ATHENA
Access to cultural heritage
networks across Europe

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ATHENA

Final Dissemination Plan

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*e***Content***plus*

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0. Executive summary

This deliverable concerns the Final Dissemination Plan of Athena. In the middle of the project realisation basic experiences have been gathered that allow to recognize the needs for dissemination, and to modify the planned activities according to the real needs of the institutions ATHENA serves. The main purpose of the Final Dissemination Plan is to explain the strategy already agreed on within the ATHENA project for dissemination activities during the life-time of the project.

Thus the deliverable describes the already undertaken activities with a goal of project dissemination, and presents the planned further activities by the project partners.

The deliverable is structured as follows:

- Executive Summary: A short summary of the deliverable

- Introduction: Explaining the context of the whole project in which the dissemination activities stand

- Monitoring and evaluation of the dissemination activities: How do we ensure co-ordination within the project, with Europeana and other Europeana related projects with whom overlapping of activities could occur

- Target groups: Description of main target groups for the dissemination work of ATHENA

- Dissemination tools and materials: Description of tools and materials which already have been developed or are already agreed to develop

- Future dissemination tools which are foreseen: Material which is planned to be produced when appropriate (depends on progress and output of other workpackages)

- Dissemination activities

  - National dissemination activities: Description of dissemination activities which took place in the member states
  - International dissemination activities: Description of dissemination activities which have been done already in European or international conferences or other dissemination related actions
  - Planned dissemination activities

- Experiences from dissemination activities planned in the initial Dissemination Plan and resulting changes for the Final Dissemination Plan

1.   Introduction

All dissemination activities have to support the objectives which the project aims to fulfil. The goals are specified in the ATHENA Description of Work and are as follow:

"ATHENA has the objective to:
  - reinforce, support and encourage the participation of museums and other institutions coming from those sectors of cultural heritage not fully involved yet in Europeana;
  - coordinate standards and activities of museums across Europe;
  - identify digital content present in European museums;
  - contribute to the integration of the different sectors of cultural heritage, in cooperation with other projects more directly focused on libraries and archives, with the overall objective to merge all these different contributions into Europeana;
  - develop a plug-in to be integrated within Europeana, to facilitate the access to digital contents belonging to European museums.

ATHENA will also produce a set of scalable tools, recommendations and guidelines, focusing on multilingualism and semantics, metadata and thesauri, data structures and IPR issues, to be used within museums for supporting internal digitisation activities and facilitating the integration of their digital content into Europeana. All these outputs will be based on standards and guidelines agreed by the partner countries for the harmonised access to the content, and will be easily applicable.

The final aim of ATHENA is to bring together relevant stakeholders and content owners from all over Europe, evaluate and integrate standards and tools for facilitating the inclusion of new digital content from museums into Europeana, so conveying to the user the original and multifaceted experience of all European cultural heritage." (Description of Work, p. 3)

With this deliverable we present the Final Dissemination Plan for the ATHENA project. We describe what has been done already within the project and here especially the development of the dissemination tools such as: the website, leaflet, bookmarks, poster and a concept for the dissemination strategy of project results (publications and presentations), and the modification of the strategy according to the needs. To plan dissemination of ATHENA activities close cooperation has been agreed on by all the Work-package leaders and dissemination is one of the topics to be addressed at each plenary meeting. In order to ensure that all dissemination activities are coordinated, several meetings of responsible of WP1, WP2 and WP5 took place and on the occasion of plenary meetings dissemination activities have been discussed.

The ATHENA consortium came out of an existing active network of ministries and other museums and cultural heritage supporting institutions in Europe which in the framework of MINERVA and MICHAEL developed together guidelines and handbooks to support cultural heritage institutions in Europe. In this framework, the content management system Museo&Web had been developed to support museums and other cultural heritage institutions to create their own homepage. This tool was used to establish the project website www.athenaeurope.eu.

Dissemination materials have been developed, produced, and disseminated by the project partners on a number of events organized by themselves or just attended. A list of all events is included in the management report provided by the project coordinator.

2.   Objectives of the work to be coordinated by WP2

In the Description of Work, the work of WP2 is described as follows:

"The WP2 has the objective
- *to make European museums and other cultural institutions aware of the benefits of making available their digital contents through Europeana,*
- *to identify new Best Practices,*
- *and to disseminate to a larger audience the results achieved.*

Thus the activities in this WP2 focus on enlarging the network by providing easy to handle information on how to participate and which steps to be taken to join, promoting the plug-in and tools developed within ATHENA for joining Europeana and clear presentation of the benefits that the new participants can gain by adhering to Europeana." (Description of Work, page 53)

Following the tasks identified in the Description of Work and on the basis of the initial planning provided in D2.1, throughout the project the partners have undertaken and are undertaking a wide range of activities in support of these objectives including:
- Establishing and constant update of the ATHENA website [www.athenaeurope.org] with registration forms for newcomers, and a section "FAQ" where information are provided relevant to museums and other cultural institutions wishing to join Europeana;
- organization of ATHENA conferences and workshops;
- presentation of ATHENA activities on a number of conferences and workshops organised by other projects/institutions;
- development of promotion material: leaflets, bookmarks, postcards a.s.o.
- dissemination of information about ATHENA activities through professional mailing lists;
- development of the ATHENA journal;
- identification of new Best Practices, to be disseminated to a larger audience;
- networking with other relevant projects and initiatives;
- research of the potential audiences for the ATHENA services;
- publication of research results (a brochure on digitisation standards for distribution at conferences has been produces, others are under development).

In order to successfully reach those aims the following chapter describes how the dissemination activities planned for the lifetime of ATHENA have already been realized and how the initial plans have been modified in order to better reach the goal, and to ensure most possible success in bringing museums closer to Europeana.

3. Monitoring and evaluation of the dissemination activities

Coordination mechanisms between ATHENA dissemination activities and dissemination activities of Europeana and other Europeana supporting projects have been implemented.

ATHENA WP2 leaders (Monika Hagedorn-Saupe and Maria Sliwinska) are participating in the Europeana Dissemination Group where all projects contributing to Europeana cooperate in dissemination activities. A website for the Europeana Group has been established by the Europeana Team including a cross-project calendar to which ATHENA members contribute actively. Especially close cooperation was undertaken with the colleagues from EuropeanaLocal. It was agreed that the best solution to make sure that not the same museums will be approached by ATHENA and by EuropeanaLocal is that the national representatives from ATHENA and EuropeanaLocal coordinate this at national level (due to the fact that different policies are in place in the Member States so that a general rule cannot be applied).

In order to monitor the dissemination activities two forms have been developed:
- one for the report on national workshops (including information on participants, content of the workshop, communication and dissemination and self-assessment).
- a second short form was created for ATHENA partners to report on events they participated in which are organised by other organisations.

Reports are provided by country representatives about their national dissemination activities (of which the national workshops are only one part). These reports allow to evaluate the target groups reached, and help to draft recommendations where necessary.
Both forms are is available in the reserved area.

Analysis of the reports on the dissemination events also allows to check whether planned schedules need to be adjusted or other types of activities are necessary. According to the analysis, and to the discussion conducted during Europeana V.1 conference in the Hague, dissemination should be more intensive during the second part of the project, after Rhine release. Another suggestion was to include into the audience younger generation. First trials have been made by one of the partner offering lectures to the further museum custodians i.e. students of Fine Art Faculty.

Statistical analysis of the project website serves partners as guidance for further activities. In particular, the main indicators of interest are:

Page views: number of web pages requested and viewed by the user
Visits or sessions: number of visits to the ATHENA website made by users.
Unique visitors: number of single users that have visited the site, net of duplications.
Time spent: time spent in minutes and seconds while navigating or viewing the pages of the site or using a digital application.

The results are sent for analyses to the WP1 and reported to all the partners in order to monitor the users' interest for the contents provided by the ATHENA website.

As regards the first year of the ATHENA website life (30 October 2009), these are the statistics:

Page views: **87106**
Visits or sessions: **16077**

Unique visitors: **25083**
Average time spent: **30s-2mn**
Hits: **348856**

It is interesting to see the large population of users of the ATHENA website who spent rather short time probably due to the fact that during dissemination activities they got the site address, and from there they go directly to Europeana. Those who spend more time on the website are professionals interested in ATHENA work, materials and list of events

3.1   Synergies with WP1 and WP5

WP2 is mandated for the elaboration of dissemination activities, the project website is run by the overall project management WP1 and WP5 has the task to build up a contact network to assure the coherence of the content and make sure that the information arrives to the national stakeholders, it therefore seemed opportune that the efforts of these WPs which relate to dissemination should be carried out, in close cooperation.

