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Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise.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

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1 EXECUTIVE SUMMARY

This deliverable serves as a guide for the AthenaPlus dissemination. It describes the logo and the corporate message, the first dissemination materials available and planned, as well as guidelines on how, where and when to distribute them. Last but not least, the deliverable provides guidelines on how to report on dissemination activities carried out by the Partners.

It serves as an internal guide and handbook for the Best Practice Network.

2 INTRODUCTION

AthenaPlus main objectives are the following:

- **Contribute** more than 3.6 millions metadata records to Europeana, from both the public and private sectors, focusing mainly on museums content, and key cultural stakeholders (ministries and responsible government agencies, libraries, archives, leading research centres, SMEs).

- **Improve** search, retrieval and re-use of Europeana's content, bettering multilingual terminology management, SKOS export and publication tool/API for Content Providers;

- **Experiment** with enriched metadata their re-use adapted for users with different needs (tourists, schools, scholars) by means of tools that support the development of virtual exhibitions, tourist and didactic applications, to be integrated into Europeana repositories and the repositories of national aggregators or individual Content Providers.

In this framework, the activities connected to dissemination are carried on by WP7 (Awareness and dissemination).

WP7 is led by SPK and MICHAEL. Its objectives are to make European museums and other cultural institutions aware of the benefits of making available their digital contents through Europeana, identify new best practices, and disseminate the results achieved to a broad audience. In particular, WP7 will:

- stimulate the contribution of content to Europeana by raising awareness of the tools, facilities and best practice provided by AthenaPlus, encouraging the use of richer metadata sets;

- increase the size of the best practice network by attracting new cultural institutions;

- raise awareness across the Europeana ecosystem of the AthenaPlus work and encourage Europeana itself, content providers and aggregators to take full advantage of the project's results;

- build technical capacity in the cultural heritage sector, especially in terms of Europeana and AthenaPlus technologies.

The aim of this document is to facilitate the achievement of the above mentioned goals by the Best Practice Network..

This deliverable is targeted to the AthenaPlus Best Practice Network, in particular to:

- All partners
- All WP leaders
- The National Contact Points
- All Working Groups' members
- The Coordination staff
- The Web site managers.

2.1 Background

AthenaPlus builds on the results of the experience developed by the previous Athena project where LIDO and the Athena Ingestion Server and Mapping Tool (then ATHENA-tool: now: MINT-tool) have been developed. The tools are widely used across the Europeana's ecosystem including the ongoing Linked Heritage project in order to further advance and complete the tools to support museums and other cultural institutions in their work to make access to their digital content possible through the Europeana portal.

The AthenaPlus dissemination material relates to Europeana, but also builds on the solid dissemination material developed in the previous Athena and Linked Heritage projects in order to keep the recognition

value of both projects and to give AthenaPlus a new appearance with smooth adaptations, for example in social networking.

2.2 Role of this Deliverable

D7.1 is relevant to the overall progress and success of the project. It addresses the need to make identified target groups aware of AthenaPlus as widely as possible through communicating the corporate message of AthenaPlus, electronic and print presentation materials that have been or will be developed and guidelines on *how*, *where* and *when* to distribute materials over the lifetime of the project. Besides promoting the AthenaPlus project results, the dissemination aims to raise awareness of Europeana among the cultural heritage community in order to gain potential new content providers. All the partners are involved in WP7 Dissemination and Awareness and have been allocated person months for this task.

Table 1. Person Months in WP7

Organisation	Person Months	Organisation	Person Months
ICCU	28.00	IPCHS	3.00
UMA	1.00	GenCat	4.00
KMKG	3.00	i2CAT	2.00
PACKED	2.00	CT	4.00
OKV	1.00	RA	3.00
Michael	9.00	SAM	5.00
CyI	4.00	MUO	4.00
NM	5.00	SGDAP	5.00
EVKM	4.00	UP	3.00
MCC	1.00	KIS	5.00
SPK	9.00	EAJC	3.00
UNIMAR	1.00	UniSav	1.00
NTUA	1.00	BAR	4.00
HMCT	4.00	Dedale	2.00
PIM	4.00	UPMF	2.00
BNCRM	4.00	CL-BAS	3.00
META	1.00	INP	5.00
NMI	2.00	KIK-irpa	4.00
LAM	4.00	ILS	3.00
ICIMISS	5.00	LGMA	4.00

