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

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Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise.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

TABLE OF CONTENT

1 EXECUTIVE SUMMARY

This deliverable provides a report of the activities related to the preparatory actions carried out for the organisation of the REACH final conference, '*Designing Participation for Cultural Heritage*', which should have taken place in Pisa (Italy) on the 4th and 5th June 2020, hosted by the Scuola Normale Superiore.

Due to the COVID-19 global crisis, the REACH project was obliged to cancel its final conference.

Consequently, the project had to find a solution to achieve its expected goal, i.e. to present project results and to share achievements and ideas with other EU projects and stakeholders of the cultural heritage field.

The deliverable contains detailed information about the preparation and promotion of the conference before the crisis of COVID-19, and the management of the contingency plan after the annulment.

Core to the new plan of activities has been the implementation of the REACH online Digital Gallery of posters and videos concerning research initiatives in the field of cultural heritage research, with a particular focus on the adoption of participatory approaches.

2   INTRODUCTION

Originally, this deliverable was intended to presents the results of the REACH final conference, detailing attendance, interactions and final deliberations. The conference was to have gathered feedback and suggestions for analysis and exploitation, to both inform project conclusions and to debate the sustainability and features of the social platform following the end of the EC funding period.

Due to the pandemic that swept across the world during the initial months of 2020, the organisation of the physical conference had to be cancelled in March 2020.

As a contingency plan, due to this cause of *force majeure*, REACH partners agreed to substitute the physical conference with an alternative programme of online events, including the development of the REACH online Digital Gallery of posters and videos, with the call extended until the conclusion of the project, to share project's results, as well as those from other projects, initiatives and associate partners

This deliverable therefore contains information about the organisation and promotion of the conference before the lock-down, the management and communication of its cancellation, the implementation of the poster&video gallery and planned discussions to sustain the work of the project.

2.1   BACKGROUND

The aims of the REACH final conference were to present and assess project activities and their results, as well as to foster their impact within the cultural heritage scientific community.

The objectives of the conference were to:
- illustrate '*The REACH proposal for resilient European cultural heritage*'
- review best practices and lessons learnt from the four REACH participatory pilots
- discuss the future of the Social Platform.

These were very important sessions for the REACH project team, as they would have offered the first opportunity to publicly share details of activities undertaken, the conclusions arising from them and the opportunities available to sustain the work of the project.

From a wider perspective, it represented a valuable opportunity for reviewing the topics discussed during the REACH Symposium held in Brussels in March 2019 and for considering future actions.

The following stakeholders were considered as the conference's target audience:
1. The research community, as represented in the Symposium of 20 March 2019
2. The European Commission
3. The associate partners of REACH
4. REACH partners, including their local networks.

A Conference Committee was set up among partners to agree on keynote speakers, project presentations, demonstrations and themes for the poster sessions.

Unfortunately, it was not possible to hold the conference because of the COVID-19 crisis.

2.2 ROLE OF THIS DELIVERABLE IN THE PROJECT

This deliverable has both the goals of describing the planning and organisation of the REACH final conference until the Coronavirus pandemic and reporting the subsequent activities related to the management and communication of its cancellation.

Special efforts were made to maintain the call for posters and videos that had initially been launched in conjunction with the conference, with the goal of collecting as many contributions as possible and to publish them in the digital gallery hosted by the project's website.

2.3 APPROACH

One of the first tasks was to decide where the conference would be held. Within the original Description of Action, it had been planned to take place in Rome, but after several meetings, an alternative was considered. A proposal was made to partners at the Project Board meeting in Berlin, in November 2018, that it be relocated to Pisa. It was considered that Pisa would be a better location, affording greater visibility and, due to its renowned universities and research institutes, able to more effectively reach the targeted stakeholder groups. Partners accepted this proposal and revised plans were put in place.

The initial phase of organising the conference was carried out by Promoter, without difficulty and according to schedule, working in collaboration with MISE, the Italian Ministry of Economic Development, in the role of co-organiser.

The vision was to create an event that that would capture the interest of many stakeholders, including a varied and interesting programme of significant speakers, and therefore generate a large attendance. To produce a welcoming environment for participants, an appropriate and prestigious venue was selected, a social event designed to enable discussion and interaction, and a dedicated space prepared to show posters and videos, to detail other interesting initiatives. It was on this basis that the REACH dissemination team worked to share news of the event and invite stakeholders to participate.

The serious situation created by the COVID-19 pandemic prevented the fulfilment of the conference and therefore the continuation of all scheduled activities. After monitoring the situation and considering various options, the REACH consortium had to cancel the final conference due to reasons of force majeure.

Promoter, together with the Partners, had to find an emergency solution. It was therefore agreed to replace the physical conference with an online alternative that would still enable the achievement of the conference objectives that focused on the dissemination of project results, sharing experiences of other projects and providing information about initiatives from associated partners.

The work therefore focused on the REACH poster and video gallery, with the invitation extended until the end of the project, as well as the organisation of a programme of online meetings to be held between October and December 2020.

2.4 STRUCTURE OF THE DOCUMENT

After the executive summary and the introduction, the deliverable contains the following chapters:

CHAPTER 3: CONFERENCE ORGANISATION BEFORE THE COVID-19 CRISIS
This chapter describes the different phases of the conference organisation, led by Promoter S.r.l in cooperation with the entire REACH consortium. All these activities were carried out before the outbreak of the COVID-19 pandemic.

The content focuses on the organisation of the conference - including venue, programme, speakers and chairs - and on the promotional activities - including visual and communicative identity of the conference, online promotion, networking and dissemination material.

CHAPTER 4: CRISIS DUE TO COVID-19 PANDEMIA
This chapter describes the activities that the project had to put in place after the COVID-19 crisis, when it became clear that the conference could not be held and that a contingency plan was necessary.

It briefly presents partners' reflections about the situation, the inevitable decision to cancel the event and the dissemination and communication activities needed to inform the stakeholders and to maintain the call for posters and videos. There is also initial consideration of further online meetings that would replace the sustainability discussions that had been planned to take place in Pisa.

CHAPTER 5: POSTER AND VIDEO GALLERY
This chapter is dedicated to the poster and video session that was transformed into the online gallery. The chapter describes the research and innovation topics addressed in the call, and provides examples of the posters and videos displayed in the digital gallery of the REACH Conference website.

CHAPTER 6: CONCLUSIONS
The final chapter is devoted to the conclusion. It is followed by 4 Annexes and the acknowledgement page:
- Annex 1 - REACH Conference's programme
- Annex 2 - Speakers' biography
- Annex 3 - Call for posters&videos Form
- Annex 4 - Definitions and abbreviations used in the document.

3   CONFERENCE ORGANISATION BEFORE THE COVID-19 CRISIS

The final conference of the REACH project was organised by the Italian Ministry of Economic Development (MISE) in collaboration with Promoter S.r.l., with the latter also responsible for delivering the promotional and dissemination activities related to the conference.

The title of the conference was '*Designing Participation for Cultural Heritage'* and the event was scheduled to take place on 4th and 5th June 2020.

While Antonella Fresa (Promoter) and Mauro Fazio (MISE) led work in establishing the venue, local logistics and dissemination, regular online meetings also took place also involving the Project Coordinator Neil Forbes, Project Manager Tim Hammerton and Silvana Colella (all Coventry University) to discuss the structure of the programme, potential speakers and the objectives of the event.

The main activities of the conference's organisation and promotion, included:
- establishing the date and venue of the conference
- obtaining sponsorship from the supporters
- finalising the event programme
- inviting the speakers and collecting their biographies and their presentations
- inviting local and state authorities
- producing dissemination material (paper and web)
- disseminating event news through: email invitations, distribution/spread of promotional material (postcards, website and newsletters), press releases, call for paper databases and contact with the media
- calling for posters and videos, managing and collecting the adhesions
- collecting posters and videos for publication on the conference website
- planning the physical exhibition of posters during the conference
- managing and collecting registrations to the conference
- setting up the conference venue
- organising catering
- organising the cultural programme.

3.1   WHEN

A two-day conference was to be held in Pisa on 4th and the 5th of June 2020.

The choice of date was made because September and October are usually very busy for researchers and academics, while July and August are holidays period for most of the target audience. June would therefore be an ideal time to maximise attendance and participation and therefore gather feedback that would inform final project outcomes and improve sustainability planning.

3.2   THE VENUE

The selected venue was the Scuola Normale Superiore in Pisa, an obvious location due to its internationally acknowledged leading role in the promotion and development of culture, teaching and research in sciences and humanities. Here, Nobel prize winners and Presidents of the Italian Republic have received training.

Founded in 1846, the Scuola Normale Superiore, located at the Palazzo della Carovana, is one of the most famous historic buildings in Pisa: the oldest structure of the palace, called Palazzo degli Anziani, dates back to 1286 and was renovated by Giorgio Vasari from 1562, at the request of the Grand Duke of Tuscany Cosimo I de' Medici. The building was the venue of the college that educated the Knights of the Order of Santo Stefano, a military and monastic institution founded in 1561 by the Grand Duke to collect the glorious maritime heritage of the ancient Pisan Republic.

Figure 1: Scuola Normale Superiore

The space booked for the conference at Palazzo della Carovana consisted of Sala Azzurra and the adjacent hall. This area would be dedicated to conference's speeches and discussions. The registration desk and the catering (coffee breaks and lunch) would be available in the adjacent hall, with posters and videos exhibited in both areas.

Figure 2: Scuola Normale Superiore, Sala Azzurra

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Inside the conference room, six posters featuring REACH activities were to be exhibited:

- Open-Heritage
- Good Practices
- Minority heritage pilot
- Institutional heritage pilot
- Rural heritage pilot
- Small Towns' heritage pilot.

3.3   SPONSORSHIP AND SUPPORT

Promoter contacted several public administration and institution to ask their support. Amongst those that replied affirmatively were:

- Regione Toscana
- Comune di Pisa, Università di Pisa e Museo della Grafica
- Istituto Centrale per il Catalogo Unico delle biblioteche Italiane (ICCU) of the Italian Ministry of cultural heritage, activities and tourism.

The Director General of the Department of Culture and Research for the Tuscany Region was invited and agreed to make an introductory speech at the conference.

3.4   CONFERENCE PROGRAMME

The REACH final conference was due to start on the morning of Thursday 4th June. Attendees would have been welcomed at the registration desk by the Promoter Team and asked to sign a consent form to allow photography, filming, videotaping/audio recording and other means of capturing image or voice or being quoted in the media or printed materials of the REACH project.

Each attendee would have been issued with a conference bag that included the conference programme, flyers about the REACH project results (Open-Heritage, Good Practices and one for each pilot), conference postcard, the REACH booklet, pen and block-notes, and a pen-drive containing REACH presentations.

The conference's format was designed to include invitation-based oral presentations, given by senior researchers in the field, as well as by members of the REACH consortium, with ample time allowed for informal discussions and interaction.

Activities were divided into four sections. Two sessions, plus the social event were planned on the first day.

The **first session *'Opening'*** was dedicated to opening the conference, with a welcome speech from the local authority, followed by the introductory remarks of Prof. Neil Forbes, REACH coordinator, and the speech about future cultural heritage research and Horizon Europe by Dr. Zoltán Krasznai of the European Commission.