This assures coherence among the dissemination activities and the strategies to be followed to achieve concrete results. In fact, because of "the specific situations in the partner Member States, the ways of taking the content into Europeana will be different case by case: where national or local aggregators, or aggregators through associations of museums already exist, a direct effort to interact with them will be made". Depending on local conditions, the way of cooperating between EuropeanaLocal and Athena has been agreed on, e.g. in Poland cooperation between EuropeanaLocal and ATHENA was agreed the following way: EuropeanaLocal will play an aggregator role for Poland, as this institution created the software for regional digital libraries that created the network of digital libraries. The ATHENA representatives during presentations on conferences provide information about this cooperation. In addition both partners cooperated in organising a joint conference where also the Europeana business director Karin Heijink was invited. In Germany for example EuropeanaLocal focuses on libraries and archives and include museums online if they are under the same management as e.g. a local library or archive. The main museum contact is ATHENA.

During the reporting period the group was working on the organisation of national workshops, according to the first outlines of the dissemination plan.
Close cooperation allowed to maximise the efforts. A general guidance for museums and other organisations for the future inclusion into Europeana of a wide variety of quality museum content will be developed as soon as Europeana has named their priorities for the Danube release.

3.2   Co-operation with Europeana

ATHENA is closely related to Europeana as its major task is to support museums to provide their content to Europeana. In order to make sure that all dissemination activities are fully inline with Europeana activities, close contact has been held with the communications office of Europeana.

Europeana v1.0 has an extensive Dissemination and Communications package, WP5. One of its key tasks is to bring together the Work Package leaders responsible for dissemination in all projects that are part of the Europeana group. This Work Group includes all the content providers, i.e. ATHENA, EuropeanaLocal, European Film Gateway, APEnet [Archives Portal Europe] and Europeana Connect.

This Work Group coordinated communication and dissemination activities during the reporting period to make maximum impact on all stakeholders across the heritage domains and among political interest groups. The cooperation helped to reinforce consistent communications to target groups and ensured that there was no duplication of effort or – even worse – contradiction of messages. The group worked closely for the benefit of all of the projects.

The Europeana name has high visibility among target stakeholders, and gives all the projects the opportunity to bring this visibility to their own activities. Such opportunities include:
- co-branding on the ATHENA website
- use of Europeana's extensive press lists for press release
- mutual linking between all Europeana project group sites
- coordination of events with Europeana or others in the European project group
- inclusion in Europeana's newsletters and those of the project group

A couple of meetings of the Europeana Dissemination Group have been held during the reporting period where the ATHENA members, Monika Hagedorn-Saupe, the WP2 leader of ATHENA and Maria Sliwinska, WP2 co-leader, were present. During the meetings dissemination activities had been planned and dissemination strategies were discussed.

It was agreed to start the work on the ATHENA journal development, the first issues to be delivered printed and online in order to reach more museum directors and politicians. The ATHENA journal is aimed to be targeted to museums and also others interested organisations from the cultural heritage sector. It is intended to be used for supporting decision making in ministries, for example. This journal planned for the 18th month of the project life will contain information on Europeana. It was clarified that the journal should continue after the ATHENA project ends. It is planned to produce at least 3 issues of the journal during the project life. Further information about the ATHENA journal is provided in section 6.2.

According to the wishes from the Europeana Team the originally planned ATHENA newsletter will not be produced to avoid unnecessary repetitions of information. Europeana decided to publish two newsletters (one addressing the general public, one addressing the stakeholders). Information to be disseminated from ATHENA was given to the Europeana communication office to be included in the newsletters produced from the office. So it was made sure that there are not newsletters on more or less the same issue arriving to users more or less at the same time and no contradictory messages are given.

4. Target groups

Main target groups for the dissemination work of ATHENA are the more than 30.000 museums in Europe. Compared to head librarians, museum directors often have to be approached on another level: they still have reservations against showing information on their artworks or other objects on the internet – two reasons are brought up quite often: one is a fear that the existing museum data may not yet be accurate and complete enough to be shown to the public, a second fear is that showing data and images of objects on the web may lead to fewer people visiting the museums.

In order to reach also this target group ATHENA goal was to convince those museum directors that it must be realised that in the case of museum objects it is probably true that the information on any single object may never be complete and finished and that they should start publishing their data which they have. Not the least this opens up the possibility of further working on these data with the help of other colleagues from the museum community and from the public as a whole. Also there exist statistical data which show that there is no decrease in the number of visitors due to museum object information on the Internet. Quite often, to the contrary, such web information stimulates additional interests and visits. One best practice example is the Victorian Museum in Tiverton (UK) which was discovered and visited by more than 60 million internauts within only one year after it went on the net. Some of the Internauts after visiting the site were encouraged to go to Tiverton to see the real objects as well. The site helped them to plan holidays for their families.

Another target group is those museums which already provide information on their own homepage and they need to be convinced that through providing their information to Europeana it will be much wider visible.

A third group is those museums which have digital data but these data are not online and they have neither the technical skills nor the money to outsource these activities. Those museums attending conferences organized by ATHENA can learn what other museums do, and are encouraged and supported to change the situation.

A fourth group are those museums which would be happy to provide their data but have not yet digitised their information. For this group ATHENA has already produced a booklet: *"Digitisation: standards landscape for European museums, archives, libraries"* and is preparing a publication on *"Technical Standards for digitising Cultural Content in Museums"*. In order to further support this, ATHENA is ready to organize respective workshops on demand.

A fifth group are the administrative and political persons responsible for the museums which are in local, regional, national or private organisations.

A sixth group was identified as students of museum, and possibly other studies, as potential employee of the museums. First lectures delivered to the students proved that this group is worth to be paid more attention. Many of them will work at museums soon, some of them already work for museums, and they will share information about Europeana among the museum custodians, as they have advanced technical skills and often use Internet as their first sources of information. It is planned to deliver some more lectures to students from different faculties, and check if information about ATHENA and Europeana will be interesting also to the students from cultural studies, and journalism studies.

It is obvious that these different groups need different information and material with which they can be approached.

Some of these issues were already tackled in the "FAQ" section of the website (see further down), others will be approached through the Journal and a brochure and the most essential activities are the presentations on conferences and workshops.

5. Dissemination tools and materials

A wide range of dissemination tools have been produced or are under preparation:.

The initial set of promotional materials produced already includes:
- project logo,
- website,
- presentation materials (including a ppt-template),
- short project description and a general ppt to describe the project in all partners' languages,
- a card,
- a leaflet
- a FAQ section to the website (under Dissemination),
- development of the "join" section
- a poster for project dissemination during scientific events
- a self-portable banner to be used in the occasion of dissemination events
- some articles already published or under preparation
- a booklet on standards *Digitisation: standards landscape for European museums, archives, libraries*

Subsequently the following activities are foreseen:
- Increase of link exchange with other relevant projects
- Promotional material for the ATHENA tools (fact sheets, videos, etc.)
- Further articles for the general public and the cultural heritage community published by the project partners in their country
- ATHENA journal
- Gadgets

5.1 ATHENA Logo

The ATHENA was inspired by the drawing of an Athenian tetra drachma. The idea was proposed by the ATHENA partner from Israel and the logo was elaborated by an Italian designer (Maria Teresa Milani). The owl reminds also on the acronym OWL for Web Ontology Language, a mark-up language for publishing and sharing data using ontologies on the World Wide Web.

For all logo versions, see:
http://www.athenaeurope.org/index.php?en/110/promotional-material/2/01-athena-logo

5.2   ATHENA website: http://www.athenaeurope.org

The ATHENA Website is online since the beginning of January 2009.
It was developed using the CMS Museo & Web, a Content Management System realised in the frame of the MINERVA Project to help small cultural institutions.
The website is hosted and maintained by the Italian Ministry of Cultural Heritage, in its role as ATHENA project coordinator.
A statistics analyser has been activated.
The website is W3C compliant, as far as accessibility is concerned.

The goal of the ATHENA Website is to promote and disseminate all project activities and results (public section) and to satisfy partners' needs (reserved area).

