and graphic guidelines described in Section 4. In short, the aim was to define a:

- graphic identity that is at the same time distinctive and fitting to the subject matter of the project

- strong graphic statement that is simple, easy to identify, and based on universal proportions that allows the use of the same design/theme for both dissemination and networking.

These considerations translate into more efficiency and often cost and labour savings for the project, especially with a view to its future upkeep/sustainability.

Another cost-saving consideration is the idea of designing templates for brochures and posters that partners are able to easily fill in and print locally as the need arises.

9.2 DISSEMINATION MATERIALS PRODUCED IN THE FIRST 6 MONTHS

In terms of printed materials for dissemination and networking, the needs of such an ambitious project as REACH are many. Based on the DoA, as well as on an evaluation of the overall progress so far, the following documents and print templates were thus identified and then designed during the first months of the project:

1) General-purpose A4 **factsheet**. Front/back printed, it is deployed at various events as a general presentation of the project. The choice of a standard ISO-A4 format instead of more 'fashionable' designs translates into savings for the project and in no way diminishes the impact of the design. The standard small format also makes it easy to arrange for future additional print runs. The project factsheet will be translated in other partner languages

2) General-purpose A4 **flyer**. Front-only printed, it can be easily reproduced by the partners to provide a quick information about the REACH Social Platform

3) General-purpose **presentation** of the project. It provides the partners with a general, schematic presentation of the project for their networking activities.

4) A **template** for the REACH slide presentation has been provided for use by all partners when disseminating the results of REACH. A set of coherent graphic rules is given in the template

5) General-purpose 21x58 cm. standalone information **brochure**. It summarises in a simple and effective way the main aspects and key points of the project

6) **Postcard** for advertise and the International REACH Opening Conference in Budapest. It is a card of 10x15 cm., reporting information on dates and place of the Conference

7) **Programme** of Budapest Conference

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Figure 37 - Overview of the dissemination products

The partners are all invited to create a REACH dedicated area in their institutional websites, with all the dissemination and promotional material produced by REACH, and made available for download.

All the materials are available for download from the project website at the following page:

reach-culture.eu/project/overview/download-area

9.2.1 PROJECT FLYERS

Target Audience: all

Goal: flyers are "very simple and immediate instruments, designed to provide quick and general information about the project"

Achieved actions: at the time of publication of this deliverable, two flyers have been produced

- one A4 text-based version, called 'Factsheet'

- one A4 text-based version, called 'Flyer'

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Factsheets are produced in digital format as PDF files to enable partners to produce the number of copies that they need. The factsheets may be translated in other partners' languages for national-based dissemination activities.

Planned actions:

- produce new versions of the flyers throughout the project lifetime, inviting the partners to create new REACH-dedicated flyers on the basis of the progresses in their areas of work

- invite the partners to translate the factsheet into their own language

- continue the distribution of the flyers via each of the partner institutes.

*Objectives***:**

- have the flyers present at each institute, and at each of the activities organised or attended by the partners

- increase the flyers spread.

9.2.2 GENERAL SLIDE-BASED PRESENTATION

The REACH general presentation provides partners with a general, schematic presentation of the project, which can be adapted and extended for the scope of the various networking activities.

At the beginning of the project, a slide presentation template was also produced and distributed to the partners in editable version, enabling partners to create more customised presentations for particular events. The template is available on the Reserved Area.

Target Audience: Network of Common Interest

*Goal***:** provide partners with a general, schematic and image-based presentation of REACH for their networking activities

*Achieved actions***:**

- a first general presentation was produced very early (month 1). By month 3 it was enriched with cultural content images provided by various partners. It was distributed to the partners both in PDF and editable format. The presentation is also available in PDF in the download section of the website.

- a template for the production of presentations by the partners was produced, featuring the logos of REACH, EU emblem and REACH official media partner's logos, the REACH Grant Agreement number and references with the main project contacts. It was distributed (and made available in the website's repository) to the partners in editable version, for enabling them to create, when necessary, more personalised presentations.

Planned actions:

- invite the partners to create a REACH-dedicated presentation, with results of their pilots, and make them available for download

- invite partners to translate the general presentation into their own language

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- produce new versions of slide-based general presentations, as long as the project research makes progress

Objectives: increase the use of the official REACH slide-based presentation among partners for their networking activities.

9.2.3 REACH BROCHURE

The REACH brochure is an 8-sided brochure.