The **second section *'Participatory approaches in the scenario of Cultural Heritage research'***, provided discussion about two of the main themes of the project, firstly Prof. Gábor Sonkoly discussing *'the REACH proposal for resilient cultural heritage'* and secondly, a demonstration of successful local participatory experiences selected by the Research and Culture Departments of the Tuscany Region.

During this section, five posters selected from those approved by REACH Conference Committee were to be presented to the audience, to provide a brief (approximately five minute) overview of their respective initiative.

This was to be followed by an interactive session led by Prof. Silvana Colella, involving a series of questions posed to the audience, seeking their replies and opinions on topics that were integral to the REACH project.

On the evening of this first day a social event was planned and offered complimentary to delegates (see further details in section 3.6 below).

The second day featured two further sessions that involved discussions that would have been important in shaping both the conclusions of the REACH project and also its sustainable future.

The **third session '*Best practices for participatory approaches in culture and social innovation'*** was planned to open with the key note address from Prof. Perla Innocenti. This would be followed with presentations of the outcomes of the four thematic REACH participatory pilots, with Eszter György (Minority heritage), Friederike Berlekamp (Institutional heritage), José Maria Martin Civantos (Rural heritage) and Jaroslav Ira (Small Towns' heritage) providing a brief overview of results and lessons learnt. Project Manager, Tim Hammerton would then have identified comparative participatory themes from each of these very different areas of cultural heritage.

Then, a participatory session was foreseen, where the audience was divided into four groups, each one with a chair and a rapporteur, to discuss the themes of the morning. The participatory session was planned to take place in the same room, having agreed that during the coffee break the staff of Scuola Normale would rearrange the room. This was a particularly important session for the REACH project, as it would have drawn and tested its conclusions.

The **final section '*Sustainability, networking and impact'*** had to introduce Open-Heritage.eu online platform, led by Dr. Antonella Fresa and include a debate about the future of the Social Platform. Within this section Prof. Neil Forbes was also due to discuss the sustainability of the work and network of the REACH project, building on the March 2019 '*Horizon for Heritage Research'* Symposium, that discussed the establishment of a permanent structure for cultural heritage research and innovation.

For the final debate, in order to gather feedback and stimulate the discussion, several external experts were invited, including the Executive Director of Europeana Foundation Dr. Harry Verwayen, the Coordinator of UNCHARTED project Prof. Arturo Rodriguez Morato of University of Barcelona, the Director of the Tuscany Region Dr. Roberto Ferrari , and the President of Photoconsortium and member of the Europeana Board Prof. Frederik Truyen of KU Leuven.

As with the morning session, the loss of this final discussion has hindered the planning of the REACH project, and also the cultural heritage research sector, with the development of the next sustainable steps. The topic is returned to in section 4.2.

The complete programme can be found in Annex 1.

3.5 CONFERENCE SPEAKERS

Conference speakers were to be a combination of REACH team members, who were to present results and lessons learned during the project, and experts from the cultural heritage field that had agreed to discuss making tangible and intangible heritage accessible and reusable. They would, of course, be joined by European Commission's representative of the Directorate-General for Research and Innovation.

Here is a short overview of the main speakers, further details can be found in the Annex 2.

Prof. Silvana Colella, Coventry University (REACH Project). Prof. Colella is Professor of English at the University of Macerata, in central Italy, and Senior Research Fellow at Coventry University. She would have been the Chair of the Interactive session in the session II.

Prof. Neil Forbes, Coventry University (REACH Project Coordinator). Prof. Forbes is Professor of International History at Coventry University. He would have been the Chair of the session IV *Sustainability, networking and impact* and speaker in the session IV with the presentation titled '*Towards a permanent structure for CH research and innovation*'.

Dr. Antonella Fresa, Promoter S.r.l. (REACH Network Coordinator). Dr. Fresa is ICT expert and Director of Design and Implementation at Promoter S.r.l., who has worked on European cooperation projects since the nineties. She would have been the Chair of the session II '*Participatory approaches in the scenario of Cultural Heritage research*' and speaker in the session IV with the presentation titled '*Open-heritage.eu online platform*'.

Mr Tim Hammerton, Coventry University (REACH Project Manager). Mr Hammerton is an experienced project manager having held that role for the highly regarded FP7 RICHES and CIP Europeana Space projects, coordinated by Coventry University. He would have been the Chair in the session III '*Best practices for participatory approaches in culture and social innovation*'.

Prof. Perla Innocenti, University of Strathclyde. Prof. Innocenti is Senior Lecturer in Information Science at the University of Strathclyde, UK. She would have delivered the key note speech on day 2 of the conference.

Dr. Zoltán Krasznai (European Commission) Directorate General for Research and Innovation. Dr. Krasznai is senior policy officer at the European Commission's Directorate General for Research and Innovation, in the Unit E.6 'Economic and Social Transitions'. He would have delivered the initial key note speech on day 1 of the conference.

Prof. Gabor Sonkoly, ELTE University. Prof Sonkoly is a Professor of History, Dean of the Faculty of Humanities and Director of the Doctoral School of History at Eötvös Loránd University (ELTE), Budapest. He would have been speaker in the session IV with the presentation titled '*The REACH proposal for a resilient CH*'.

3.6 REACH SOCIAL EVENT

After the closure of the first day of the conference, on Thursday 4th June, a social event was planned to be hosted at **Palazzo Lanfranchi,** an historical palace located on Lungarno Galilei in Pisa, which currently holds the Museum of Graphics. Its name derives from the Lanfranchi family who lived there until the nineteenth century.

Figure 3: Palazzo Lanfranchi

One of the main characteristics of the museum's activities is its use of participative approaches: the museum involves a range of people and intends to be a space for meeting and sharing artistic and cultural experiences. There are activities for all: workshop for families, for children, for university students and for older people. Moreover, an interesting participatory project of the museum is 'signs in the hands': it is for people affected by Alzheimer's. All these activities of the Museum were planned to be presented at the social event.

At the end of the first day of the conference, participants would have met up in Piazza dei Cavalieri at 6 o'clock, with a tour guide, to walk beside the Arno river and arrive at Palazzo Lanfranchi where the social event was organised, learning about the history and beauty of Pisa along the way.

At 7 pm, the social event *'A meeting place: living the museum to share experiences and knowledge'* was to have been held at Museo della Grafica, beginning with a welcome message from Prof. Alessandro Tosi, the Scientific Director of the Museum, with a presentation introducing the participatory activities carried out by the Museum. Following, a dinner with tastings of Tuscan food, the day would have concluded.
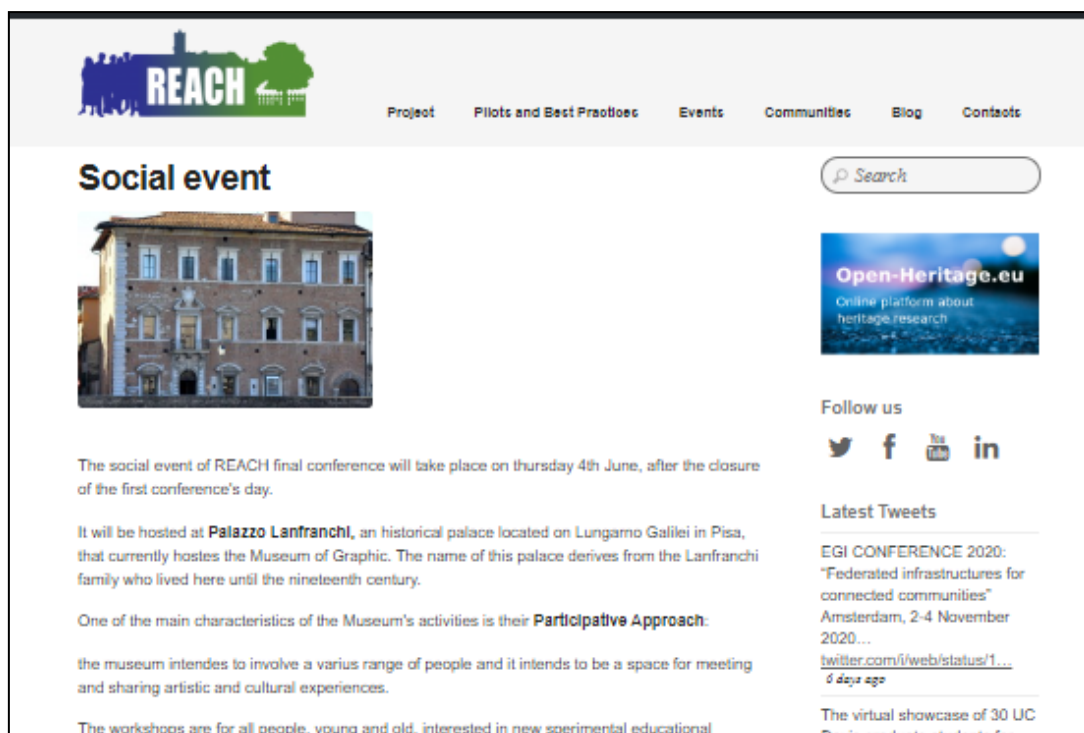
Figure 4: REACH Final Conference website - Social Event

3.7   REGISTRATIONS FOR THE EVENT

A page for the Pisa conference was created on Eventbrite, in order to manage conference registrations.
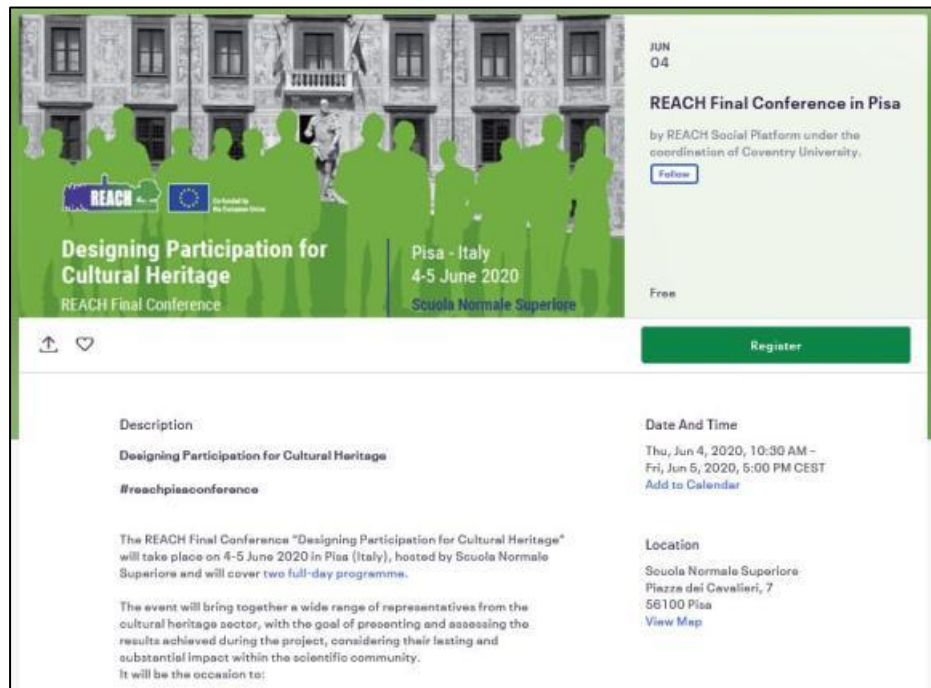
Figure 5: REACH Final Conference registration on Eventbrite