The website now has been fully developed and now the sitemap has the following structure:

This is the ATHENA sitemap

- Home
  - About us
    - Steering Committee
  - Partners and contributors
  - National Contact Points
  - Work Packages
  - ATHENA Deliverables and documents
  - Dissemination
    - Presentations
    - Promotional material
    - Said about us
    - National ATHENA events
      - Belgium, Brussels, 8 January 2009
      - Finland, Helsinki, 10 February 2009
      - Italy, Milan, Digital Library Futures, 25 August 2009
        - Programme and presentations
        - Background information
        - Organising Commitee
    - FAQ
  - How to join
    - Cooperation agreement
    - Cooperation agreement list
  - Europeana
  - EU Related projects
  - Useful documentation
  - Events
  - News
  - Reserved Area
    - Members Area
      - Project Management
      - Deliverables
      - Reviews
      - Evaluation Plans
      - Plenary meetings
      - Relations with EuropeanaLocal
      - National ATHENA Workshops Reporting Forms
      - Working packages
        - WP1 - Project management, monitoring, and evaluation
        - WP2 - Awareness and dissemination: enlarging the network and promoting the service
        - WP3 - Identifying standards and developing recommendations
        - WP4 - Integration of existing data structure into the EDL
        - WP5 - Coordination of contents
        - WP6 - Analysis of IPR issues and definition of possible solutions
        - WP7 - Development of plug-ins to be integrated within the European Digital Library
      - All WPs Meetings
      - Documents sent by Europeana
   - Repository

Some screenshots follow to show the content:

About us (Information on the project, and on the Steering Committee)
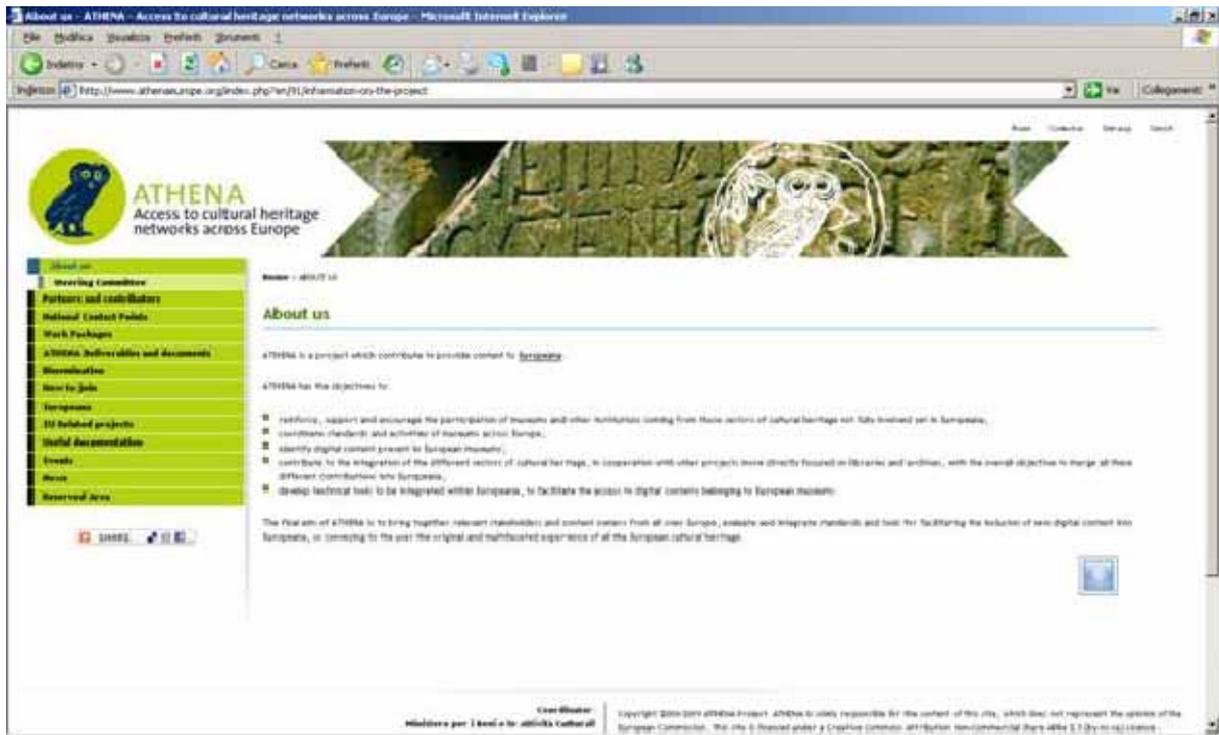
Partners and contributors (List of ATHENA project partners and contributors with link to single institutions)
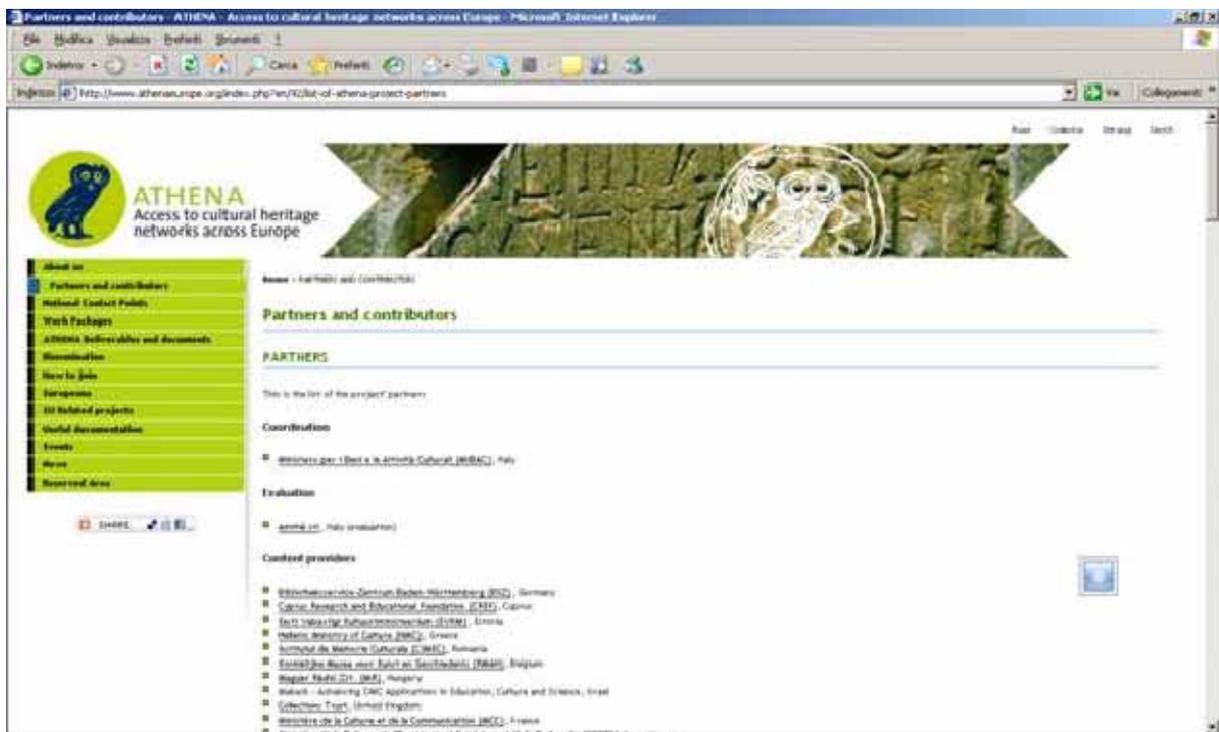
National contact points (list of ATHENA national contact persons)
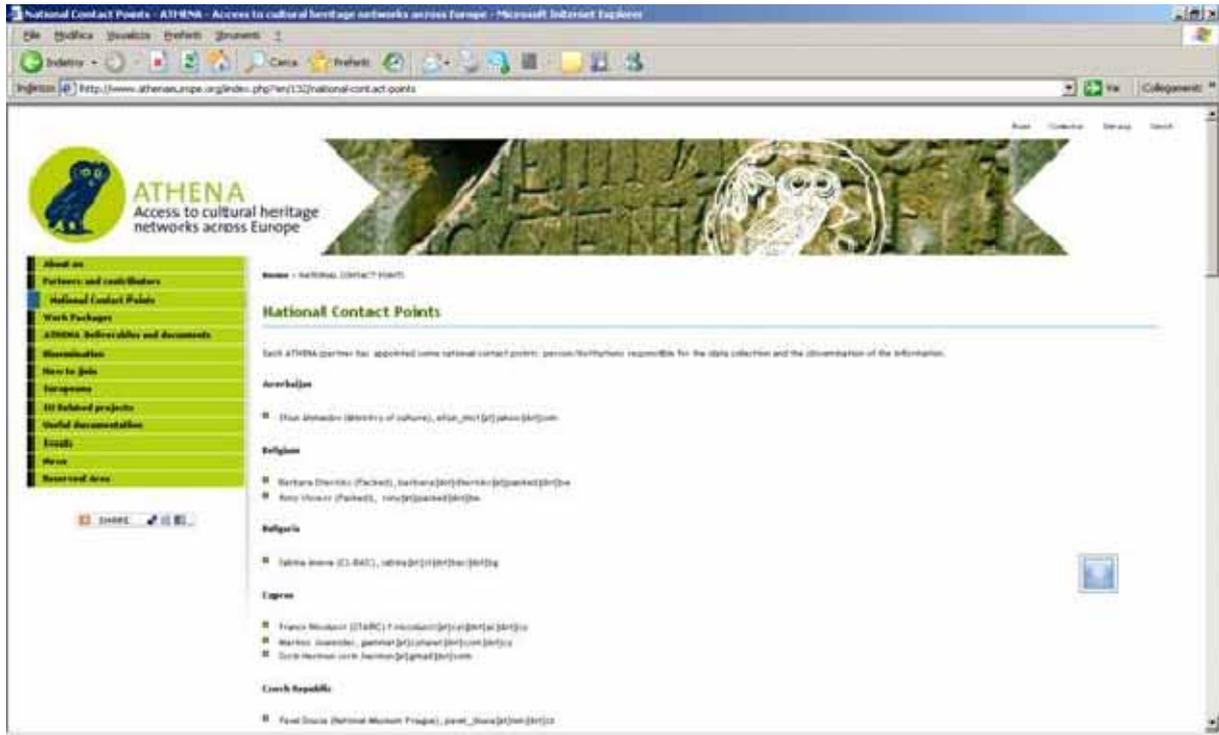