In order to raise awareness of AthenaPlus and Europeana across the memory institutions community, one or more AthenaPlus National Contact Points (NCP) in each country have been appointed by the Consortium of AthenaPlus. Besides being the first points of contact at national level for the enlargement of the network, they are also responsible for coordinating the dissemination of AthenaPlus at national level. AthenaPlus re-affirms this model established in Athena which has been very successful. Below the NCP of AthenaPlus with its persons and institutions are listed:

Table 2 - AthenaPlus National Contact Points (NCPs)

COUNTRY	INSTITUTION	REFERENCE PERSONS	E-MAILS
Austria	UMA Information Technology GmbH	Marko Goels	marko.goels@uma.at
Belgium	PACKED Expertisecentrum Digitaal	Barbara Dierickx	barbara@packed.be
Bulgaria	Central Library of the Bulgarian Academy of Sciences	Dincho Krastev	dinchokr@gmail.com
Croatia	Muzej za umjetnost i obrt (MUO)	Vesna Lovric Plantic	vesna.lovric.plantic@muo.hr
Cyprus	The Cyprus Institute Limited	Sorin Hermon	sorin.hermon@gmail.com; s.hermon@cyi.ac.cy
Czech Republic	Narodni-Muzeum National Museum	Pavel Dousa Zuzana Harastova	pavel_dousa@nm.cz zuzana_harastova@nm.cz
Estonia	Eesti Vabariigi Kultuuriministeriu	Indrek Eensar	indrek.eensaar@kul.ee
France	Ministère de la Culture et de la Communication	Marie-Veronique Leroi	marie-veronique.leroi@culture.gouv.fr
Germany	Stiftung Preussischer Kulturbesitz	Monika Hagedorn-Saupe	m.hagedorn@smb.spk-berlin.de
Greece	Hellenic Ministry of Culture and Tourism	Maria Kotlida Gerasimou Panagiota	mkotlida@culture.gr pgerasimou@culture.gr
Hungary	Petofi Irodalmi Muzeum	Gábor Pálko	palkog@pim.hu
Ireland	Local Government Management Agency	Annette Kelly	akelly@librarycouncil.ie
Ireland	National Museum Of Ireland	Anne Grady	agrady@museum.ie
Italy	Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche	Marzia Piccininno	marzia.piccininno@beniculturali.it
Latvia	Kulturas Informacijas Sistemu Centrs	Una Balode	una.balode@kis.gov.lv
Lithuania	Lietuvos Dailes Muziejus	Justina	justina@limis.lt

	(LAM)	Augustyte Viktorija Jonkute	viktorija@limis.lt
Poland	Stowarzyszenie Miedzynnarodowe Centrum Zarzadzania Informacja	Maria Sliwinska	maria.sliwinska@uni.torun.pl
Romania	Institutul National Al Patrimoniului	Dan Matei,	danmatei50@gmail.com -
Romania	Biblioteca Academiei Romane	Alina Popescu	alimon77@yahoo.com
Slovenia	Javni Zavod Republike Slovenije Za Varstvo Kulturne Dediscine	Franc Zakrajsek	franc.zakrajsek@guest.arnes.si
Spain	Departament de Cultura - Generalitat de Catalunya	Anna Busom	abusom@gencat.cat
Sweden	Riksarkivet	Sanja Halling Rolf Kallman	sanja.halling@riksarkivet.se rolf.kallman@riksarkivet.se
United Kingdom	Collections Trust Lbg	Gordon McKenna	gordon@collectionstrust.org.uk
Jewish content	Association Européenne pour la Culture Juive	Lena Stanley-Clamp	lstanley-clamp@jpr.org.uk

The list of National Contact Points is available on the project website and will be updated regularly:

http://www.athenaplus.eu/index.php?en/154/national-contact-points

The organisations (e.g. institutions, projects, etc.) interested in AthenaPlus activities and outcomes wishing to closely cooperate with the project, can contact the project coordinator, writing to: **info[at]athenaplus[dot]eu,** or via the National Contact Points http://www.athenaplus.eu/index.php?en/154/national-contact-points in their country.