A direct link to registration page on Eventbrite was available on the REACH Pisa Conference website.
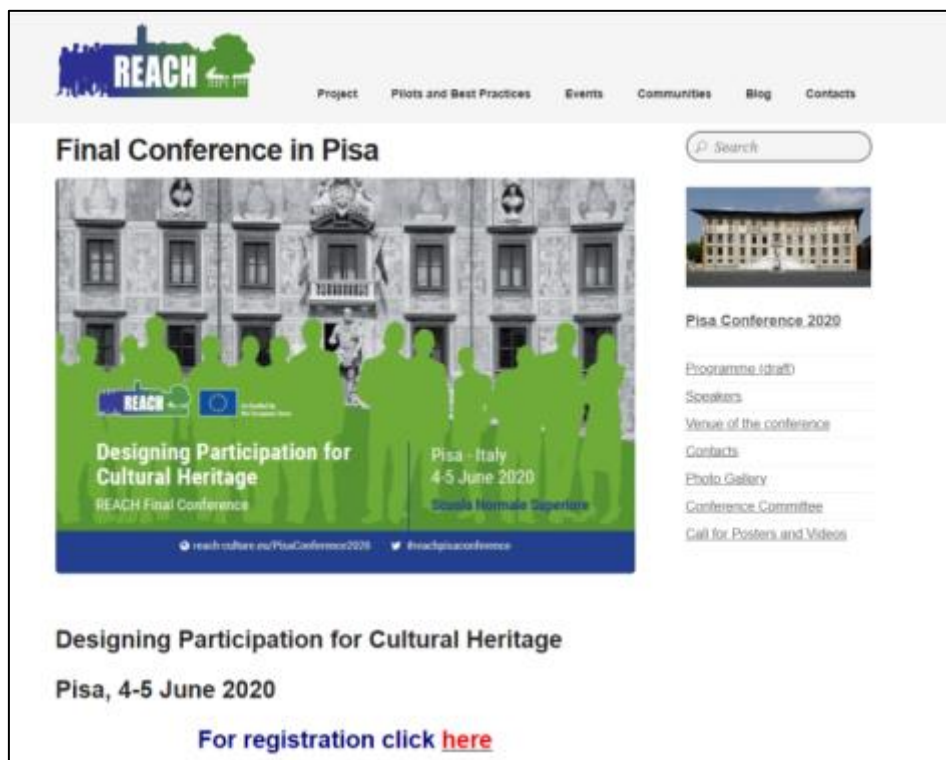
Figure 6: Registration on REACH Pisa conference website

Despite the uncertain situation due to the coronavirus and the strong containment measures of the pandemic that prevented the movement of people across Europe for an indefinite time, by the middle of March, several registrations had already been received to participate in the conference.

3.8   PROMOTION

3.8.1   THE VISUAL IDENTITY

The visual identity of the conference promotional materials was based on a REACH project template. In continuity with what has been created for the Opening Conference of Budapest, in May 2018. The design incorporates, behind a group of people, the photograph of the venue. In this instance, the picture used is of the façade of Scuola Normale Superiore). As before, the design was overseen by partner Promoter.

3.8.2   KEY MESSAGES

The title of the conference was '*Designing Participation for Cultural Heritage'* as the REACH project aims to contribute to unlock the potential of people to engage in culture and cultural heritage in order to foster creativity and innovation.

The title and hashtag *#reachpisaconference* were used as textual recurring elements in the event's promotional materials and dissemination activities during the initial months of 2020.

3.8.3   CONFERENCE DISSEMINATION ACTIONS

To promote and disseminate the conference, several materials were produced and they are illustrated in the following figures.

- **conference postcard** – 500 postcards were produced and distributed by consortium partners during their participation in public events and meetings

Figure 7: Final Conference postcard

- **newsletter** – one digital newsletter was produced and sent to the over 550 international contacts of the REACH network

Figure 8: REACH newsletter - 20th December 2019

- **Articles and press releases**

Promoter prepared various communication tools that were sent to stakeholders, digital magazines on cultural heritage, to share information about the conference in Pisa and the associated call for posters&videos, as illustrated below.

Communication addressed to digital magazines to promote the final conference on their websites

Dear _ _ _
_ _ _ _

REACH (RE-designing Access to Cultural Heritage for a wider participation in preservation, (reuse and management of European culture), is a threeyear project focused on the promotion of participatory approaches to cultural heritage, aiming to trigger a debate on how such participatory approaches contribute to enhance its potential for social good.
We have now started the communication campaign of the REACHFinal Conference, an International event that will take place in Pisa on4-5 June.
We would be honoured if you could publish on your website our initiative.
I attach a text and a picture at this purpose.
I remain available for any further information about that.
I thank you in advance for your kind attention and contribute.
Best regards

Communication addressed to projects similar to REACH and with which there was likely collaboration, inviting participation in the final conference and in the call for posters / videos.

Promoter selected several digital magazines and projects to propose the publication of the announcement of the Pisa Conference.

Dear ,
I hope this email finds you well. It has been sometime since our last contact and I would like to know if you are still interested in collaborating with REACH project.
In case you still are, it would be a great pleasure for me to invite you to participate in the REACH Final Conference "Designing Participation for Cultural Heritage".
The event will take place on 4-5 June 2020 in Pisa (Italy), hosted in by the prestigious premises of Scuola Normale Superiore.
The Final Conference will bring together a wide range of representatives from the cultural heritage sector with the goal of presenting and assessing the activities and results achieved during the project, considering their lasting and substantial impact within the scientific community.
A two full-day programme, will begin on the morning of 4th June and conclude on the afternoon of the 5th.
In addition to a range of varied presentations, participants will have the opportunity to exchange professional expertise, reflections and share the results of their own research projects.
Do not miss this great opportunity to participate in a high-level conference attended by European Commission representatives, policy-makers, professionals and experts in the topics addressed by the programme. Save the date and register to the conference here.
JOIN the Call for Posters and Videos to present and share your project's work with the cultural heritage community.
Please, note that all contributions will be published online in a special gallery while 15 of them will be materially exposed in the conference promises and only 5 posters will be invited to make a pitch in the plenary of the conference.
The selection will be done by the programme committee after the closure of the call for posters and videos on 30th April.
Please feel free to share the information about the conference to your networks and websites. I attach the postcard and a short text that can be useful at this purpose.
If you have more questions don't hesitate to contact us at <dissemination-reach@promoter.it>
#reachpisaconference: We look forward to welcoming you to Pisa!
Visit the Conference Website
Read and download the programme of the conference
Best Regards,

The announcement of the REACH conference and related call for posters and videos was published online, by 3rd parties, as illustrated below. Further information about the call for posters and videos is provided in Chapter 5.

Announcement on Digitalmeetsculture online magazine in December 2019: https://www.digitalmeetsculture.net/article/call-for-posters-and-videos-is-now-open-for-the-reach-project-final-conference/

Figure 9: REACH call for posters&videos on Digitalmeetsculture

Announcement on Innovators in Cultural Heritage webpage in February 2020: https://www.innovatorsinculturalheritage.eu/registeredarea/events/viewEvent/2627

Figure 10: Final Conference on Innovators in Cultural Heritage webpage

Announcement on European Heritage Tribune Newsletter in March 2020: https://us19.campaign-archive.com/?u=2747b8789c11a73c3d1dad8d0&id=20cd19a764

CALLS

Call for votes: European Tree of the Year 2020
29 February 2020 - European Tree of the Year

Call for participants: NEMO Learning Exchange
2 March 2020 - Finnish Museums Association

Call for proposals: Cultural cooperation projects in the Western Balkans
17 March 2020 - EACEA

Call for stories: European Heritage Days Stories 2020
20 March 2020 - European Heritage Days

Call for applications: EMYA 2021
27 March 2020 - EMYA

Call for posters and videos: REACH final conference
30 April 2020 - REACH

Figure 11: REACH Call for Posters &Videos on European Heritage Tribune Newsletter

Announcement on the website of the RURITAGE Project in January 2020:

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

Website: https://www.reach-culture.eu/

Short description of the project:

REACH is a 36 months project, funded by the EU programme for research and innovation Horizon 2020, which started in November 2017. The project aims to contribute to unlock the potential of people to engage in culture and cultural heritage (CH) in order to foster creativity and innovation and, thereby, to empower citizens to face the immense and rapid changes taking place in Europe and beyond.

The project will establish a social platform as a sustainable space for meeting, discussion and collaboration by 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 CH. For this purpose, REACH will design a toolkit of participation that promotes maximum use and involvement, and refines and generalizes the initial model.

Liaison with RURITAGE:

RURITAGE will participate to the final REACH conference planned for the 4-5 June 2020 in Pisa. It will present its results and will take part in the related call for posters.

Figure 12: Conference and Call for posters&videos on RURITAGE website

- **Social media channels**

Twitter and Facebook were used to announce the conference, with the hashtag #reachpisaconference introduced in order to identify the conference in social media. The banner used on the social media and on the website was updated with the image of the conference postcard.

Figure 13: Banner on social media

A dedicated Facebook event was created for the REACH Conference in Pisa.
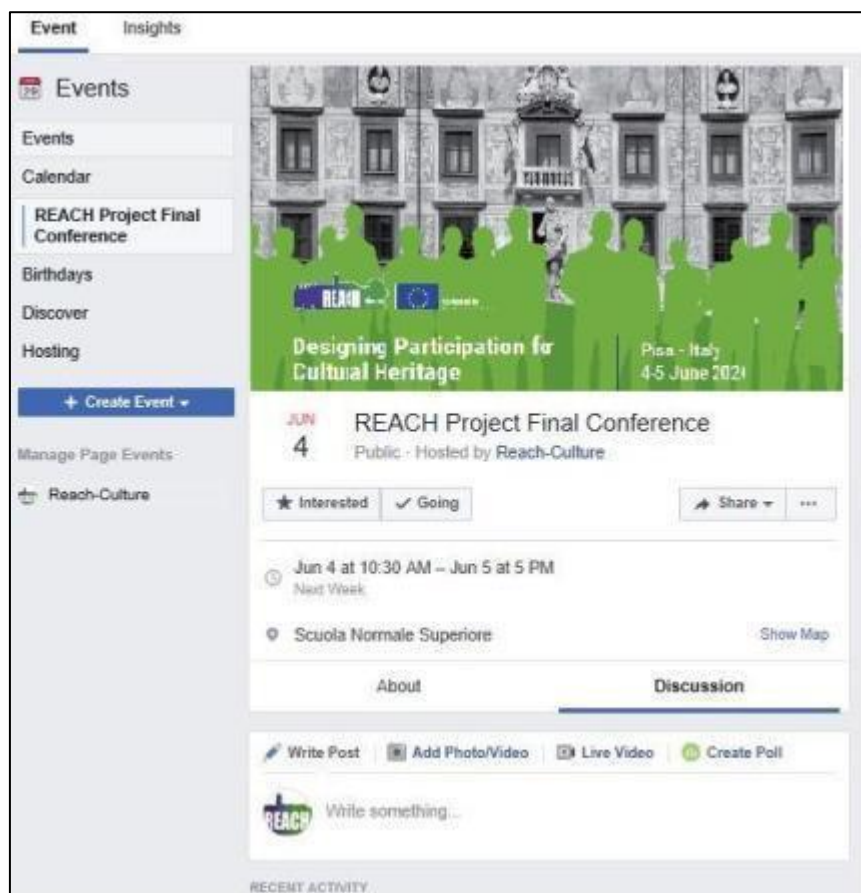
Figure 14: Facebook event

- **Posts on Facebook**

Posts were published on the REACH Facebook page in December 2019 and in February 2020

Figure 15: Facebook - December 2019

Figure 16: Facebook - February 2020

- **Tweets**

The announcement of the REACH conference in Pisa was tweeted several times, until the cancellation.
The tweet on 3rd December 2019 received 1,187 visualisations.