It provides a general presentation of the project with focused information about the meaning of the REACH proposal for Resilient Cultural Heritage, and one page dedicated to each pilot.

It was produced in four-colour process in 5,000 prints.

It is available and under distribution since January 2018.

Figure 38 - REACH brochure

Target Audience: all, with special focus on policy makers and heritage professionals

Goal: **to** provide an exhaustive introduction to the themes addressed by REACH

Achieved actions:

- first version of the brochure produced by month 3 by Promoter

- printed copies of the brochure were shipped to the partners

- the PDF of the brochure is available in the download section of the website

- the brochure has been distributed at events attended by the partners, since January 2018

- the brochure will be provided to the attendees of the Conference in Budapest

Planned actions:

- Foster the partners to distribute the REACH brochure at all the events and meetings where they participate

9.2.4   OTHER DISSEMINATION MATERIALS

A bag has been produced for the opening conference in Budapest. Its design refers to the REACH project and for this reason it will be possible to use it for future public events, including workshops and final conference.

Figure 39 – REACH 'shopper'

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As the project progresses, the production of further dissemination materials is foreseen, especially relating to project workshops and the final conference. In particular:

- leaflets for publicising/announce the project events

- more FAQs, directed towards all the audiences but in particular to the wider, non-expert public

- an updated version of the brochure and/or dedicated booklets, focusing on specific research results (e.g. pilots and the REACH proposal for a Resilient Cultural Heritage)

- a poster and/or Project's self-standing banner, to be used for project dissemination during third party events where the REACH project is invited to exhibit

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10 INTERNAL COMMUNICATION

Two types of basic collaborative tools have been implemented to facilitate the daily management of the project and communication between the partners:

- Project repository and calendar are available in the Reserved Area of the website (see Section 5.3.2)

- Mailing lists

Furthermore, online conference calls – in addition to the six-monthly plenary project meeting – and procedures for recording the agreements made at the project meeting are adopted to support the internal communication.

10.1 MAILING LISTS

A set of mailing lists have been created to keep all stakeholders informed about the progress of the project and to get them involved in the project's activities.

The consortium makes use of a general mailing list for the purpose of day-to-day communication, enquiries, discussion of topics, ideas, actions and workflow:

- reach@promoter.it

- Others mailing lists have been created for networking purposes.

Each work package has the option to have a specific mailing list for its internal communication. The following mailing list have been created for the small towns heritage pilot and the general activity of collection of best practices:

- associatereach-cuni@promoter.it

- bestpractices-reach@promoter.it

Another mailing list is dedicated to the external partners who want to stay informed about the progress of the Project and to get them involved:

- associate-reach@promoter.it which includes the members of consortium, Associate partners (who demonstrated interest to cooperate with the REACH project and who decided to sign a Cooperation Agreement), linked projects (who demonstrated interest to and decided to sign a Memorandum of Understanding), people registered via the REACH website

A mailing list was created as a follow-up of the Budapest Opening conference, including all the participants who registered and gave their consent to receive REACH project0s news:

- Budapestconference-reach@promoter.it

Through the mailing list, periodic updates are released to inform the community about the latest news and achievements of the project and about the next appointments.

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Due to the recent General Data Protection Regulation (GDPR), attention will be given to collecting all the necessary authorisations for the acquisition of email addresses included in the REACH mailing lists.

10.2   PROJECT MEETINGS

The main instruments for internal communications are face-to-face and virtual meetings:
-   plenary meetings (physical)

-   project team meetings (virtual or physical)

-   work-package specific meetings (virtual or physical)

-   focus groups meetings (virtual or physical)

All these meetings produce agendas, minutes, presentations and other supporting documentation. All this information is distributed via mailing list and uploaded online in the reserved area.

In particular, the Project Manager writes the minutes of the meeting, the partners may comment on the minutes produced before they are finalised. When the minutes are approved, they are published online within the partners' reserved area of the project's website in the "Meetings & Events" folder.

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11 CONCLUSIONS

The communication and dissemination task, which will be active throughout the project duration, is integral to the success of the REACH project.

As indicated in the DoA, the main and most demanding objective of the project is to "establish a Social Platform as a **sustainable space for meeting, discussion and collaboration** among a wide-ranging network of development bodies, tourism, education, creative industries, CH professionals, academic experts, arts practitioners, professionals in archives and galleries, associations and interest groups representative of non-professionals and local societies, and policy-makers – all those with a stake in the field of culture and cultural heritage."