The cooperation can also be formalised through a *Cooperation agreement* or a *Memorandum of understanding* for which two templates are available on the website on the page **How to join us**: http://www.athenaplus.eu/index.php?en/159/how-to-join-us. These templates are described in **D1.2 Terms of reference for the best practice network and the enlargement of the network**, http://www.athenaplus.eu/getFile.php?id=149.

AthenaPlus partners will be encouraged to disseminate and promote AthenaPlus activities and outputs on their own institutional websites and portals. Among them, a leading role for dissemination will be played by the MICHAEL Association which will also ensure the sustainability and capitalisation of the results after the project.

The deliverable D7.1 refers also to the task of the project partners to report on their dissemination activities. The templates of the dissemination reports have been already described in **D1.1** Project quality plan and Risk Management Plan (available in the reserved area of the website), and are reproduced also in this deliverable dedicated to dissemination. See also **D1.1, chapter 11** for specific guidelines. The reports will be collected by WP1 for their publication in the reserved area of the website,

and analysed by WP7, lead by Stiftung Preussischer Kulturbesitz (SPK), who will monitor the state of the dissemination and report it periodically to WP1 and all the partners.

The following table shows the deliverables which have to be produced within WP7. These will be delivered by the partners SPK, ICCU, Michael Culture and ICIMSS.

Table 3 - Deliverables in WP7

Deliverable	Title	Partner	Delivery date
D7.1	Logo, corporate message, project website, shared dissemination plan, guidelines for Partners	**SPK**	Month 3
D7.2	Analysis, scenarios use cases, opportunities for innovative services for DCH and future development	**Michael Culture**	Month 11
D7.3	First report on dissemination activities and networking in the European Framework	**ICCU**	Month 11
D7.4	Final report on dissemination and networking activities	**ICIMSS**	Month 20
D7.5	Second report on dissemination activities and networking in the European framework	**SPK**	Month 24
D7.6	AthenaPlus publications	**SPK**	Month 27
D7.7	Final report on dissemination and networking activities	**ICCU**	Month 30
D7.8	Second Issue of the Uncommon Culture Journal	**ICIMSS**	Month 30

2.3 Dissemination Mission and Objectives

The mission of AthenaPlus dissemination is to make European museums and other cultural institutions as well as other interested stakeholders aware of the results and outputs which are planned and will be achieved within the project. AthenaPlus will also disseminate the information on the wide range of digital content made available to Europeana. Therefore the achieved results will be disseminated to a broad audience. New best practices will be identified within the project to be also communicated to a large audience.

AthenaPlus dissemination will mainly focus on:

- **Raising awareness:** letting others know about and learn from AthenaPlus experiences, activities and tools developed
- **Inform:** educating the community
- **Engage:** inviting input/feedback from the community used as input for further developments
- **Promote:** project's outcomes and expected results.

In particular AthenaPlus dissemination will include:

- Raising awareness of the tools, facilities and good practices to be developed in AthenaPlus
- Encouraging the use of richer metadata sets

- Raising awareness across the Europeana ecosystem and interested stakeholders of the AthenaPlus work
- Encouraging Europeana itself, content providers and aggregators to take full advantage of the project's results.
- Stimulating the contribution of content to Europeana.

The following table shows a general overview of the AthenaPlus target groups:

Table 3 – Overview of target groups

AthenaPlus target groups	Message to be communicated	Dissemination tools	Main impact	AthenaPlus actors involved
Government and policy bodies, Agencies for cultures	Raise awareness of the project	Websites and Newsletters Electronic material Mailings Workshops, conferences, professional fairs and exhibitions	National	All Partners
Europeana ecosystem projects	Raise awareness of the project Stimulate interest in project technologies Disseminate good practices and project results	Websites and Newsletters Print and electronic material, gadgets Social networks	European	All Partners, but mainly WP leaders
Europeana Foundation	Raise awareness of the project	Websites and Newsletters Print and electronic material Workshops and conferences	European	Mainly WP1 and WP leaders
Europeana Network	Disseminate good practices and project results	Websites and Newsletters Print and electronic material Social networks Workshops and conferences	European	All Partners
Europeana Labs	Stimulate interest in project technologies Disseminate good practices and project results	Electronic material Mailings	European	Mainly WP2, WP3, WP4, WP5 and all technological Partners
Digital cultural heritage research community	Raise awareness of the project Stimulate interest in	Websites and Newsletters Print and electronic	National, European, International	All Partners, WP leaders and Working group experts