Figure 17: Tweet - 3rd December 2019

The tweet on 16th December 2019 received 1,272 Visualisations

Figure 18: Tweet - 16th December 2019

The tweet on 19th December 2019 received 523 Visualisations.

Figure 19: Tweet - 19th December 2019

The tweet on 18th February 2020 received 1,270 Visualisations.

Figure 20: Tweet - 18th February

3.8.4 CONFERENCE WEBSITE

Promoter designed and implemented the webpages dedicated to REACH final conference in Pisa. The conference website was created to illustrate the scope of the event, its programme, the themes of the sessions and to provide indications about the city and the conference venue, with a dedicated right-side vertical bar to give access to the sub-sections covering this detail. It was published on the REACH website and made available on 1st November 2019 at: https://www.reach-culture.eu/events/pisa-final-conference
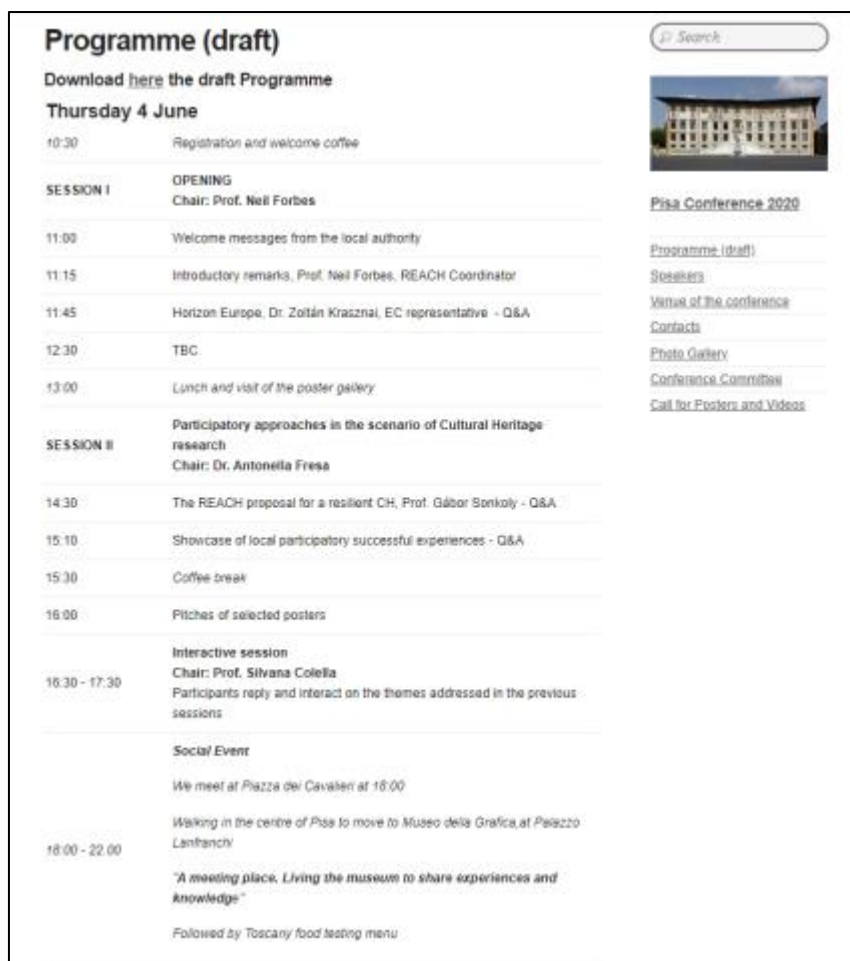
Figure 21: Home page of REACH Pisa Conference website

The menu on the right-hand side, provides access to other pages:

- programme, with the details of the two conference days
- venue, with a description of the place, the address and a Google map
- Photo Gallery, with some images of Pisa (that was expected to be enriched during and after the conference with photographs taken during the event)
- speakers, where the biography and an image for each person is presented
- the call for posters and videos, with the instructions of how to participate in the call, the topics and the link to download the application form
- contacts, to ask for more information about REACH final conference in Pisa
- Conference Committee, with the biography of the members of the Committee
- posters and videos gallery with the contributions collected from the call.

These pages are illustrated in the images below.

Figure 22: REACH Final Conference website - Programme

Venue of the conference

Scuola Normale Superiore Pisa (Italy)

The venue is the Scuola Normale Superiore in Pisa, representing a natural location because of its internationally acknowledged leading role in the promotion and development of culture, teaching and research in sciences and humanities. In this place Nobel prizes and Presidents of the Italian Republic had their trained.

The Scuola Normale identifies and cultivates the talent and qualities of its students, guaranteeing an education aimed at developing individual potential and capabilities, in a context of coexistence, dialogue and collaboration.

The model of the Normale is based on certain basic principles: the selection of students exclusively on the basis of merit, study courses and accommodation at absolutely no cost, a strong intertwining of teaching and research, community life and a great openness towards international exchanges.

The Scuola Normale Superiore has been located, since 1846, at the Palazzo della Carovana. It is one of the most famous historic buildings in Pisa: the palace, whose oldest structure, called Palazzo degli Anziani, dates back to 1286, was renovated by Giorgio Vasari from 1562, at the request of the Grand Duke of Tuscany Cosimo I de 'Medici. The building was the venue of the college that educated the Knights of the Order of Santo Stefano, a military and monastic institution founded in 1561 by the Grand Duke to collect the glorious maritime heritage of the ancient Pisan Republic.

Address: Scuola Normale Superiore, Piazza dei Cavalieri, 7, Pisa, Italy.
web site: https://www.sns.it/en

Figure 23: REACH Final Conference website - Venue

Figure 24: REACH Final Conference website – Speaker

Call for Posters and Videos

REACH Final Conference

The Call for Posters and Videos is now open

PARTICIPATE!

The Call is open until the 30th April 2020

Download the application form here

The Call for Posters and Videos aims to collect contributions from innovative and interesting Cultural Heritage projects that involve resilient communities and social participation from all Europe.

You are invited to join the Conference and present your achievements for improving a partici and resilient cultural heritage milieu.

You can participate with:

- poster (70 cm X 100 cm) in portrait format
- video (in HD, max 3. min) published on the conference's website and available for downl digital format.

In addition you are invited to display other promotional material (such as leaflets, booklets or brochures) on a common stand.

Your Proposals will be selected by the REACH's Conference Committee. Special considerat will be given to ensure that a variety of topics, geographical and cultural ranges are represer

Because of the limited space available, only n. 15 posters will be exhibited and 5 of these wi invited to be presented to the audience with a short speech.

Language:

All the material – poster and other – shall be in English Language.

Posters / Videos session topics:

- Societal Cohesion - Minorities, Majorities, Groups: everyday lives, especially the exclude marginalized, and right-wing minorities, the politics of nationalism and majorities
- Societal Cohesion - legacies of imperialism/colonialism
- Sustainability and Environmental/Ecological Responsibility: 'cultural landscapes' bringing together holistically natural and cultural heritage in the Anthropocene Age
- Rapid Societal Change - Creativity, Authenticity, Audiences, Users and Emerging and Disruptive Technologies
- Narratives, Place/place-making and Identity

Important:

- Complete the application form and send it to dissemination-reach@promoter.it by the 30t April 2020.

Number of applications: One poster or video per presenter

Poster/video template for the application form

You can download the application form here

If you have any questions about the Call for Posters/Videos, please contact the REACH Fina Conference office:

dissemination-reach@promoter.it

FOR FURTHER INFORMATION

REACH project website: www.reach-culture.eu

Figure 25: REACH Final Conference website - Call for posters&videos

It should be noted that the content of the page related to the call for posters and videos has been re-used in the new enlarged call for posters and videos, implemented as the contingency plan after the cancellation of the conference in Pisa

Conference Committee

The Conference Committee of the REACH Final Conference is composed by:

Dr. Mauro Fazio - Ministry of Economic Development

Prof. Neil Forbes, REACH Project Coordinator - Coventry University

Dr. Antonella Fresa, REACH Network Coordinator - Promoter S.r.l.

Prof. Gabor Sonkoly, Leader of Critical Review and Model Building work package of the REACH project - ELTE University

Mauro Fazio – MISE - received the M.Sc degree in Economics from the University of Rome "La Sapienza" in 1984 and the Banking specialization in the same year. Since 1985 he has been with the Ministry of Communications (now Ministry of Economic Development), serving as director of the Statistics Office since 1996. Since June 2009 he has been serving as director of the Head of Department Office of the Department of Communications within the MISE. For more than twenty years, Mr. Fazio has been involved in international activities in the telecommunication sector, with increasing responsibilities gained over time. He has been Coordinator of the EC Project CIVIC EPISTEMOLOGIES (FP7 Infrastructures). He is currently responsible for the preparation of the budget and for the strategic, operational and financial plan of the Ministry of Economic Development. He is also involved in activities for the development of the Cultural Centre of the Ministry of Economic Development, and its Museum of History of Communication.

Prof. Neil **Forbes**, REACH Project Coordinator - Coventry University– is Professor of International History at Coventry University, UK. His research interests and publications lie in the fields of Cultural Heritage (conflict, contested landscapes and the memorialisation of war), the interaction of foreign policy formulation with the practices of multinational enterprise during the interwar years, the processes of financial stabilisation after the First World War, and Anglo-American relations and the rise of the Third Reich. He has played a leading role in several research projects, including a £1m digitisation and creative archiving project in association with the UK's BT and The National Archives, and has recently acted as Co-ordinator of the EU's FP7 RICHES project - Renewal, Innovation and Change: Heritage and European Society. He is a member of several professional associations and other bodies.

Antonella Fresa, REACH Network Coordinator - ICT expert, Director of Design and General Manager at Promoter SRL, she has been working on European cooperation projects since the nineties. Since 2002, she is Technical Coordinator and Communication Manager of national and European projects in the domains of digital cultural heritage, creativity and co-creation, citizen science, smart cities, digital preservation and eInfrastructures. From 2002 to 2012, she has been advisor of the Italian Ministry of Cultural Heritage and Activities, technical coordinator of the Ministry's EC funded projects on digitisation, and from its establishment until 2012 Member of the Concertation Table between the Ministry of Culture (MiBAC) and the Ministry of Research (MIUR). From 1999 to 2002, she was Project Officer by the European Commission in Brussels. Previously, adviser of innovation agencies, Italian and European enterprises, universities and research centres. From 1980 until 1989 researcher at Olivetti in Pisa, Ivrea and Cupertino (CA, USA). She has been reviewer in the Call for the Portuguese National Roadmap of Research Infrastructures of Strategic Relevance (FCT, Portugal) and for the Austrian Agency for International Cooperation in Education and Research (OeAD-GmbH). She regularly serves as independent expert and evaluator for the European Commission. She is Vice-President of the PHOTOCONSORTIUM International Association for valuing photographic heritage and she is enterprise fellow at Coventry University. Founding member of IDEA - International Digital Epigraphy Association.