Work Packages (WP descriptions and contact persons)
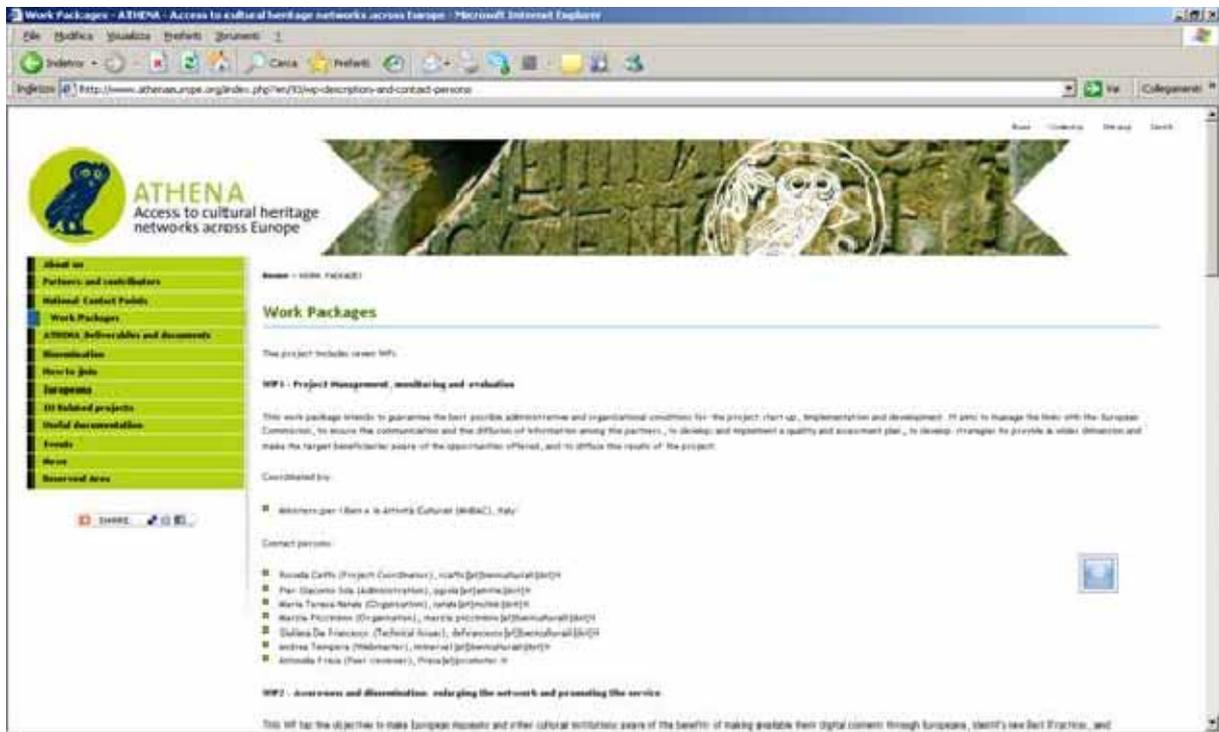
ATHENA Deliverables and documents (public accessible ATHENA documents)
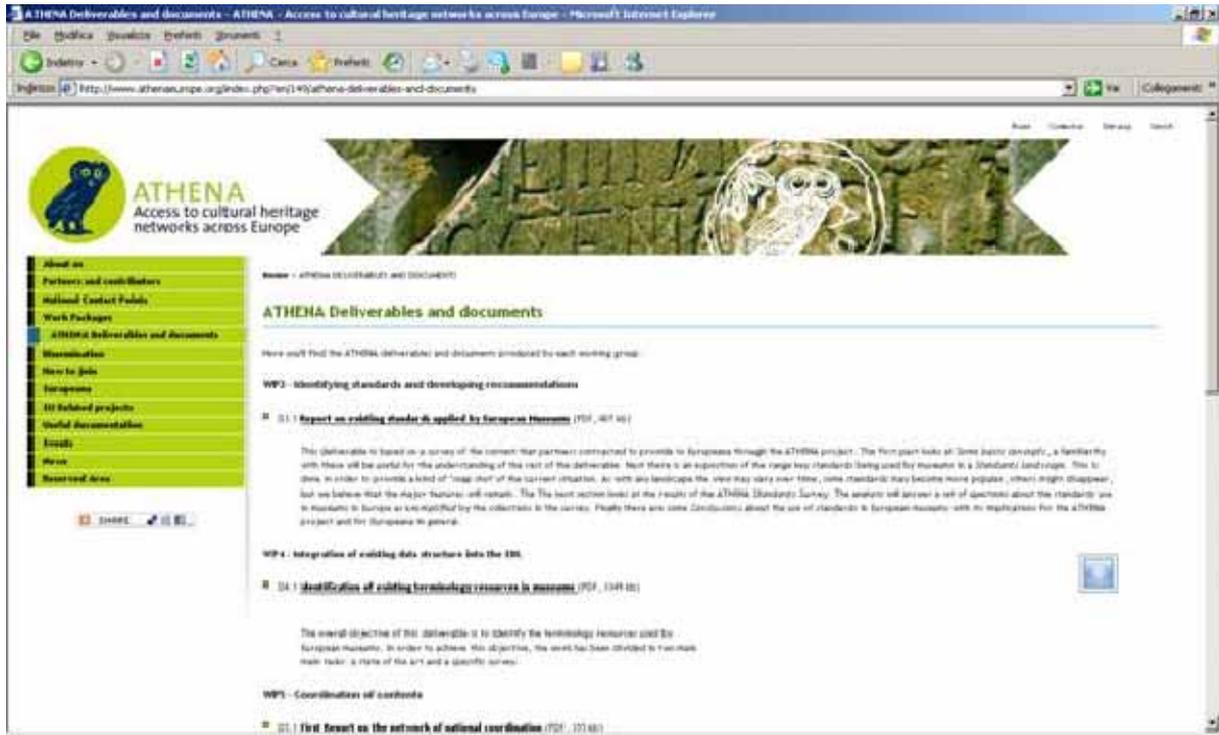
Dissemination (divided in several parts: presentations, promotional material, said about us, national ATHENA events, FAQs)
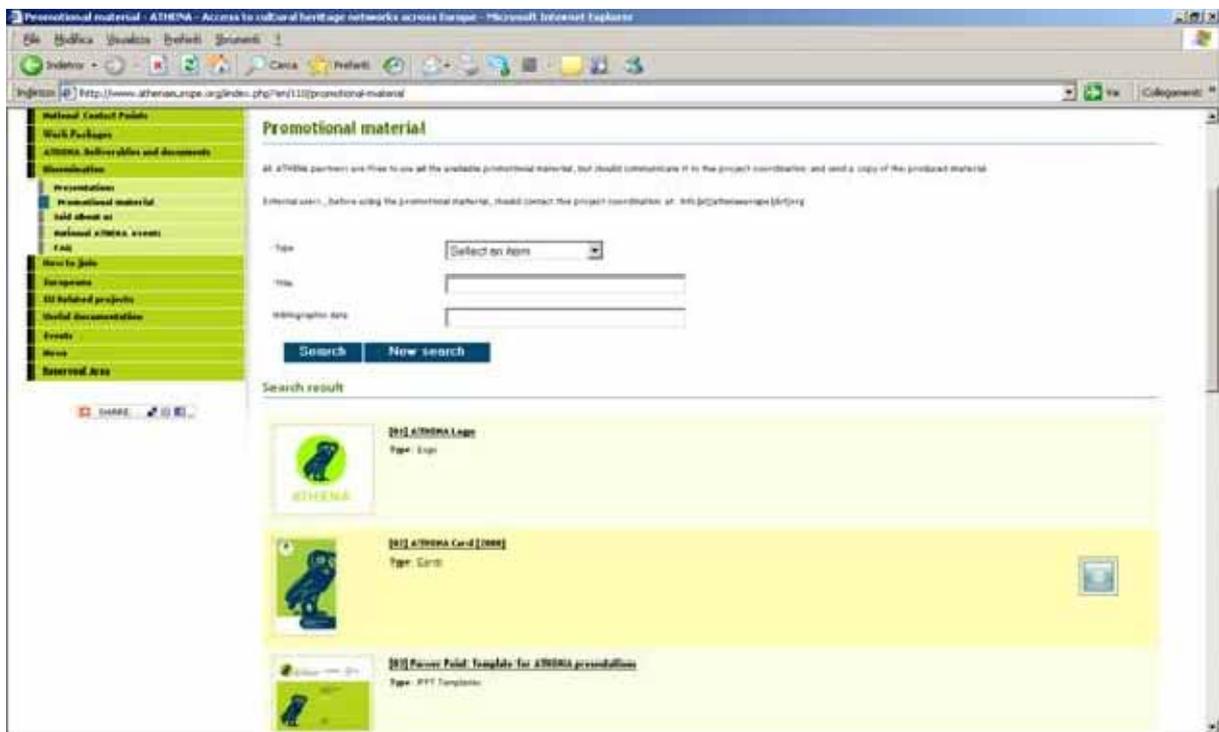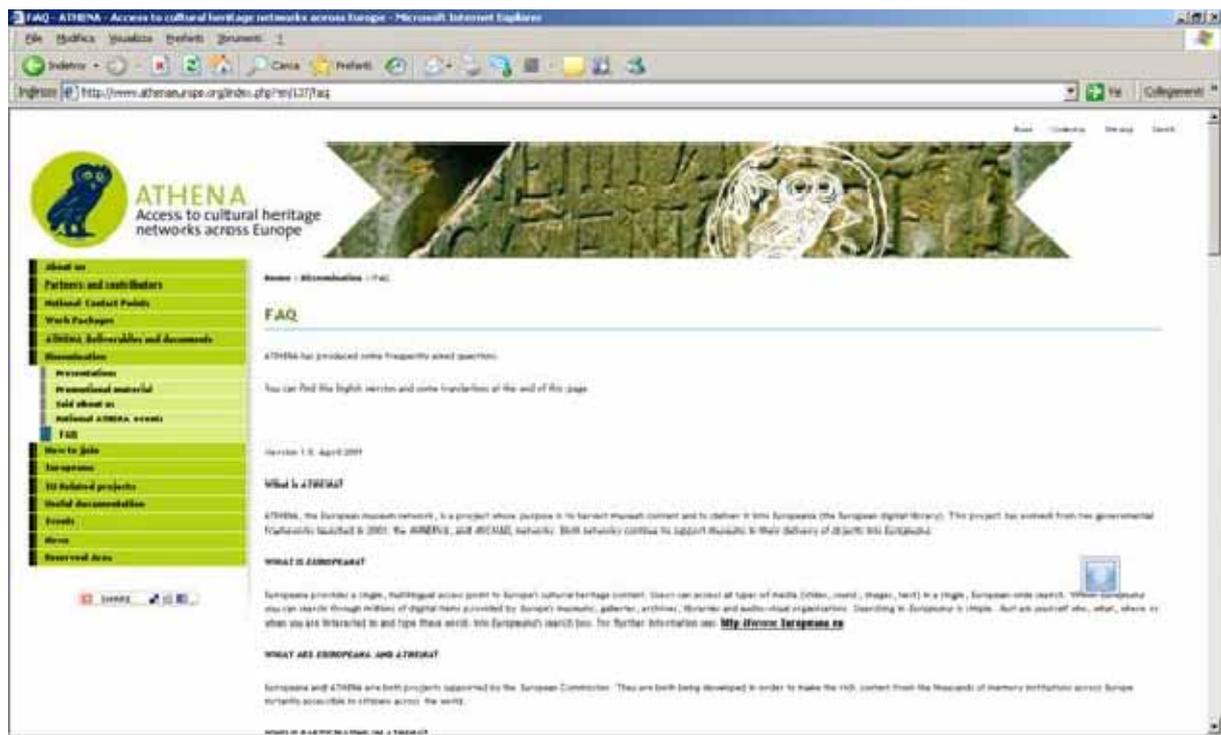