	project technologies Encourage to use and validate the AthenaPlus outcomes	material, gadgets Social networks Workshops, conferences,		
National research and competence centres in the areas of cultural heritage and e-infrastructures	Raise awareness of the project Stimulate interest in project technologies Encourage to use and validate the AthenaPlus outcomes	Websites and Newsletters Electronic and printed material Social networks Mailings Workshops, conferences	National	All Partners
Aggregators	Raise awareness of the project Stimulate interest in project technologies Encourage to use and validate the AthenaPlus outcomes Disseminate best practices and project results	Websites and Newsletters Electronic material Mailings Social networks Workshops, conferences	National	All Partners derive direct benefit from their national aggregator
Content Providers and potential contributors for Europeana	Raise awareness of the project and of Europeana Stimulate interest in project technologies Encourage to use and validate the AthenaPlus outcomes Join the network	Websites and Newsletters Electronic and printed material, gadgets Mailings Social networks Workshops, conferences	National	All Partners
Education	Stimulate interest in project technologies Encourage to use and validate the AthenaPlus outcomes	Websites and Newsletters Electronic material Mailings Social network Workshops, conferences	National	All Partners
Tourism	Stimulate interest in project technologies Encourage to use and validate the AthenaPlus outcomes	Websites and Newsletters Electronic material Mailings	National	All Partners

		Social network Workshops, conferences		
Private sector	Raise awareness of the project and of Europeana Encourage to use and validate the AthenaPlus outcomes	Websites and Newsletters Electronic material Mailings Social network Workshops, conferences, professional fairs and exhibitions	European	Mainly WP6
Final User	Stimulate to use the AthenaPlus creative tools	Websites and Newsletters Print material Electronic material Mailings Social network Workshops, conferences, professional fairs and exhibitions	European	Mainly WP5

2.3.1 *Target groups*

The main target groups for AthenaPlus are specific groups: they are the content-contributing community, the aggregators, government and policy bodies, agencies for cultures, sister projects, the digital cultural heritage research community, the national research and competence centres in the areas of cultural heritage and e-infrastructures, the tourism sector, the education market and schools, Europeana and the Europeana Foundation, the Europeana Network and Europeana Labs.

In particular, contact will be strengthened throughout the lifetime of the project with the main targets of AthenaPlus listed below according to the Description of Work:

Table 4 – Description of target groups

Target group	Description
Government and policy bodies, Agencies for cultures	These stakeholders include policy makers at national and European levels. Currently, the AthenaPlus consortium includes several key ministries and cultural agencies, while at European level the target is mainly represented by the **Member State Expert Group**, which was set up by the European Commission in 2006, made up of representatives from the national ministries and/or national cultural institutions of all EU countries, in order to monitor progress on the implementation of the Commission Recommendation of 24 August 2006, on digitisation and digital preservation and of the related Council Conclusions of 13 November 2006; to exchange information and good practices of Member States' policies

	and strategies on the digitisation and online accessibility of cultural material and digital preservation. Disseminating AthenaPlus results among government ministries and agencies, which control or lobby for funding memory institutions of all sorts, is valuable because: • AthenaPlus content providers could also be supported in the future at national government level • AthenaPlus results, mainly best practices and technological outcomes, could be integrated in national programmes on digitisation and training • AthenaPlus results may be integrated by policy-making institutions in the framework of joint activities at both the national and the European level
Europeana ecosystem projects	**Collaboration with sister projects** is crucial in order to avoid duplications and to re-use sharable solutions. Many AthenaPlus Partners take part also in one or more other projects related to Europeana. The European Commission has co-funded, mainly through its CIP ICT-PSP Programme, a number of European projects. In 2011 there were more than 25 projects in the Europeana Group, Europeana is a consortium partner or subcontractor in many of them. The list of sister projects is updated in the Europeana Professional Knowledge Sharing Platform (http://pro.europeana.eu/projects). There are Europeana projects in which AthenaPlus Partners are also involved which could benefit from the results of AthenaPlus e.g. Europeana Awareness, ARROW Plus, CARARE, Digitising Contemporary Art, ECLAP, Europeana Collections 1914-1918, EUscreen, The European Library, Partage Plus, Europeana Inside. AthenaPlus will be in contact also with Europeana in order to distribute its results through its channels: Europeana eNews, Europeana Professional Blog etc.
Europeana, Europeana Foundation, Europeana Network and Europeana Labs	Dissemination strategy towards Europeana is crucial, for many aspects: From **a political point of view**, Europeana is the central aggregator for cultural heritage metadata in Europe and is as such the focal point for all the activities relating to making cultural heritage accessible. By working closely together AthenaPlus supports this and it is also ensured that Europeana will be able to adopt and integrate AthenaPlus results. Europeana has the role of a subcontractor. From **a strategic point of view**, because dissemination of AthenaPlus outcomes among experts in the Europeana Network (formerly named CCPA - Council of Content Providers and Aggregators) means that the project outcomes may reach a pan-European forum where the views of content holders can be reflected, from the main aggregators to individual institutions. The Europeana Network represents museums, libraries, archives as well