Prof. Gábor **Sonkoly** - ELTE University - (CSc, Hungarian Academy of Sciences, 1998; Ph.D. EHESS, Paris, 2000; Dr. habil. ELTE, Budapest, 2008; DSc, Hungarian Academy of Sciences, 2017) is a Professor of History, Dean of the Faculty of Humanities and Director of the Doctoral School of History at Eötvös Loránd University of Budapest. He is the author of Les villes en Transylvanie moderne, 1715-1857 (2011) and Historical Urban Landscape (2017). He published three monographs in Hungarian, edited four volumes and wrote more than seventy articles and book chapters on urban history, urban heritage and critical history of cultural heritage. He presented at more than hundred international colloquia and was a guest professor in eleven countries of five continents. He is the scientific coordinator of TEMA+ Erasmus Mundus European Master's Course entitled European Territories: Heritage and Development. He is Member of the Panel for European Heritage Label. He is an active EC expert since 2016. He is the Knight of the French Order of Academic Palms (2011).

Figure 26: REACH Final Conference website - Conference Committee

The website's statistics show that over the period from November 2019 to May 2020, 216 new users entered the conference website, on average visiting 5.65 pages over a period of almost 4 minutes each.

The peak times for viewing the website were following the launch of publicity, including the calls for posters and videos and in the period when the cancellation of the conference was announced.

Since it was set-up, 3,658 pages of the conference website were visited. Once viewers had arrived on the landing page, the areas of greatest interest were: the conference programme, the calls for posters and videos and the biographies of conference speakers.

3.9   FLYERS

Two flyers were created to disseminate the outcomes of project tasks, namely: the Open-Heritage digital platform and the Good Practices database. They remain available in digital form, for download from the REACH website.

Figure 27: Flyer of Open Heritage Platform

Figure 28: Flyer of Best Practices

4   CRISIS DUE TO COVID-19 PANDEMIC

During the REACH Project Board meeting, held in Prague on 4th March 2020, partners reflected on the fact that, despite the preparatory work for the Pisa Conference being well advanced, the new travel restrictions imposed due to the COVID-19 pandemic would place the conference in doubt.

A discussion took place that considered a number of options:
* pushing the Pisa event back until July 2020
  Concerns: Would the speakers still be available? Would the virus have passed by then?
* postponing the Pisa event until September/October 2020
  Concerns: Would people's diaries be fully booked for September with the start of the academic year? Would the virus have passed by then? The project is due to end in October.
* transforming the conference into an online event
  Concerns: Due to the growing number of online events due to the pandemic, would it be possible to raise the visibility of another online event? Given the technological constraints, would it be possible to engage in actual participatory activities online? Would an online conference be the right format for a complex two-day programme?

A further consideration was that most of the allocated resources had already been used for the preparation of the conference in Pisa, and therefore, those remaining for the implementation of any alternative plan were limited.

The Project Board chose to defer any decision until the end of March, to have a clearer picture of the pandemic. Unfortunately, by this stage, the situation had worsened and the virus had spread across Europe with dramatic consequences, including lock-downs in many countries. It was clear that it was impossible to hold the conference, as scheduled.

An option would have been to consider holding an event in October, during the final weeks of the project, but even then, uncertainty about the pandemic, limited resources and time available would have made it very difficult to organise an event in late 2020. Discussions over the online option continued between Promoter and Coventry University into April, but the transformation of the two-days programme was not considered feasible. It was necessary to elaborate a new plan.

The annulment of the conference was impossible to avoid and the cancellation was officially announced in April by a newsletter, a revision of the website, and many bilateral messages to participants.

As the alternative plan, partners decided to keep the call for posters and videos alive until October 2020, strengthening the efforts to gather relevant and numerous contributions. It was decided to structure two publication runs to feature the posters and the videos on a dedicated online Digital Gallery: a first publication before the summer break in June/July and a second in September/October.

In parallel with the campaign to communicate the cancellation of the physical event in Pisa, Promoter launched the reinforced campaign to attract the attention of its targeted stakeholders and the prolongation of the call for posters and videos. The Conference Committee maintained its role, by reviewing and accepting the posters and videos to be published on the REACH online Digital Gallery.

The new plan put into place included the:

- announcement of the annulment of the conference
- promotion of the call for posters&videos
- establishment of communication with the researchers interested in contributing, via email exchanges and conference calls
- collection and checking of posters and videos
- receipt of feedback from the Conference Committee regarding the received posters and videos
- development of the new REACH online Digital Gallery website
- publishing of accepted posters and videos on the REACH online Digital Gallery.

REACH partners were invited to produce posters related to the results of their respective activities, namely the Open-Heritage online platform, the good practice database, the resilience model and the four thematic participatory pilots.

4.1 ACTIVITIES AFTER THE CANCELLATION OF THE CONFERENCE

- **REACH website** - The slider on REACH website was immediately changed and a new text was insert to announce that the call for posters and videos remained live:
- **REACH final conference website** – The website was immediately modified.
  The home page was updated with a new postcard and a brief text to summarise the main important information about the conference:
    - the reason for the cancellation
    - the call for poster is still active
  The menu on the righthand side was modified, adding '(cancelled)' next to each link to pages on which information was no longer useful.

Figure 29: REACH Final Conference website - Home Page

Figure 30: REACH Final Conference website - a page

- **Newsletter**

On the 24th April, a newsletter was circulated to announce the cancellation of the conference and to promote the participation in the REACH online Digital Gallery.

Figure 31: Newsletter- cancellation of the conference

- **Social media channels**

The Twitter and Facebook accounts of REACH were used to spread the information about the cancellation of the conference.

   o **Facebook**

The Facebook Event page was changed as illustrated below.

Figure 32: Reach Facebook Event

News was posted on 3rd April 2020.

Figure 33: Facebook Posts - 3rd April 2020

A subsequent post was made on 25th May 2020.

Figure 34: Facebook Post - 25th May 2020

Comments were received from people saying they were sad about the annulment of the conference.

o **Tweets**

A tweet was posted on 3rd April, which reached 899 visualisations.

Figure 35: Tweet - 3rd April 2020

A second tweet was posted on 25th May 2020, which reached 1,348 visualisations.

Figure 36: Tweet - 25th May 2020

- **Articles and press releases**
  - o **Digitalmeetsculture**

On 3rd April 2020, a blog was published on the Digitalmeetsculture website:
https://www.digitalmeetsculture.net/article/reach-final-conference-cancelled/

Figure 37: REACH blog on Digitalmeetsculture

The same blog was bounced on the twitter page of Digitalmeetsculture.

Figure 39: Tweet on Digitalmeetsculture on 3rd April 2020

A second tweet was posted on the twitter page of Digitalmeetsculture on 24th April 2020 to re-launch the campaign for the poster and video call.
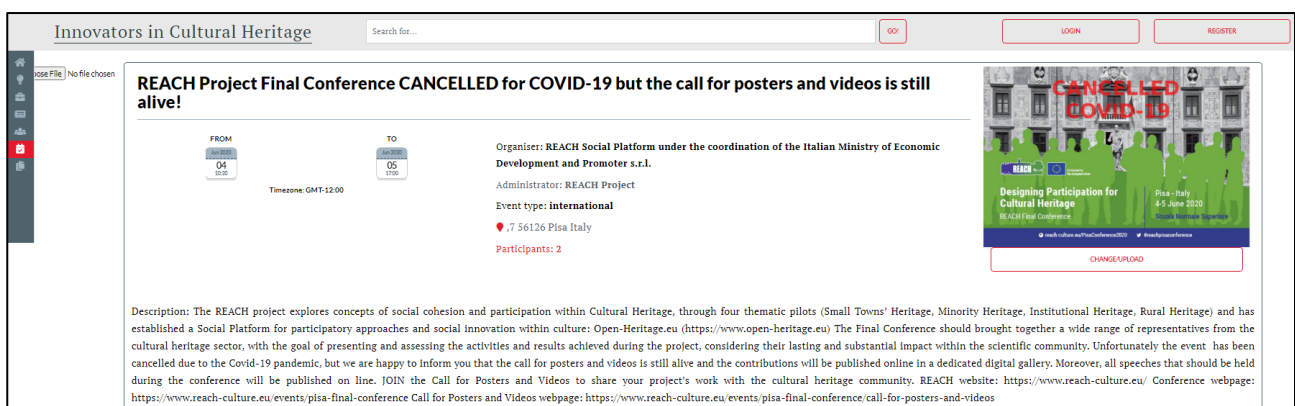

Figure 40: Tweet on Digitalmeetsculture on 24th April 2020

o   **Innovators in Cultural Heritage**

The announcement on "Innovators in Cultural Heritage" was changed:

https://www.innovatorsinculturalheritage.eu/registeredarea/events/viewEvent/2627

Figure 41: Modified announcement on Innovators in Cultural Heritage

- **E-mails**
    - on 9th April 2020, an e-mail was sent to all those who had shown interest in the call for posters/video and participation at the conference, to announce the cancellation of the conference and the extension of the posters and videos call
    - on 14th April 2020, an e-mail was sent to all those who had agreed to participate as speakers and chairs, to provide updates about the cancellation of the REACH Conference in Pisa.

4.2   ONLINE DISCUSSIONS

Section 3.4 discussed the programme that had been proposed for the Pisa conference. The final session that covered '*Sustainability, networking and Impact'* was particularly important to the project, as it would have continued the discussion that had begun during the '*Horizons for Heritage Research'* Symposium that was held in Brussels in March 2019. At that event, there was identification of a need to establish a permanent structure to support research activity within the cultural heritage sector.

As stated earlier, the translation of a two-day conference programme into an online event was not feasible. However, there is scope to develop online encounters, based on the Symposium's position paper, that discusses this element of sustainability and support for the cultural heritage research community.

Although still to be arranged, as discussions are required to take place with senior level representatives at stakeholder organisations, one session of the conference is potentially still alive, with discussions and a meeting to take place before the end of the year.

Details of these encounters will be reported in D7.2 - *Sustainability plan*.

5 POSTERS AND VIDEOS GALLERY

5.1 POSTERS AND VIDEOS SESSION

Ahead of the REACH Conference in Pisa a call for posters and videos was launched to collect contributions from innovative and interesting cultural heritage projects that involve resilient communities and social participation from all over Europe.

The posters&videos session topics were:
- Societal Cohesion - Minorities, Majorities, Groups: everyday lives, especially the excluded, marginalised, and right-wing minorities, the politics of nationalism and majorities
- Societal Cohesion - legacies of imperialism/colonialism
- Sustainability and Environmental/Ecological Responsibility: 'cultural landscapes' bringing together holistically natural and cultural heritage in the Anthropocene Age
- Rapid Societal Change - Creativity, Authenticity, Audiences, Users and Emerging and Disruptive Technologies
- Narratives, Place/place-making and Identity.