How to join (three different options are offered: to deliver content to Europeana through ATHENA, to co-operate with ATHENA working groups or to invite ATHENA to bring in ATHENA results in activities institutions/projects requesting ATHENA presence). In this section the model of cooperation agreement in available, as well as the list of institutions which already signed this agreement.
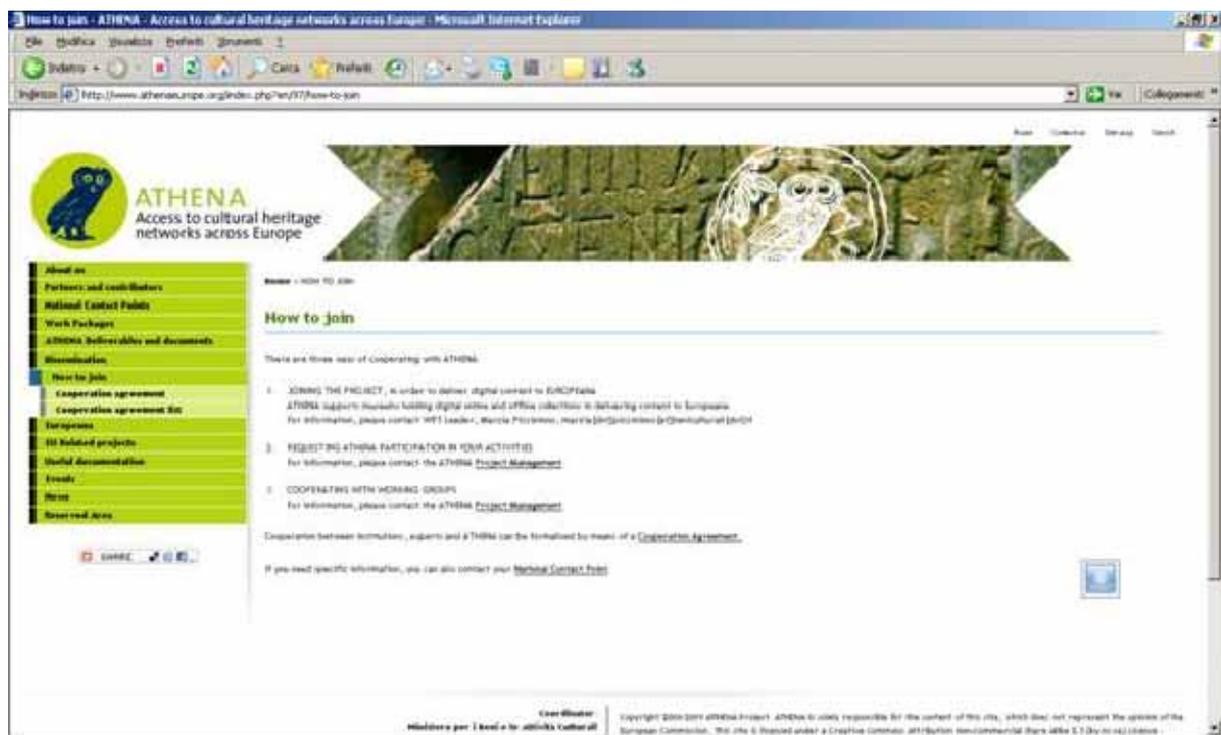
Europeana (Direct Link)