	as the audio-visual sector across a wide range of Member States. The **Europeana Network** represents one of the main channels of knowledge transfer between different institutions, domains and countries; the sharing of best practice and common standards; and demonstrates the relevance of cultural and scientific heritage institutions to new generations of users. From a **technical point of view**, because dissemination of AthenaPlus results with **Europeana Labs** will support the workflow across of all of its activities. Moreover the main results could enrich the online Europeana's ThoughtLab, where all parties concerned can discover more about the work of Europeana's Partners. By using the EuropeanaLab platform the re-use of tools developed in the different Europeana communities is made easy.
Digital cultural heritage research community	Sharing knowledge in the field of aggregation, standards, terminology, linked data, digital exhbitions and good practices among cultural institutions (i.e. professional associations, CIDOC, IFLA, ICOM, LIBER, Eblida, etc.).
National research and competence centres in the areas of cultural heritage and e-infrastructures	National research and competence centres in the areas of cultural heritage and e-infrastructures may also benefit from AthenaPlus scientific results in order to re-use them at national level. Considering that several Partners were also involved in other European projects dealing with e-Infrastructures (like DC-NET, http://www.dc-net.org, and Indicate, http://www.indicate-project.org, and currently DCH-RP, http://www.dch-rp.eu), the transparent sharing of information serves to inform these groups as well as e-infrastructure providers and managers.
Aggregators	Aggregators involved in AthenaPlus will be kept informed for the duration of the project about the AthenaPlus ongoing activities and output in order to be able to make use of recommendations and of the tools developed. AthenaPlus involves some of the major national and regional aggregators in its partnerships: • http://www.kulturpool.at/display/kupo/Home (Austrian national aggregator) • http://carmentis.kmkg-mrah.be/eMuseumPlus (Federal museum aggregator service, Belgium) • http://collections.culture.fr/ (French national aggregator) • http://www.askaboutireland.ie/ (Irish national aggregator) • http://www.culturaitalia.it (Italian national aggregator) • http://www.muziejai.lt/emuziejai/index_en.asp (Lithuanian museum aggregator) • http://www.culturalia.ro (Romanian national aggregator) • http://www.museum-digital.de/ (German regional aggregator)

	• Greek national aggregator (under construction) • And others Content providers who are AthenaPlus Partners and deliver their content through national aggregators will act as a bridge between the project and the aggregator.
Content Providers and potential contributors for Europeana	Already participating cultural institutions or cultural institutions interested in providing metadata to AthenaPlus: • Libraries • Archives • Museums • Decision makers Effective dissemination activities could encourage new cultural institutions to join the network and become additional AthenaPlus content providers. This audience will also benefit from the tools for the creative re-use of cultural heritage contents.
Education	The educational market is a key area for cultural heritage. AthenaPlus will develop creative applications for the re-use of cultural resources for education. AthenaPlus plans to disseminate Europeana itself as well as the AthenaPlus project results (web-based and apps) in the education sector. Using Europeana in the classroom enables teachers and students to build their own virtual exhibitions and thematic routes based on Europeana content. The channels AthenaPlus will explore in its dissemination include: • The European Association of History Educators (www.euroclio.eu) • The European Schoolnet (www.eun.org), a consortium of 26 European Ministries of Education for ICT in Education provides programs of activities reaching out to schools, teachers and students through its portal, fora, emailing lists, projects and partnerships. • The International Association of School Librarianship (www.iasl-online.org) • School branches of the national libraries associations • The Academic & Special Libraries Sections of national libraries association • University courses run by AthenaPlus partners and/or cooperation academics particularly in the area of fine arts, museology, library and information, cultural studies, journalism etc. • Selected schools • Third Age Universities • School libraries associations