The Conference Committee was appointed to review and approve the proposals of posters and videos to be published on the REACH online Digital Gallery.

The **Conference Committee** of the REACH final conference comprised:
- Mauro Fazio - Ministry of Economic Development
- Prof. Neil Forbes, REACH Project Coordinator - Coventry University
- Antonella Fresa, REACH Network Coordinator - Promoter S.r.l.
- Prof. Gabor Sonkoly, Leader of Critical Review and Model Building work package of the REACH project - ELTE University.

The call was promoted through REACH newsletter, blogs on Digitalmeetsculture, REACH social media and publications on digital magazines.

In mid-November a dedicated page on REACH website was published to provide information and links to the application form. In December 2019 the call for Posters&videos was launched.

Please, refer to Chapter 3 for a description of the activities carried out to promote the call.

5.2 DIGITAL POSTER AND VIDEO GALLERY

The call for posters&videos provides the opportunity to share best practices and disseminate innovative and interesting cultural heritage projects that involve resilient communities and social participation.

As it was also not possible to present the posters and videos physically in Pisa, contributors were requested to submit their posters in digital format, to enable publication on the REACH online Digital Gallery; videos would be published on the REACH YouTube channel. The call was extended until October 2020, to have the widest possible showcase of both REACH results and those of other projects, initiatives and from associated

partners. The online Gallery has been open since June 2020 and has been updated with new posters or videos as they arrive, foreseeing two runs of publications: the first in June/July and the second in September/October.

On 24th April 2020 a blog post was published on Digitalmeetsculture:
https://www.digitalmeetsculture.net/article/reach-call-for-poster-videos-send-your-contribute-for-our-digital-gallery/
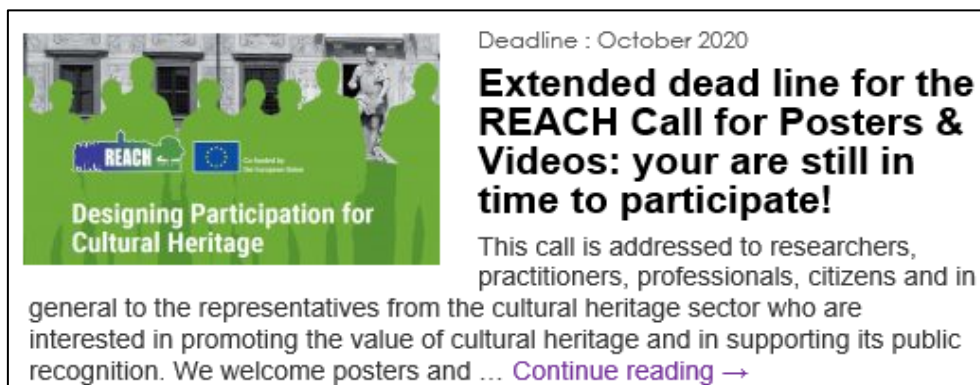
Figure 38: REACH blog on Digitalmeetsculture announcing the extension

5.2.1 DIGITAL POSTER GALLERY

In total, four videos and 17 posters have been published at the time of preparing this deliverable. This section introduces the contents of the posters and videos. Click on the image to see the full poster.

Title: A proposal for the EU Urban Agenda

Author(s): Chiara Lucchini, Corrado Topi

Project/Institution: EUCANET/Torino Urban Lab

Short description: EUCANET is a network supported by the Europe for Citizens programme of the European Union.
During a two-year long debate, the five founding partners (Torino Urban Lab, Fondazione per l'Innovazione Urbana of Bologna, City of Skopje, City of Marseille, Cluj Metropolitan Area Intercommunity Development Association) explored how City Agencies could improve the direct contribution of citizens to EU urban policies.
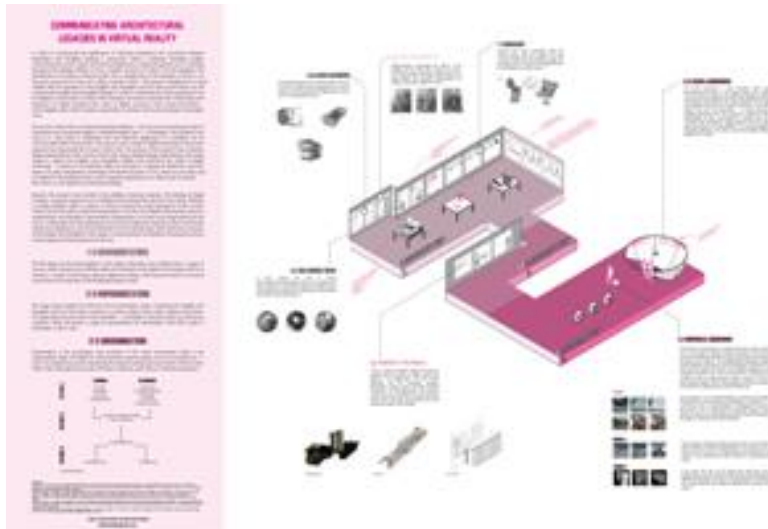
Title: Communicating Immersive Architectural Legacies in Virtual Realities.

Author(s): Hannah Rushton, Marc Aurel Schnabel

Project/Institution: Victoria University of Wellington

Short description: This research investigated how virtual realities alter the experience of the tangible and intangible, and how these environments can still communicate tangible and intangible heritage. The purpose of this research was to develop digital representations of the Gordon Wilson Flats, a building with contested heritage value in Wellington, New Zealand, following a digital heritage methodology.

Title: Cultural heritage in danger, a resource for the communities

Author(s): Mauro Fazio

Project/Institution: REACH/MISE

Short description: The Ministry of Economic Development (MiSE), in collaboration with the Department of Architecture, Built Environment and Construction Engineering (DABC) of Politecnico di Milano has focused its action in helping those communities of Italy whose cultural identity has been put in danger by disruptive events or has experienced a gradual period of downturn due to changes in the social and economic fabric. Actions put in place has targeted at enhancing social cohesion and generating opportunities of renaissance through participatory approaches in the philosophy of the REACH project.

Title: Ductility is the Memory

Author(s): Davide Massimo

Project/Institution: SH.Arch

Short description: ''DUCTILITY is in the MEMORY'' is a motto that wants to enclose the emotional and technological character of the project: high-strength materials used today in construction must be ductile, also the thought of people that have experienced a drama has to be ductile, to process the event since to be able to overcome it; and so, ductile wants to show itself this new place that is going to generate, offering itself to citizenship not only as an earthquake memorial (memory room) but also as reconciliation space as well (green and rest areas), as a place of experience of drama for those who have not lived it (path of the walls), and as a site of rebirth dedicated to young people and knowledge (reading room).

Title: ECHOES "Enabling Cultural Heritage Oriented European Strategies"

Author(s): Prof. Piero Baglioni

Project/Institution: ECHOES

Short description: ECHOES is a European initiative coordinated by CSGI and Warrant Hub to connect all conservation science activities and stakeholders in Europe. The cluster is a bottom-up action open to all the people and institutions involved in the Cultural Heritage field to create a community and stimulate discussion between experts with different backgrounds.

Title: EUROPEAN HERITAGE TRIBUNE a newsletter on Europe's cultural Heritage

Author(s): Jetske Berger

Project/Institution: European Heritage Tribune

Short description: The European Heritage Tribune is an independent digital news platform that offers an overview of the most important news, events, opinions and best practices in the heritage sector from all European Countries. The goal is to strengthen the European network by sharing knowledge, connecting people within cultural and creative sectors across Europe.

Title: From the memories of our parents to the eyes of our children

Author(s): Prof. Marinos Ioannides, Vasilis Athanasiou, Maria Katiri

Project/Institution: Cyprus University of Technology/UNESCO Chair on Digital Cultural Heritage

Short description: Minority heritage is one of the thematic areas under the scope of REACH project. The society of Cyprus is a jigsaw of small ethnic and religious groups, formed during its turbulent history. Greek-Cypriots consists the major one, however, there are four other communities living in Cyprus today, the Turkish-Cypriots, the Maronites, the Armenians and the Latins. For those people is vital to retain its customs, traditions, everyday habits, conceptions and identity.

Title: Good Practices for participatory approaches is culture

Author(s): Prof. Silvana Colella
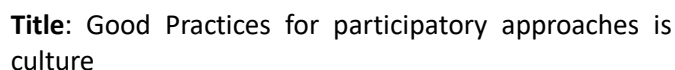
Project/Institution: REACH/Coventry University

Short description: The REACH's good practices collection comprises over 100 cases in 30 countries, covering a variety of participatory approaches in the field of CH, with an emphasis on small-scale, localised examples, but including also larger collaborative projects and global or distributed online initiatives. This collection help professionals, researchers and citizens with the planning of participatory actions.

Title: Is cultural heritage able to provide sustainable community capital?

Author(s): Mprouzgou M., Asprogerakas Ev.

Project/Institution: Department of Regional and urban development of University of Thessaly

Short description: This poster shows the impact of cultural heritage in various forms of community's capital and how it is used to offer opportunities for community sustainable development. In the terms of sustainability, the overall goal for cultural heritage, is to create interrelationships between the capitals in order to secure balance, leading towards a path of community resilience through regional competitiveness and community coherence. This research serves the purpose of defining the multilevel impact of heritage, on human as an entity and on group, as community. The sublevel analysis of each capital aims at casting light on various aspects of life as a contribution to humanity's future.

Title: Kaleidoscope: User Engagement Strategies for Digitized Photographic Heritage

Author(s): Elaine O'Sullivan, Prof. Sarah Whatley, Prof. Neil Forbes

Project/Institution: Kaleidoscope/Coventry University

Short description*:* The Kaleidoscope project aimed to enhance user engagement with digital cultural heritage by focusing on archival photographs related to the project theme '1950s in Europe'. The user engagement strand of the project was led by Coventry University, who collaborated with consortium partners to conduct research into innovative user engagement strategies. Drawing on participatory arts practice frameworks, four strategies were employed: co- creation, crowdsourcing, rephotography and digital storytelling.

Title: Open-Heritage, the online platform about heritage research

Author(s): Antonella Fresa, Nicola Alfarano

Project/Institution: REACH/Promoter S.r.l.

Short description: Open-Heritage is the independent online platform of the REACH project designed to link research and innovation projects in the field of Cultural Heritage. It is freely accessible to the entire heritage research community and offers different types of resources and mechanisms of interaction for sharing knowledge and experiences: a database of Good Practices about participatory approaches in culture, social innovation and resilience; links to Researches documents and policies; links to innovation projects.

Title: THE HeLLo PROJECT, Heritage energy Living Lab onsite: Ongoing work and Dissemination strategy.

Author(s): Luisa Dias Pereira, Marta Calzolari, Pietromaria Davoli

Project/Institution: HeLLo – Heritage energy Living Lab onsite / Architettura>Energia Research Centre- Dep. Architecture, University of Ferrara.