EU Related projects (Direct Link to the relevant page upgraded by Europeana)

Useful documentation (links to relevant documents, produced by other institutions)

Events (Information on past and upcoming national and international ATHENA events)
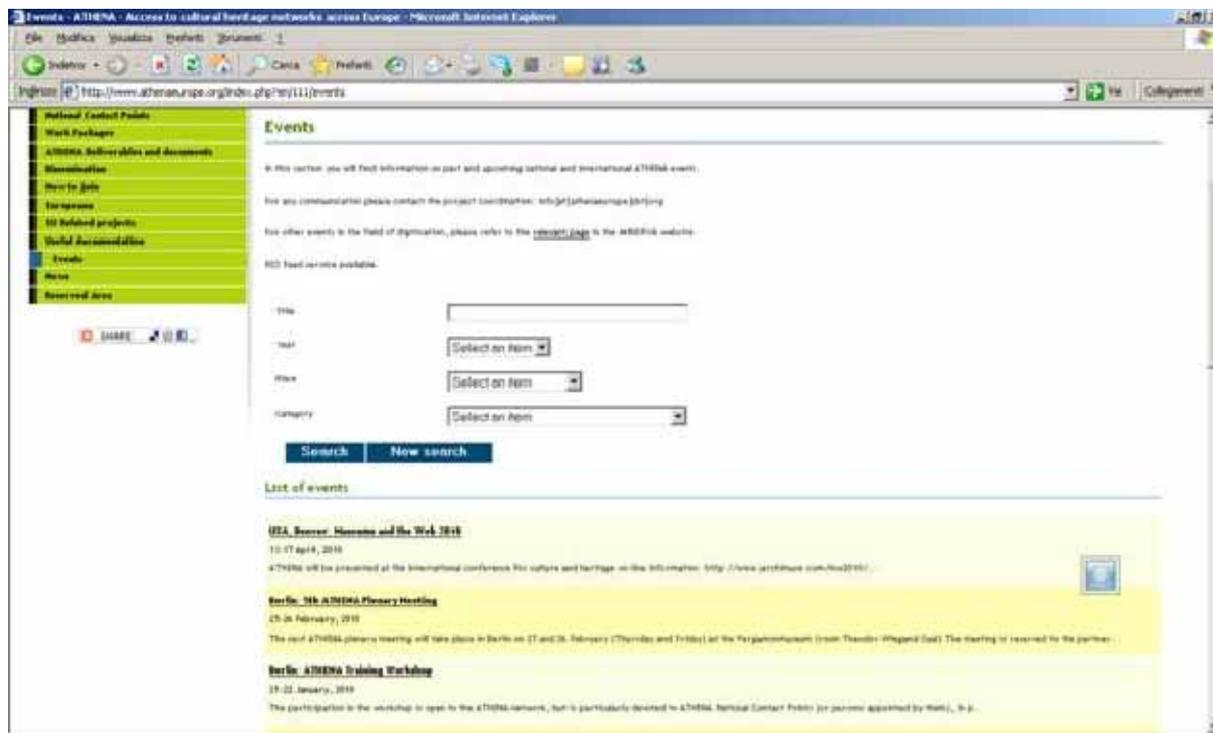
News (News concerning the ATHENA project)

Reserved Area (Area reserved to partners, including project documents, WP documents, reports, forms etc.)

Each partner contributes to the enrichment of the website.

To better serve multilingual environment needs ATHENA pages were translated into 18 languages. Translation includes each partner language as follow:

- Česky
- Български
- русский язык
- עִבְרִית
- Deutsch
- Ελληνικά
- Eesti
- English
- Français
- Italiano
- Magyar
- Nederlands
- Polski
- Română

- Slovenčina
- Slovenski
- Suomi
- Svenska

Some countries developed ATHENA web pages on their servers: Some of the partners put information on their servers with a link to ATHENA.

1) Czech Republic: http://www.emuzeum.cz/athena

On this website institutions may join the project through online application forms.

2) Sweden: http://meta.se/proj/athena/athena-ws.html

5.3 Presentation materials (including a ppt-template)

A set of information about the ATHENA goals and aims has been prepared for the partners use when presenting ATHENA on relevant international or national conferences. The information was prepared in English. Partners presenting the information on national conferences are responsible for translation.

As information presented on conferences sometimes had to be changed to serve the conference purpose those with significant changes prepared by the partners were made available on the ATHENA website for internal use for all ATHENA members.

A PowerPoint presentation of the ATHENA project in English and translated in all partner languages are available since the third month of the project in the dissemination section of the website.
http://www.athenaeurope.org/index.php?en/110/promotional-material/6/05-athena-ppt-general-presentation-partners-languages

5.3.1 Short project description to describe the project in each partners' languages

Also a short project description of the ATHENA project has been prepared in English and translated in all partner languages. All translations are available in the dissemination section of the website since the third month of the project.
http://www.athenaeurope.org/index.php?en/110/promotional-material/5/04-athena-short-presentation-partners-languages

5.3.2 Card

As already reported in D2.1, a card was produced in 200 copies at the very beginning of the project, in order to take advantage of the possibility to disseminate it during the conference held in Paris within the programme of the French Presidency of the EU, "Numerisation du patrimoine culturelle", 26-28 November 2008. All cards were distributed in a very short time, demonstrating a high interest towards the ATHENA initiative.

The card was produced also in Greek and distributed in Greek events.

5.3.3   A leaflet

5000 copies of a leaflet on the aims of the project have been produced for the target group: representatives from museums and other cultural institutions. Language: English, to be disseminated at conferences and workshops and other relevant events. The leaflet has been distributed e.g. in Lund, Gdansk (two different conferences), Ljubljana, Stuttgart, De Hague etc. It is planned to develop a second version of the leaflet in 2010 by adding new information for the planned Rhine release for Europeana, and ATHENA role in these activities.

See: http://www.athenaeurope.org/index.php?en/110/promotional-material/7/06-leaflet

The Leaflet e.g. has been also translated in Latvian and printed in 500 copies.

5.3.4   A poster

Two versions of an ATHENA poster has been prepared to make the project more visible for the audience of those conferences where Athena presentations are made or just poster session planned. The poster like all other materials is available from ATHENA website.
See: http://www.athenaeurope.org/index.php?en/110/promotional-material/10/09-posters

5.3.5 Sheets: a) Template, b) Info, c) National Contact Points, d) FAQ

Among the prepared sheets for ATHENA member use are the following different kinds of A4 sheets which can be printed directly by the partners:
See:
http://www.athenaeurope.org/index.php?en/110/promotional-material/9/08-sheets-template-info-national-contact-points-faq

a) Template

A template was produced to give ATHENA partners possibilities to use official headed paper in communication with museums
See: http://www.athenaeurope.org/index.php?en/110/promotional-material/4/03-power-point-template-for-athena-presentations

b) Info

This A4 sheet gives the basic information about the ATHENA goals and addresses to be visited to join or to get more information.

c) National Contact Points

List of National Contact Points available to give a chance to the interested museums for communication with local coordinators

d) FAQ

28 frequently asked questions and answers regarding ATHENA and Europeana have been prepared and put on the website as a result of discussion in the ATHENA dissemination group. FAQ have been translated into: Czech, Hungarian, Polish, Latvian, Romanian, Slovak, and used as dissemination materials during the dissemination activities when other materials were not available yet. When the other promotional materials have been made FAQ are still useful but in the on-line version rather.

See: http://www.athenaeurope.org/index.php?en/137/faq

5.3.6   How to join section on the website

For this section a Co-operation Agreement has been prepared to serve as an instrument for all those organisations and experts who want to cooperate with ATHENA project on one or more of the following topics, in particular:

- participation in the ATHENA working groups
- participation in the ATHENA dissemination activities and in the initiatives aimed at the enlargement of the ATHENA network
- provision of digital content to Europeana via ATHENA (see deliverable D2.3).

The Cooperation Agreement is available from the website in two forms as a doc and a pdf file. See: http://www.athenaeurope.org/index.php?en/131/cooperation-agreement
The Cooperation Agreement has also been translated in Russian.
See: http://www.minervaplus.ru/athena/coopagreement-rus.doc

In this section there are also listed by countries those first institutions who already signed the Cooperation Agreement. As each of the ATHENA partners is obliged to bring to the Consortium at least 5 new institutions, the list of the institutions that signed the agreement will be growing throughout 2010.
See: http://www.athenaeurope.org/index.php?en/150/cooperation-agreement-list

5.3.7 Gadgets

10.000 copies of bookmarks in English have been produced and are distributed during conferences.

Bookmarks have also been translated in Latvian and printed in 2000 copies.

5.3.8 Links to relevant projects

A direct link to Europeana website is available on the ATHENA site. In addition there is also a link to the other Europeana group projects given through the Europeana projects list.

20 websites have a direct link to the ATHENA website.

5.3.9 Articles

As a result of conference some articles have been prepared for publication. Some of them have been already published. Examples are:

Published articles / in print:
- Susan Hazan: IFLA 2009, When is a library not a library? (in print)
- Jörn Sieglerschmidt: The spell of ubiquitous knowledge: Europeana. A portal to European cultural and scientific knowledge. «CIDOC Newsletter». No 01/2009
- Maria Sliwinska, Alicja Saar-Kozlowska: Promocja polskich muzeów w portalu Europeaniaza pośrednictwem projektu europejskiego ATHENA. To be published in conference materials Coral and pearl and other jewellery. Poland. Planned for Spring 2010.
- Maria Teresa Natale, Digital Library Futures: User Perspectives and Institutional Strategies (in print on «Digitalia»
- Marzia Piccininno, I musei europei in rete: il progetto ATHENA, in: Archeologia, tutela, fruizione e valorizzazione, MiBAC, 2009, p. 13.
- Newsletter for Belgian ATHENA partners: provided them with an update on the project. Available online (in Dutch) http://www.packed.be/images/uploads/projects/ Nieuwsbrief_ATHENA_juni_2009.pdf.