	• Institutions' educational services AthenaPlus project partners will be asked to identify key national events in the field of education in their own country (i.e. Italy: Job Orienta; Poland: annual conferences for active teachers organised by the Center for Citizenship Education) where they will present the educational tools created within the project in their own language, promote Europeana's holdings and stimulate local partnerships in their own communities. This audience, mainly teachers, will benefit from the tools for the creative re-use of cultural heritage contents during and after the end of the project. With the involvement of AthenaPlus NCPs, content providers and aggregators, a panel of teachers in each participating country will be selected in order to benefit from AthenaPlus training courses on the tools for the creative re-use of cultural heritage content and to participate in pilots.
Tourism	The tourism market is another sector which will benefit from the practical solutions in the dissemination of cultural heritage: creative applications for re-use of cultural resources (web-based and apps) developed specifically for the cultural tourism. Tourism operators include tourist agencies, tourist operators, non-profit institutions. AthenaPlus partners will contact Universities that manage courses and master degrees in the tourist industry and will investigate potential partnerships with them for cultural tourism applications. These kinds of projects will encourage the integration on Europeana's rich content into their own workflow, creating new platforms and applications for the cultural tourist. With the involvement of AthenaPlus NCPs, content providers and aggregators, a panel of experts involved in tourism in each participating country will be selected in order to benefit from AthenaPlus training courses on tools for the creative re-use of cultural heritage content and to participate in pilots. Another goal of AthenaPlus is to stimulate cooperation agreements with specific institutions proposing that they become living labs as test beds with students integrating the AthenaPlus tools into their own research and preparing e.g. location-based trails for upcoming trips. Through the European Institute of Cultural Routes (www.culture-routes.lu), the Council of Europe, an AthenaPlus observer, will be involved in the dissemination of AthenaPlus tools. AthenaPlus will establish a relationship with Euromuse, the network of European Museums providing information on their temporary exhibitions, aiming at an extension of the current calendar on temporary exhibitions with one on virtual exhibitions of all the partner institutions. AthenaPlus partners will also be asked to attend national events/fairs in the field of tourism and will be encouraged to present the project tools and results.

General Public	The general public is an additional but secondary target of the AthenaPlus outputs, mainly digital exhibitions which we be realised as pilots in WP6.

AthenaPlus will create and animate communities of users through its dissemination activities. Local and national activities for the target groups are the main framework for the interaction between the users and the tools made available through AthenaPlus.

2.3.2 *Corporate Message*

The corporate message describes the overall aims of AthenaPlus. It will be used to disseminate the identity of the AthenaPlus project.

The corporate message of AthenaPlus is:

> AthenaPlus is a Best Practice Network closely related to Europeana that supports ongoing initiatives to make cultural heritage accessible through Europeana as widely as possible. AthenaPlus will contribute to the infrastructure supporting this aim by developing tools, e.g. for creating digital exhibitions, by organising workshops and training to support museums and other cultural institutions in their work to make their rich digital content accessible to all.
>
> AthenaPlus will look also into the development of cultural tourist routes applications and an educational toolbox is planned to enable experimentation for the tourism sector and the education market.

Proposed slogans for the AthenaPlus project are:

- "Contribute to, improve and experiment with digital cultural heritage content with AthenaPlus." (Slogan for education sector)
- "Improve the richness of Europeana and make your collections widely visible." (Slogan addressing content providers)
- "Discover virtual exhibitions and use applications for tourists from AthenaPlus." (Slogan to tourism sector)

2.3.3 *How to involve each target group*

Government and policy bodies, Agencies for culture

National Contact Points will be asked to inform their national government and policy bodies on a regular basis about AthenaPlus outcomes (tools developed for cultural heritage institutions) and about AthenaPlus activities so that these are known and can be reflected in national strategies on digitisation of cultural heritage as well as in activities on making national digitised cultural heritage accessible.