Short description: The HeLLo project has two specific objectives: to check the compatibility of thermal insulation technologies on historic constructions and, to create a structured dissemination programme that opens the doors of laboratory life to the outside of the academic boundaries. Herein, part of the work that has been developed so far is shown, through its various dissemination labs. DOI: 10.5281/zenodo.3929533.

Title: The Right for Education of Roma community in Albania. Building a dialogue between the Roma community and Albanian government.

Author(s): Mirela Tase

Project/Institution: Aleksander Moisiu University

Short description: This poster is a short introduction and explain the importance of education of Roma community for the sustainable development of Albania within the framework of the European integration. Poverty and living conditions also affect the Roma children's opportunities for education. Often living on the outskirts of town with poor road infrastructure and weak links to public transportation, Roma parents do not have the means to pay for their children's transportation, textbooks and other school material. In the school curricula, Roma children`s are portrayed as vulnerable groups rather than distinguished identities, which leads to further stigmatization and discriminatory attitudes. Quality education consists of not only classroom-based activities but also community exchange, awareness raising and other activities promoting mutual understanding and inter-cultural dialogue.

Title: UNCHARTED - Understanding, Capturing and Fostering the Societal Value of Culture

Author(s): Antonella Fresa, Nicola Alfarano

Project/Institution: Promoter S.r.l.

Short description: What is the social value of culture? While culture is increasingly being viewed from an economic perspective, there is much more at stake. Focusing on the valuation practices developed by different actors involved in the cultural sector, the EU-funded UNCHARTED project will identify Europe's plurality of cultural values attached to specific cultural products, productions, services, activities and sites. It will consider the multiplicity of agents and the diversity of evaluation practices. Led by the University of Barcelona and involving 10 research partners based in France, Hungary, Italy, Norway, Portugal, Spain and the United Kingdom, the project will focus on the valuation practices of the various actors involved in cultural life, from the audience and visitors to the artists to experts and politicians.

Title: Urban and rural heritage role in Italian small towns affected by incoming threat and traumatic event - Abbiategrasso in Ticino Park (north Italy)

Author(s): Mauro Fazio

Project/Institution: REACH/MISE

Short description: The MISE/DABC main goal is to preserve this tangible cultural heritage of this area of Italy. This heritage is part of the identity of the local communities and also constitutes a set of effective agricultural and handcraft production techniques both in terms of production of food with beneficial properties and natural resources management. It also constitutes a tradition to be handed down from one generation to the other, also in terms of transmission of working skills. The preservation of these cultural identities has positive implications in different settings such as sustainable development, protection of biodiversity and environment, health, quality of life and welfare.

Urban and rural heritage role in Italian small towns affected by incoming threat and traumatic event

Norcia and its surrounding Apennines

Title: Urban and rural heritage role in Italian small towns affected by incoming threat and traumatic event – Norcia and its surrounding Apennines

Author(s): Mauro Fazio

Project/Institution: REACH**/**MISE

Short description: This community is a network of small towns in Central Italy (in the area of Norcia and its surrounding Apennines) hit by the 2016-2017 earthquakes. The goal is to help restoring and maintaining the rich cultural identity and values connected to tangible and intangible culture, namely the varied local handcraft activities and rural manufacturing processes that connote this area. The agricultural biodiversity (with the production of typical vegetables, legumes, cheese, cold cuts, etc.) of the territory is due to the particular geomorphology and to the attachment of the local communities to their traditions, habits, way of life and traditional economies.

Title: WeAre#EuropeForCulture

Author(s): Photoconsortium Association

Project/Institution: WeAre#EuropeForCulture /Photoconsortium

Short description: Ten co-creation events across Europe in 2019 engaged citizens of different ages and backgrounds, to realize pop-up exhibitions including both local cultural heritage and crowdsourced heritage. A final event and carousel exhibition at the House of European History in Brussels in February 2020 marked the happy conclusion of a very brilliant project.

The project was coordinated by KU Leuven with participation of Noterik and Photoconsortium association. Discover the project and its stories: https://www.photoconsortium.net/europeforculture/

Figure 39: REACH online Digital gallery - Poster Mosaic

Further posters received by October will feature in D2.3 – *Final report on dissemination activities, community building and stakeholder consultation.*

5.2.2 DIGITAL VIDEO GALLERY

The videos presented in the Digital Gallery are available to view on the REACH YouTube channel:
https://www.youtube.com/channel/UCTjxbeHm0CEr2-lOb7X-neA?view_as=subscriber

A link is also embedded in each image for ease of access to the related video.

Title: From User to Engaged User: What is User Engagement?

Authors: Elaine O'Sullivan

Project/Institution: Coventry University

Short description: This webinar was created as part of the EU-funded Kaleidoscope project MOOC. It presents a theoretical framework for user engagement with digital cultural heritage. It introduces four strategies: co-creation, crowdsourcing, rephotography and digital storytelling, contextualising them within the wider field of participatory arts practices. For more information on the project please see the Kaleidoscope poster published in the REACH digital gallery


Title: Portraits de Loire à la Renaissance / Portraits of the Loire during the Renaissance

Author(s): Imola Gebauer, Rémi Deleplancque

Project/Institution: Mission Val de Loire, Tours, France

Short description: The focus of the project through six short animated films is to picture what the Loire and its banks might have looked like in Renaissance times, how was organised the men's and women's life and by doing so to grasp the nature of a relationship forged slowly with the river over time. This also shows that today's landscapes are a foundation for the landscapes of tomorrow, we are responsible for it through our actions. Playlist: https://www.youtube.com/watch?v=4mlUSUmiNKM&list=PLN0HPCDmd3pYsaa-tYTGFWbsbbrvZaFaC
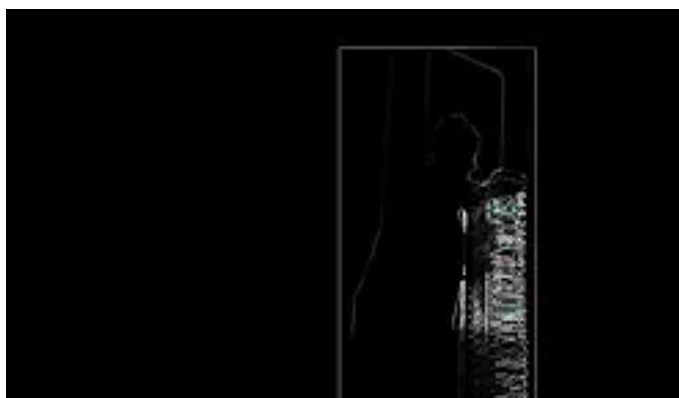
Title: Urban Frenetic

Author(s): Helen Robertson

Project/Institution: Helen Robertson – Freelance

Short description: The following short dance films were made in Summer 2018 as an artistic response to the frenetic pace of urban life and urbanisation in terms of living spaces. I had become increasingly concerned about how mobile phones; the internet, social media was having an impact on our society, our daily lives and the way in which it drives the pace at which we live today.

Title: Urban Flow

Author(s): Helen Robertson

Project/Institution: Helen Robertson – Freelance

Short description: The second film is a slowed down version of the first, designed to show the opposite dynamic, representing ideas from past cultures and traditions and a slower pace of life or 'going with the flow'.

Both films (Urban Frenetic and Urban Flow) and images explored the use of digital camera effects and sound score. Furthermore, as a mature dance artist, I am interested in the juxtaposition of the old and new, both in terms of the movement itself and the use of technology and screendance; which I feel creates new possibilities for the synthesis of movement, photography and film using an iPhone and the software/apps available. This also allows more people of differing generations and abilities access to creativity within dance.

Further videos received by October will feature in D2.3 – *Final report on dissemination activities, community building and stakeholder consultation.*

Poster Abstracts

Video Abstracts

Posters Mosaic

Digital Gallery

Posters Mosaic
Poster Abstracts
Video Abstracts
Call for Posters and Videos

A proposal for the EU Urban Agenda

EUCANET is a network supported by the Europe for Citizens programme of the European Union.

During a two year long debate, the five founding partners (Torino Urban Lab, Fondazione per l'Innovazione Urbana of Bologna, City of Skopje, City of Marseille, Cluj Metropolitan Area Intercommunity Development Association) explored how City Agencies could improve the direct contribution of citizens to EU urban policies.

Download the poster

Communicating Immersive Architectural Legacies in Virtual Realities

This research investigated how virtual realities alter the experience of the tangible and intangible, and how these environments can still communicate tangible and intangible heritage. The purpose of this research was to develop digital representations of the Gordon Wilson Flats, a building with contested heritage value in Wellington, New Zealand, following a digital heritage methodology.

Download the poster

Cultural heritage in danger, a resource for the communities

The Ministry of economic development (MiSE), in collaboration with the Department of architecture, built environment and construction engineering (DABC) of Politecnico di Milano has focused its action in helping those communities of Italy whose cultural identity has been put in danger by disruptive events or has experienced a gradual period of downturn due to changes in the social and economic fabric. Actions put in place has targeted at enhancing social cohesion and generating opportunities of renaissance through participatory approaches in the philosophy of the REACH project.

Download the poster

Ductility is the Memory

"DUCTILITY is in the MEMORY" is a motto that wants to enclose the emotional and technological character of the project: high-strength materials used today in construction must be ductile, also the thought of

Figure 40: REACH online Digital Gallery - Video abstracts

6 CONCLUSION

The preparatory actions for the organisation of the REACH conference in Pisa had been intense and successful, until the time it became clear that it had to be cancelled. Nevertheless, it has been useful to document these actions, as a reference for future conferences; it is hoped that everyone will soon have the opportunity to organise and attend them once more.

The annulment of the conference was inevitable, caused by a situation of force majeure which could not have been foreseen. It was a real shame, as it would have been a valuable opportunity to present and evaluate the results achieved during the REACH project and consider their lasting and impact within the scientific community, to review the arguments discussed during the REACH Symposium in Brussels in March 2019 and to debate about the future of the Social Platform.

However, even after the forced cancellation, the feedback received during the following months had been encouraging and it is hoped that it can contribute to the sustainability of project results.

The extension of the call for the posters&videos, open until October 2020, was appreciated by interlocutors, many of whom, again due to the crisis, have not have the opportunity to work. This is a positive aspect that has arisen despite the very negative conditions faced during 2020.

The posters and videos published, in the period until October 2020, in the REACH online Digital Gallery will remain accessible on the REACH website in the coming years, representing a concrete legacy of the project and a source of inspiration for new ventures.

ANNEX 1 – PROGRAMME OF THE REACH CONFERENCE IN PISA

PISA, 4-5 JUNE 2020 SCUOLA NORMALE SUPERIORE

INTERNATIONAL CONFERENCE

"DESIGNING PARTICIPATION FOR CULTURAL HERITAGE"

organized by the REACH Social Platform on participatory approaches in culture and social innovation

www.reach-culture.eu/PisaConference2020

#reachpisaconference

The scope of the REACH Conference is to assess and communicate the results achieved by the project, fostering their lasting and substantial impact within the scientific community.

The event is coordinated by the Italian Ministry of Economic Development and Promoter S.r.l. that are partners of the REACH project.

The REACH Conference will gather together the participants in the Social Platform, including partners, associate partners, the European Commission, and the whole community of the research on cultural heritage.