5.3.10 Other projects mailing lists and newsletters

To enlarge dissemination activities two important channels have been used to invite people to subscribe: the MINERVA mailing lists and newsletter, and the MICHAEL mailing lists.

5.3.11 Facebook

In Facebook an ATHENA group has been established. The ATHENA Israeli partner is animating it.

5.4 Training material

The first ATHENA training workshop will take place in Athens in November and it will be targeted to some testers; further, the first two ATHENA training workshops targeted to the first content providers will take place in January 2010. WP2 in cooperation with the other ATHENA WPs has planned the production of several training materials.

5.4.1 Booklet: Digitisation: Standards Landscape for European Museums, Archives, Libraries

This booklet has been edited by ATHENAWP3 Working Group" Identifying standards and developing recommendations", texts by Gordon McKenna, Collections Trust (UK) - Chris De Loof, Royal Museums of Art and History (Belgium).

You may download the booklet: http://www.athenaeurope.org/index.php?en/110/promotional-material/11/10-booklet-digitisation-standards-landscape-for-european-museums-archives-libraries.

The booklet was also printed in 2000 copies.

The text of this booklet is included in deliverable 3.1, of the ATHENA project and is based on a survey of the content that ATHENA partners contracted to provide to Europeana through the ATHENA project.

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You may read from the introduction of the booklet: "It is the aim of the ATHENA project to support especially museums in providing object data for publication in Europeana. However, it is known that in the museum landscape in particular there is a great variety of standards used. It was therefore necessary to gain an overview of the different standards which are in use with the partners in the ATHENA project. Therefore a survey has been carried out by Working Group 3 of ATHENA and the results were published within one of the deliverables of the project. When discussing standards within the community we realised that there is a wider interest in the overview gained and we therefore decided to publish the overview in the form of this special booklet. Its content results from the information provided from the more than 20 partners from ATHENA coming from museums, libraries and archives, as well as ministries. Although it is not a complete list of standards currently available and is not covering every sector relevant, we hope it is of practical information for all those interested, as well as instrumental in building more bridges in standards applications for increased interoperability within the cultural heritage sector."

5.4.2 Fact sheets

WP2 is coordinating the production of fact sheets to be distributed in the occasion of training courses.

Two kind of info sheets have already been produced by WP3. They will be made available on the ATHENA website, and will be printed in the occasion of training workshops.

1) *Technical Standards for digitising Cultural Content in Museums*
2) *Cultural Metadata Standards in Museums*

6. Plans for further dissemination activities

Some of the above listed products will be in use till the end of the project, some, like the ATHENA leaflet, will be updated according to the state of development of the project. New ones will be developed according to the needs.

6.1 Future tools which are foreseen

Among the promotional material to be still developed there are:

A **brochure** presenting ATHENA goals and information how and why to join ATHENA will be produced in English language and partners will be invited to make own translations.

Short articles on ATHENA activities and tools will be produced in English by the WP leaders and translation provided in partners' languages.

A **video** to train on the ATHENA ingester tool is under preparation and will be available in March 2010. It will be also made available on the Web.

6.2 ATHENA journal

The ATHENA journal will consist of two parts: papers of high quality on chosen topics, and a set of links to the collections available in Europeana. To ensure the quality of the journal two bodies have been created: an Editorial Board consisting of the WP2 leaders, and an Advisory Board that is still in a formation stage. To the Advisory Board all ATHENA partners can delegate appropriate member. In addition there will be invited people who can give a credit to the journal. The first issues of the ATHENA journal will be edited in English in paper format, and as an e-journal. Partners will be invited to translate issues or articles from the journal into their language. Due to the nature of the e-journal it will be possible to have a continuing development of a part of the journal consisting of the links to the materials on a chosen topic available in Europeana as collections.

A list of topics for a number of issues of the journal has already been created by the WP2 working group and presented to all the ATHENA members. ATHENA members interested in a given topic will have a chance to be a leading editor of the respective issue. As agreed with the Europeana communication office it is planned to continue the publication also after the end of ATHENA project. If the journal is successful it should continue as an e-journal: Some partners are currently negotiating to get some national support for it, in addition the journal production can be supported with a subscription fee.

As the ATHENA Journal will serve as a channel for Europeana and also related projects the chosen name was Uncommon Culture. The journal will be published as semi-annual.

First three titles of the issues include:
No 1: Think culture – ed. Maria Sliwinska
No 2: Gates instead doors – ed. Jonathan Purday) – discussed, but not confirmed yet
No 3: Collections Development – ed. Monika Hagedorn-Saupe

The first issue is planned with the title "Think culture", the slogan which is coined by Europeana. In this first issue EUROPEANA and ATHENA will be presented and described how they relate. Beside articles devoted to the role of culture, ATHENA will be presented by Rosella Caffo and Europeana by Jill Cousin.

The second issue "Gates instead doors" should present transfer from traditional cultural institutions working behind the doors to the open space which is especially a problem for museums. Doors divided them from the customers, and doors protected their collections. Only part of the collection is visible through exhibitions. With the technological development collections can be put on an open space, and access to them is possible in a comfortable way. Doors were replaced by gates.
In this issue apart from the planned articles two other projects from the Europeana Group, such as EuropeanaLocal and EuropeanaConnect will be presented by their coordinators.

The third issue "Collections development" will deal with the target group of ATENA i.e. museums and will present development of collections: from private to public, and from public closed in the building to public and private available on-line.

The first issue was planned to be published in month 18 of the project which is April 2010. However, as it was decided that at the beginning the journal will be published as semi-annual the first issue publication will be postponed to July 1st, consequently the second will be published on January 2011, and the third prepared for publication till July 1st 2011. The other reason to start with the journal in July 2010 is planned big promotion for Rhine release by Europeana in this time.
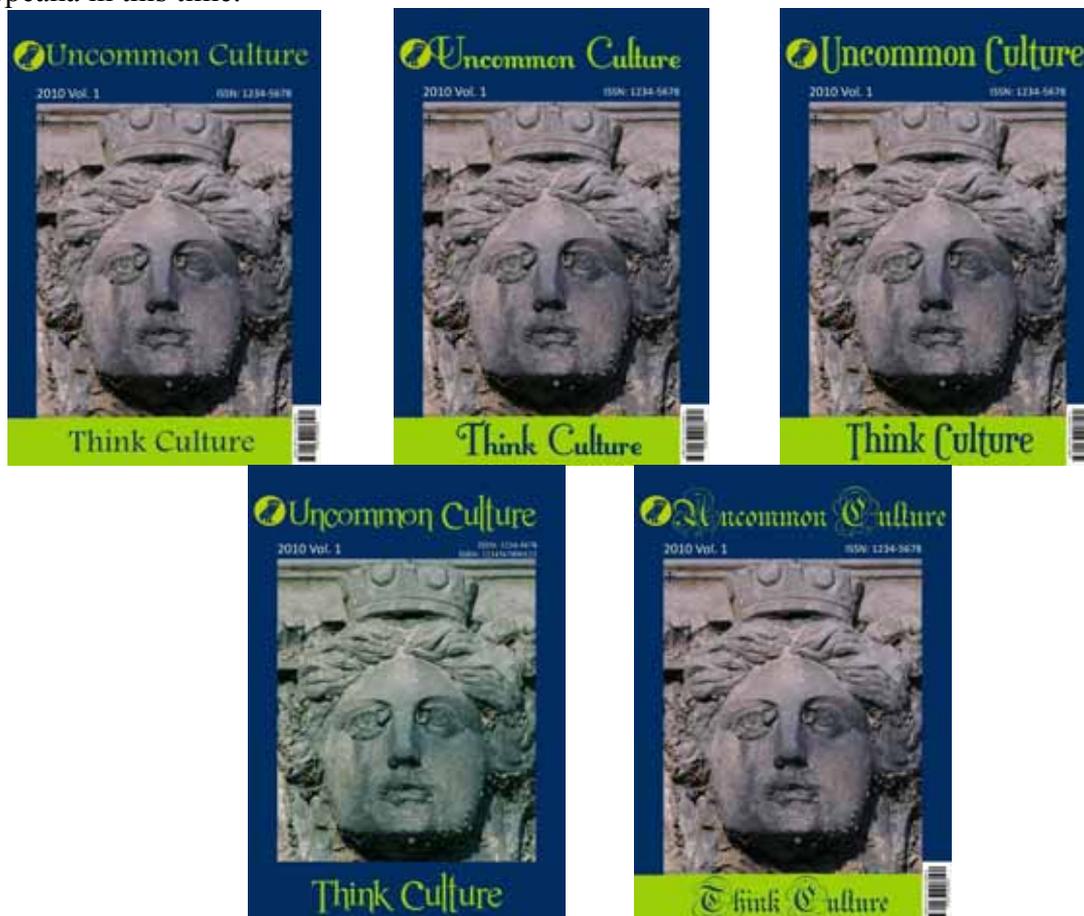
6.3   Gadgets

Latvia has already produced some gadgets: 500 shoppers, pens with the ATHENA logo (731), ATHENA and Europeana logo stickers. Part of these gadgets was distributed in Latvian dissemination events.