AthenaPlus will also establish contact with the relevant cultural agencies in the partners' countries so that they can use output from the AthenaPlus work in order to support content providers at national level. Providing information about AthenaPlus results will allow national agencies to share best practices and technological outcomes as well as to integrate AthenaPlus outcomes in national programmes on digitisation and training.

Aggregators:
National and regional aggregators will be informed about the activities of AthenaPlus so that they can take full advantage of the tools and the knowledge developed within AthenaPlus.

Content Providers and potential contributors to Europeana:
Content providers are strongly invited to take full advantage of the tools and benefit from the recommendations developed within AthenaPlus. Potential contributors are invited to participate in AthenaPlus and Europeana because of the following reasons:

- Knowledge sharing through AthenaPlus and Europeana
- JAthenaPlus, Europeana and the cultural heritage community are jointly tackling challenges and issues of:
    - aggregation
    - semantic and technical interoperability of data
    - multilingual access
    - IPR, new legal forms, right management in the context of data re-use
    - innovative digital projects
    - business models for sustainability
- Networking within AthenaPlus and Europeana

Digital cultural heritage research community
Digital cultural heritage research community is strongly invited to improve and to re-use the developed tools within AthenaPlus mainly in the field of aggregation, standards, terminology, creative tools and good practices.

The Europeana community is strongly invited to keep up to date with the AthenaPlus results in order to re-use sharable solutions and help their dissemination through Europeana projects' dissemination channels in order to avoid duplications.

National research and competence centres in the areas of cultural heritage and e-infrastructures
National research and competence centres in the areas of cultural heritage and e-infrastructures are invited to raise awareness of the tools developed within AthenaPlus.

Europeana Foundation, Europeana Network. Europeana Labs and Europeana ecosystem
Europeana Foundation, Europeana Network, Europeana Labs and sister projects are strongly invited to keep up to date with the AthenaPlus results in order to re-use sharable solutions and help their dissemination through Europeana Foundation, Europeana Network and Europeana Labs dissemination channels in order to avoid duplications.

Education and Tourism:
There are two levels of AthenaPlus tools dissemination to the education and tourism sector.

- First of all professional stakeholders of different kinds are invited to learn how to use the new tools and develop some pilots on virtual exhibitions or virtual versions of real exhibitions, mobile services for museums, enriched exhibitions and virtual tourist tours (including geo-referencing and geo-localisation sub-systems) produced in WP6. AthenaPlus NCPs will be invited to organise in cooperation with other partners a national training workshop in each partner country. During these national workshops also targeted stakeholders from outside the network will be invited to reach a maximum of interested users.

- Afterwards the education sector (educational institutions and schools) and the tourism market will enjoy and use the tested creative tools and create their own exhibitions, mobile services for museums, author their own micro-story/narration and virtual tourist tours.

3 Informing the stakeholder community

3.1 Dissemination Methodology

The AthenaPlus project will incorporate a variety of dissemination activities during the timeframe of the project. In the initial phase AthenaPlus will focus more on awareness of the project as well as encouraging participation while in the latter phase the project will focus more on 'selling' the major achievements.

Here the dissemination methodology is presented in more detail considering the roles of project partners' dissemination tasks.