A contributed poster session will allow researchers to present their own results.

The five best posters will be selected by the Programme Committee for a 5-minute oral presentation (pitches) on Day 1 of the conference.

REACH Conference - Draft Programme

Thursday 4 June 2020	
10:30 – 11:00	*Registration and welcome coffee*
SESSION I	**OPENING** **Chair: Prof. Neil Forbes**
11:00 - 11:15	Welcome message from the local authority
11:15 – 11:30	Introductory remarks, Prof. Neil Forbs, REACH Coordinator
11:30 - 12:10	Horizon Europe – Dr. Zoltán Krasznai, EC representative – Q&A
12:10 – 13:00	TBC
13:00 - 14:30	*Lunch and visit of the poster gallery*
SESSION II	**Participatory approaches in the scenario of Cultural Heritage research Chair: Dr Antonella Fresa**
14:30 – 15:10	The REACH proposal for a resilient CH, Prof. Gábor Sonkoly – Q&A
15:10 – 15:30	Showcase of local participatory successful experiences – Q&A
15:30 – 16:00	*Coffee break*
16:00 – 16:30	Pitches of selected posters
16:30 – 17:30	**Interactive session** **Chair: Prof. Silvana Colella** Participants reply and interact on the themes addressed in the previous sessions
19:00	***Social Event*** *at Museo della Grafica, Palazzo Lanfranchi.* *A meeting place: living the museum to share experiences and knowledge. Followed by Tuscany food tasting menu.*
Friday 5 June, 2020	
9:00 - 9:30	*Registration and welcome coffee*
SESSION III	**Best practices for participatory approaches in culture and social innovation Chair: Tim Hammerton**
9:30 - 10:10	Keynote speech – Prof. Perla Innocenti, University of Strathclyde – Q&A
10:10 – 11:30	**The outcomes of the REACH Pilots are presented with a brief overview of the results achieved and lessons learnt**

11:30 - 12:00	*Coffee break*
12:00 – 13:00	**Participatory session** The audience split into four groups to discuss the themes addressed in the speeches of the four pilots. At the end of the discussion, the outcomes of groups are presented to the audience.
13:00 - 14:30	*Lunch and visit of the poster gallery*
SESSION IV	**Sustainability, networking and impact** **Chair: Prof. Neil Forbes**
14:30 - 15:00	Towards a permanent structure for CH research and innovation, Prof. Neil Forbes – Q&A
15:00 – 15:30	Open-heritage.eu online platform, Dr. Antonella Fresa – Q&A
15:30 - 16:00	*Coffee break*
16:00 - 16:45	Round Table Debate on the future of the Social Platform
16:45 – 17:00	Conclusions Prof. Neil Forbes

ANNEX 2 - SPEAKERS' BIOGRAPHY

Prof. Silvana Colella, Coventry University (REACH Project) - is Professor of English at the University of Macerata, in central Italy, and Senior Research Fellow at Coventry University. Her primary scholarly work focuses on nineteenth century British literature and culture. She has published books and articles on women writers, gender and feminist theories, and the interconnections between literature and economic thought. More recently her research interests have expanded to include cultural heritage as an area of critical inquiry. In 2015, she was appointed President of the European Consortium of Humanities Institutes and Centres (ECHIC).

Prof. Neil Forbes, Coventry University (REACH Project Coordinator) – is Professor of International History at Coventry University, UK. His research interests and publications lie in the fields of Cultural Heritage (conflict, contested landscapes and the memorialisation of war), the interaction of foreign policy formulation with the practices of multinational enterprise during the interwar years, the processes of financial stabilisation after the First World War, and Anglo-American relations and the rise of the Third Reich. He has played a leading role in several research projects, including a £1m digitisation and creative archiving project in association with the UK's BT and The National Archives, and has recently acted as Co-ordinator of the EU's FP7 RICHES project - Renewal, Innovation and Change: Heritage and European Society. He is a member of several professional associations and other bodies.

Dr. Antonella Fresa , Promoter S.r.l. (REACH Network Coordinator) - - ICT expert, Director of Design and General Manager at Promoter SRL, she has been working on European cooperation projects since the nineties. Since 2002, she is Technical Coordinator and Communication Manager of national and European projects in the domains of digital cultural heritage, creativity and co-creation, citizen science, smart cities, digital preservation and eInfrastructures. From 2002 to 2012, she has been advisor of the Italian Ministry of Cultural Heritage and Activities, technical coordinator of the Ministry's EC funded projects on digitisation, and from its establishment until 2012 Member of the Concertation Table between the Ministry of Culture (MiBAC) and the Ministry of Research (MIUR). From 1999 to 2002, she was Project Officer by the European Commission in Brussels. Previously, adviser of innovation agencies, Italian and European enterprises, universities and research centres. From 1980 until 1989 researcher at Olivetti in Pisa, Ivrea and Cupertino (CA, USA). She has been reviewer in the Call for the Portuguese National Roadmap of Research Infrastructures of Strategic Relevance (FCT, Portugal) and for the Austrian Agency for International Cooperation in Education and Research (OeAD-GmbH). She regularly serves as independent expert and evaluator for the European Commission. She is Vice-President of the PHOTOCONSORTIUM International Association for valuing photographic heritage and she is enterprise fellow at Coventry University. Founding member of IDEA - International Digital Epigraphy Association.

Dr. Tim Hammerton, Coventry University (REACH Project) - is an experienced project manager having most recently held that role for the highly regarded FP7 RICHES and CIP Europeana Space projects, coordinated by Coventry University. He has previously managed European mobility and significant European funded projects, including the redundancy and redeployment contracts when the large MG Rover and Peugeot car factories closed; successfully meeting outcomes, within budget. As a result, he was invited to sit on regional committees such as the West Midlands Regional Redundancy Strategy Group and other key working groups to provide advice on developing effective project management infrastructure. His cultural heritage credentials are demonstrated, as he

has had a Coventry located Treasure Trail published, using historical buildings and information as clues, which is now available to the general public.

Prof. Perla Innocenti, University of Strathclyde - is Senior Lecturer in Information Science at the University of Strathclyde, UK. She is a cultural heritage scholar, deeply engaged with curating, making accessible, and sustainably reusing tangible and intangible heritage via socio-technical means. She is an experienced PI and Co-I in several EU-funded and national grants, has published widely, and collaborated with over 150 organisations in Europe and beyond. Her work currently embraces passions focussed around digital technologies and intangible heritage practices. Recent research includes cultural networks in migrating heritage, food heritage traditions of marginalised groups, use of digital technologies in hiking and pilgrimage routes. Her expertise also encompasses digital preservation, digital libraries and repositories, digital imaging, museum and art history. For further information: https://www.strath.ac.uk/staff/innocentiperladr/.

Dr. Zoltán Krasznai (European Commission) Directorate General for Research and Innovation - is senior policy officer at the European Commission's Directorate General for Research and Innovation, in unit E.6 'Economic and Social Transitions'. Zoltán is historian, holding his PhD from the Ecole des Hautes Etudes en Sciences Sociales (EHESS) of Paris. At the European Commission he is the secretary of the Horizon 2020 Programme Committee in charge of social sciences and humanities (Societal Challenge 6: Europe in a changing world. Innovative, inclusive and reflective societies). He also coordinates the drafting of the new Horizon Europe work programme for Cluster 2: Culture, creativity and inclusive societies. In recent years he contributed to European research and innovation initiatives about culture and cultural heritage. Before joining the European Commission in 2013, Zoltán worked at the European Economic and Social Committee, a consultative body of the European Union.

http://ec.europa.eu/research/social-sciences/index.cfm?pg=home

https://ec.europa.eu/programmes/horizon2020/en/

https://ec.europa.eu/info/designing-next-research-and-innovation-framework-programme/what-shapes-next-framework-programme_en.

Prof. Gabor Sonkoly, ELTE University (Leader of Critical Review and Model Building work package of the REACH project) - (CSc, Hungarian Academy of Sciences, 1998; Ph.D. EHESS, Paris, 2000; Dr. habil. ELTE, Budapest, 2008; DSc, Hungarian Academy of Sciences, 2017) is a Professor of History, Dean of the Faculty of Humanities and Director of the Doctoral School of History at Eötvös Loránd University of Budapest. He is the author of Les villes en Transylvanie moderne, 1715-1857 (2011) and Historical Urban Landscape (2017). He published three monographs in Hungarian, edited four volumes and wrote more than seventy articles and book chapters on urban history, urban heritage and critical history of cultural heritage. He presented at more than hundred international colloquia and was a guest professor in eleven countries of five continents. He is the scientific coordinator of TEMA+ Erasmus Mundus European Master's Course entitled European Territories: Heritage and Development. He is Member of the Panel for European Heritage Label. He is an active EC expert since 2016. He is the Knight of the French Order of Academic Palms (2011).

ANNEX 3 - CALL FOR POSTERS&VIDEOS FORM

REACH Project
Designing Participation for Cultural Heritage

CALL FOR POSTER/VIDEO APPLICATION FORM

POSTER	
TITLE	
ABSTRACT (max. 500 words)	
NAME OF THE AUTHOR	
PROJECT/INSTITUTION	
EMAIL CONTACT FOR COMMUNICATION	

☐ I agree my poster to be available for download on the conference's website

OR

VIDEO **Videos will be published on the conference's website and available for download in digital format**	
TITLE	
ABSTRACT (max. 500 words)	
NAME OF THE AUTHOR	
PROJECT/INSTITUTION	
EMAIL CONTACT FOR COMMUNICATION	

They will be uploaded to the REACH YouTube channel and clickable from the conference webpage.

Terms and condition for the submission

Posters and Videos will be selected by REACH's Conference Committee. Special consideration will be given to ensure that a variety of topics, geographical and cultural ranges will be represented.

Proposals should be accompanied by a short description (max 400 characters, spaces included).

Failure to comply with the indications may be a reason for rejection.

POSTERS

All posters approved (for which there is explicit consent) will be published on the poster gallery section of REACH final conference website.

Dimension: 100X70 cm, vertical, max 5 MB for PDF digital format

VIDEOS

All videos approved will be uploaded to the REACH YouTube channel and will be published on the video gallery section of REACH final conference website.

Dimension: MP4 or HD

This form must be completed in English and sent to dissemination-reach@promoter.it

The **posters/videos** shall be sent by using a large file transfer service to dissemination-reach@promoter.it.

The file must be named: <<Title of poster/video.pdf>>

ANNEX 4 - DEFINITIONS AND ABBREVIATIONS USED IN THE DOCUMENT

CH – Cultural Heritage

CIP – Competitiveness and Innovation Programme of the European Union

CNR – Centro Nazionale delle Ricerche

COVID-19 – CoronaVIrus Disease 19

ELTE - Eötvös Loránd University of Budapest

EU – European Union

FP7 – Seventh Framework Programme for Research and Innovation of the European Union

ICT – Information and Communication Technologies

ICCU - Istituto Centrale per il Catalogo Unico delle biblioteche Italiane, Central Institute of the Italian Ministry of Culture

MISE – Ministero dello Sviluppo Economico, Italian Ministry of Economic Develpment

RURITAGE – Acronym of the project entitled 'Heritage for Rural Regeneration'

ACKNOWLEDGEMENTS