7. National Dissemination Activities

Partners from each country participating in the ATHENA project are requested to organise a wide range of national dissemination activities especially targeted to museums and other cultural heritage institutions. The activities should be tailored to the national context and include conferences, workshops, training events, briefings, meetings, press releases and email bulletins.

These activities were planned to be carried out together with WP 5 and co-ordinated with the other WPs as well. Co-operation should take place as well with Europeana and the Europeana v1.0 project as well as the EDL Foundation. Depending on the responsibilities in the countries the activities should be organised together with EuropeanaLocal.

At least one national event per country was expected (either on its own or attached to another national or international event). Several events have been organised (see the management report **D1.2** for full information).

1a) National and International ATHENA Workshops (1 November 2008-30 October 2009)		
Country	**Number of events**	**Number of participants**
Belgium	1	20
Cyprus	1	10
Czech Republic	1	72
Finland	1	90
France	1	10
Greece	2	200
Hungary	1	40
Israel	1	30
Italy	4	120
Poland	8	313
Romania	1	35
Slovenia	2	13+
Sweden	1	??
UK	1	60

1b) National and International ATHENA Workshops (From 1st November 2009)		
Country	**Number of events**	
Belgium	1	
Bulgaria	1	
Estonia	1	
Germany	3	
Greece	2	
Israel	2	
Italy	1	
Latvia	1	
Poland	1	
Russian Federation	1	
Sweden	1	

2a) Conferences and other Workshops where ATHENA was disseminated ((November 2008 – 31 October 2009)		
Country	**Number of events**	**Number of participants**
Belgium	2	20
Chile	1	120
Finland	3	230
France	1	400
Germany	6	160+
Greece	1	80
Hungary	2	39+
Israel	2	50+
Italy	5	675+
Poland	4	185
Romania	5	??
Russian Federation	3	200
Serbia	1	65
Slovak Republic	4	363
Slovenia	1	??
Sweden	3	350
The Netherlands (Europeana)	1	60
Ukraine	1	??

2b) Conferences and other Workshops where ATHENA is disseminated (from 1st November 2009)		
Country	**Number of events**	
Austria	1	
Czech Republic	1	
Latvia	2	
Poland	1	
Belgium	1	
USA	1	

Several national and international ATHENA workshops have been and will be organised and ATHENA partners took part in several events organised by other institutions (detailed information on that can be found in Deliverable 1.2.

Training workshops

ATHENA has planned to organise several workshops with the aim to train on the LIDO format, on the mapping methodology and on the ATHENA ingester tool.

The first workshops have been scheduled for:
Athena, 22-23 November 2009
Rome, 18-19 January 2010 (also in streaming)
Berlin, 21-22 January 2010

The first workshops follow all the same programme
FIRST DAY
Registration
Welcome (15 minutes)
Introduction to Lido (by a LIDO expert) (45 minutes)
(Background; What is the purpose of Lido? How is it structured?)
Questions and answers (15 minutes)
Using Lido (WP3 Leader) (45 minutes)
(Practical guidelines on how to map your metadata from you system to Lido)
Questions and answers (15 minutes)
Practical training on mapping with examples of data structures brought by participants (60 minutes)

SECOND DAY
Ingestion tool presentation (NTUA team) (90 minutes)
Questions and answers; discussion (45 minutes)
Practical training (coordinated by NTUA team)

In the occasion of the workshop, some training material is distributed, among which:
- *The MINERVA Technical Guidelines*
- *The booklet: Digitisation: standards landscape for European museums, archives, libraries*
- *Factsheets*

Professional discussions

For the planned cooperation with the other projects professional discussion were undertaken in all countries. Some of them included EuropeanaLocal partners, some just museum custodians or other colleagues from archives, libraries or academics. Among those discussions there were also discussions with politicians to point out the needs for support to museums in digitisation.

Among the discussion there were, e.g.:

Germany
- Regular discussions during the two yearly conferences of the SIG "Documentation" in the German Museum Association
- Discussion with representatives from regional museum associations at their annual meetings

Poland
- Supercomputing and Networking Centre, Poznan responsible for EuropeanaLocal (Poland)
- Museum custodians, academics, librarians and archivists from Warsaw, Wroclaw, Olsztyn, Gdansk and Torun
- Vice-minister of Culture Tomasz Merta
- Member of Polish Parliament Commission for Culture - Michal Wojtczak who is willing to organize presentation of ATHENA and Europeana goals to the Commission of Culture.

7.1 National press and media

A range of press and media activities took take place at national level.
A press release page has been set up on the website. And subsequently the press relaese4s will be shown here.
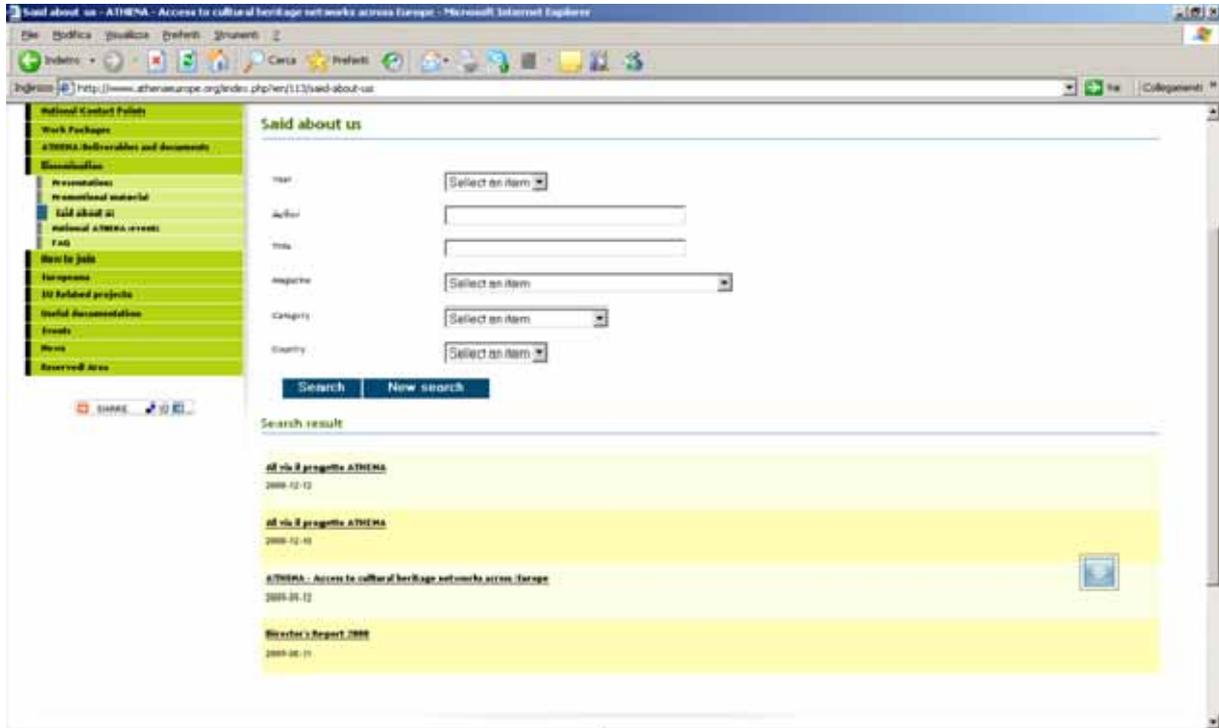
8. Experiences from dissemination activities planned in the initial Dissemination Plan and resulting changes for the Final Plan

The work done during the last months showed that most of the initially planned dissemination activities could be successfully implemented and that the developed tools raised interest in the work of ATHENA and in EUROPEANA:

During the first presentations of ATHENA and Europeana it became evident that museum people were not even aware that Europeana exists. This means there is a need for not only convincing the museum custodians to join Europeana through ATHENA channel, but also to spend much more time on presenting Europeana goals and aims in the first place. It is therefore necessary to develop some more basic material on "digitisation" and "access" as well as on "standards" and to organise national workshops to inform museums directors about the existence of EUROPEANA and Athena's support for museums to join it. Only than the next step can be done to organize workshops to actively support museums to deliver data. To do so successfully it's planned to connect national conferences even closer with the Europeana representatives.