Reaching the target audiences, and creating an effective bi-directional communication with them is the first step for the project to go beyond a pure theoretical approach and to exhaust its function with the end of the EU funding period. REACH aims to continue to exist, and to be able effectively to challenge the societal, economic and political issues faced by the EU that are ever more demonstrated to be linked inherently with culture.

Attracting the widest community of interested people, including cultural heritage professionals, researchers, educators, and amateurs, and convincing policy makers of the quality of its results and proposed framework, REACH will get its chance to reach its main objective and to enter the decision-making processes. The work done and the results achieved in the first 6 months demonstrate that this is possible, especially with a plan and mechanisms in place to identify and reach target audiences.

After the initial project set-up phase, it is now time for the project to increase its speed, to produce more content and to be even more effective in the dissemination and communication. This will enable partners to be ready to address policy and decision makers with concrete messages at a later stage of the project.

Based on the results of the pilots and the more theoretical reflection on cultural heritage resilience, the dissemination and communication activities are ready in the next period to deliver the expected impact. This will create the conditions for the whole Social Platform to achieve its ultimate goal that is to contribute to make the European citizens to live their heritage, to get closer to culture, to recalibrate relationships and to unlock the enormous potential that culture and cultural heritage represent for a real social innovation in Europe.

REACH started very early to communicate its message; this document, besides describing the work carried out so far, aims most of all to describe the principles and actions of the communication strategy to be undertaken in the future months, which are expected to be the most important of the project.

This plan will thus serve as a point of reference in the time to come, with the clear mind that it will be amended, expanded, and adapted whenever necessary, for the benefit of the project and its partners and Associate partners.

ANNEX - DISSEMINATION PLAN

EVENTS	AUDIENCE	GOAL	TIMING	PLANNED ACTIONS
Kick-Off meeting	Internal	Reviewing the description of action	Berlin, 1-2 December 2017	Done
Project plenary meetings	Internal	Get input and feedback from all partners	Twice a year. Next appointment in Budapest, 12 + 13 May 2018	To discuss the communication and dissemination plan
Workshops	Public and private sector, Network of Common Interest, wider public	Get input and feedback from partners and professionals about specific topics. Share best practices and expertise with professional as well as non-professional audiences	Berlin (CH management) - November 2018 Coventry (Creativity and entrepreneurship) - March 2019 Granada (territorial cohesion) - October 2019 Prague (resilience) – March/April 2020	Organise the event, define the programme, promote the event and its results to the larger public
Presentation of REACH at third party events	Linked to the scope of the attended event	Illustrate project objectives, activities and outputs	Ref. Potential target events listed in the DoA	Contact the organisers at other institutions and projects, international and national events and workshops. Agree on the presentation to be delivered by REACH. Promote the event and the REACH participation.
Local Encounters	Wider public, connected with the scope of the pilots	Local encounters to enable dialogue with local stakeholders, citizens, organisations and research communities and to enrich content of pilots and thematic workshops.	To be decided by pilot coordinators and possibly the other REACH partners	Organise the event, define the programme, promote the meeting, publish the results of the encounter

First International conferences	Public and private sector, Network of Common Interest, wider public	Ensure the project has maximum impact	Budapest, 10-11 May 2018	The preparatory activities have been carried out. Next: to publish presentations, pictures, posters and videos presented in the conference.
				Promote the Manifesto derived from the World-Café activity in the Conference.
Final International conferences			Final Conference in Italy, September/October 2020	Define programme; define venue and dates; invite well-known experts, EC representatives and similar projects.
				Promote the event online and with printed material.
				Publish the results of the conference.

MEDIA-TYPE	AUDIENCE	GOAL	PLANNED ACTIONS	OBJECTIVES
Mailing lists	Internal	Govern the Consortium's communication on a day-to-day basis. Keep the Network of Common Interest updated about the REACH activities and progresses.	Create the mailing list for all the WPs on the basis of the indications of the respective WP Leaders. To agree with the Coordinator: Board Members mailing list Conference Committee mailing list, in agreement with the responsible partner (MISE), on the basis of the Final Conference decisions	All the mailing lists are created and work correctly

			To update the Network of Common Interest mailing list on the basis of the signed CAs and MoUs	
Network of Common Interest	all the targeted audiences	Engage the REACH consortium with representatives of its target audiences. Facilitate REACH in reaching those audiences (especially public and private sector).	Send individual proposals of Cooperation Agreement and Memorandum of Understanding; follow-up the signature of agreements and memoranda; animate the network with posts and newsletters; reply to the requests of collaboration	Increase the number of signed CAs and MoUs in the next months
Website	All the partners, Associate partners and targeted audiences	Serving as meeting points for partners plus platform and gateway for external audiences	Update the pages with news about project results. Add interactive questionnaires for research purposes, when generated by the other WPs. Encourage partners who did not yet do it to create links on their websites redirecting to REACH'. Create a multilingual section with downloadable materials.	**Circulate project's information** from the project to the other communities, also using digital and social media employed within the context of REACH

Open Heritage	All the partners, Associate partners and targeted audiences	Providing access to the structured framework containing the project's outputs	- First prototype at the end of Year 1. - Gathering of partners' feedback further refinement, more comments from Associate partners, final publication during the Year 3 of the project. - Planning sustainability of the service beyond the EC funding period.	To offer and integrated presentation of the project's results to the audiences established during the project.
Digitalmeetsculture.net	All the partners, Associate partners and targeted audiences	exploiting the popularity of the online magazine	Publication of posts on the REACH Blog Re-posting of the news of the REACH Blog on the Home page of Digitalmeetsculture.net	Constantly increase the number of visits and visitors of REACH' website and in general the attention of the targeted audiences, throughout the project period.
Facebook	All the partners, Associate partners and targeted audiences	Reach out and engage the Facebook community	Each individual partner shall use his/her personal account to share the most important project event	Be a referral for the website, a showcase for REACH and a platform for interacting with the community
Twitter	All the partners, Associate partners and targeted audiences	Reach out to and engage the Twitter community	Twitter account to be created for all partners, if not yet available All the partners to become followers of REACH. All the partners to re-tweet important messages. All partners shall use the #participateinculture hashtag.	Constantly increase the number of #REACHEU-tagged tweets throughout the project period.
YouTube	All the partners, Associate partners and targeted audiences	Reach out to and engage the YouTube community	Improve graphics of REACH YouTube channel;	Constantly increase the number of visits to the REACH YouTube

			Upload recordings of each project events; Warning partners for sharing new videos; Create final video with parts of the previous recordings	channel throughout the project period.
LinkedIn	All the partners, Associate partners and targeted audiences	Actively engaging with professionals and similar projects or initiatives	Create the LinkedIn account of REACH; LinkedIn account to be created for all partners; All partners shall spread the most important project events	Create the LinkedIn network of REACH and increase it until the end of the project period
Media and Press	All the partners, Associate partners and targeted audiences	Communicating with the larger audiences, both professional and non-professional	Establish contacts with local/national broadcast stations and newspapers;	Attracting and maintaining media attention throughout the project period
Professional and Scientific Journals	All the partners, Associate partners and professional targeted audiences	Communicating with stakeholders	Submit scientific papers.	Collaborate with professional and scientific journals

DISSEMINATION MATERIALS

DISSEMINATION MATERIAL	AUDIENCE	GOAL	PLANNED ACTIONS	OBJECTIVES
Flyers	All	Provide quick and general information about REACH.	Produce new versions in the next months, e.g. focused on pilots' results. Make available the flyers in each partner's website, for download. Continue the distribution via each partner institution. Translation of factsheet into partners' language.	Increase the flyers spread

Brochure	All, with special focus on policy makers and heritage professionals	Provide an exhaustive presentation/description of REACH to a wide audience.	Make available the brochure in each partner's website, for download.	Support the project networking initiatives. Increase the spread of the brochure.
General slide-based presentation	Network of Common Interest	Provide partners with a schematic and image-based presentation of REACH for their networking activities.	Make available the presentation in each partner's website, for download. Translation of presentation into partners' language.	Increase the use of the official REACH slide-based presentation among partners for their networking activities.
Scientific publications	Professionals and researchers	Capture the decision-makers interest	12 articles (at least 1 per year, per academic partner)	Increase the interest of the academic and professional sectors towards REACH.
Other dissemination materials	All	Serve the interest of the REACH audiences in general.	Create new entries in the FAQ section online. Produce poster, portable pull-banner, postcards, customised gadgets, leaflets, as requested for the project's public activities.	Produce differentiated dissemination materials as long as the project advances and its communication requirements evolve.