Table 5 – Dissemination methodology

10\	Description
AthenaPlus project website	The website represents the main dissemination tool of the consortium. It will document AthenaPlus activities and outcomes, events, links, documents etc. It will be updated during the duration of the project. Core information will be offered in all the partners' languages. Depending on the topics, if needed, a couple of wikis will be integrated in the website. WP4 will continue to re-use the wiki, launched during Athena and developed during Linked Heritage: http://www.linkedheritage.org/index.php?en/192/wiki AthenaPlus is solely responsible for the content of the website, which does not represent the views of the European Commission. The site is generally licensed under a Creative Commons Attribution Non-Commercial Share Alike 2.5 (by-nc-sa) License. Specific contents may be licensed differently according to agreements with single authors.
Partners institutions websites, newsletters and social media marketing tools	Partners will be encouraged to disseminate and promote AthenaPlus activities and outputs on their own institutional websites. Respective portals will be invited on a regular basis to add news and links to relevant documentation. AthenaPlus recommends creating a dedicated page on the project, using also the project logo. Dissemination may also be made by institutional newsletters, e-bulletins and social media marketing tools when available. Beside the project-website the MICHAEL Association website (http://www.michael-culture.eu/) will be one major communication tool to promote AthenaPlus results. MICHAEL also will ensure the sustainability and capitalisation of the results after the project. Devoted to European cultural heritage valorisation, Michael Culture Association gathers a strong network of more than 100 public and private organizations as well as cultural institutions in Europe, of which many represent cultural operators at national level. Key actor in the promotion and valorization of the digital cultural content, Michael Culture develops tools and services destinated to cultural institutions and the general public. Linked to other major European cultural heritage networks and projects such as Europeana, Europe's Digital Library, Michael Culture Association supports European and national cultural policies. It aims at: 1) Promoting and valorizing European cultural heritage by its digitization and dissemination to a European and worldwide audience, through the Michael Internet Services portal: the Multilingual inventory of digitised cultural collections on line in Europe: 2) Enhancing the network of European professionals working on digital cultural heritage, through the actions addressed towards the Minerva Network.

Fast online communication	Partners will be encouraged to promote AthenaPlus activities and outcomes on their institutional newsletters, e-bulletins and social media marketing tools. Partner EAJC has already planned to to feature AthenaPlus in at least three newsletters during the project, using the Judaica Europeana Newsletter and subscription base. The first newsletter was send in the month of June 2013: http://www.judaica-europeana.eu/JE_newsletter5_aps.html. Judaica Europeana continues to be part of the Europeana Ecosystem, and is targeted to aggregate content from Jewish collections. It has a very large audience of heritage institutions,experts and humanities scholars.
Promotional material	Promotional material will be produced in order to distribute the project online and at conferences and events: a factsheet will be translated in the project partners' languages, leaflets and gadgets will be developed.
Europeana tools	AthenaPlus will be in contact with Europeana in order to distribute its results also through the Europeana channels: Europeana Professional Blog, Europeana eNews etc.
Events	Other important distribution channels of the project's results, which will also ensure synergies between partners of the Network, will be the national networks, European and International workshops, seminars and conferences organized by other institutions, by Europeana, by other European projects, etc., as well as national and international fairs and exhibitions. The project plenary meetings, organised in the framework of AthenaPlus will be important occasion for dissemination. They will be organised every six months in different locations agreed by the Partners. Plenary meetings will be internal events with demand participation by all project partners, but including a session open to external participation, dedicated to a specific topic to investigate or to provide training on. The next plenary meeting is foreseen in Berlin, 7-9th October 2013, and it will include an open workshop on digital storytelling. Moreover, international conferences organised during European presidencies will provider other occasions for disseminating AthenaPlus. Recently the project coordinator gave a presentation at the Linked Heritage International Conference, "Access, Use, Re - Use: Unlocking the Potential of Online Digital Cultural Content", held under the Irish Presidency in Dublin, on 17th June 2013. Presenting the project during the Plenary Meetings as well as the closing conference will serve as an opportunity to present and discuss the project's results, the opportunities for further development and the path of further integration into Europeana.
Scientific papers	All Partners will be encouraged to author papers in national and European journals as well as conference proceedings where Partners are invited to present their papers. Please see 5.2.3 for a list of scientific journals.
Uncommon Culture Uncommon Culture	Two issues of the journal *Uncommon Culture* (http://www.uncommonculture.org or http://www.uic.edu/htbin/cgiwrap/bin/ojs/index.php/UC/index) will be published by ICIMSS. *Uncommon Culture* is a professional journal born in the framework of the Athena project. It provides unique perspectives on a rich variety of cultural activities in Europe. The journal examines cultural institutions, their collections and offers new insights into a diverse range of culturally driven activities. *Uncommon Culture* is targeted to memory institution stakeholders, academics and governing bodies that need basic information enhanced with aesthetically pleasing visuals. The journal focuses on digitisation topics, information on Europeana, and projects and institutions contributing to the development of Europeana. All AthenaPlus WPs and partners will be contacted in order to prepare articles for

	the issue to be produced in the project. *Uncommon Culture* is published in Poland by the International Centre for Information Management Systems and Services (ICIMSS), an AthenaPlus Linked Heritage partner. Other representatives of the AthenaPlus Consortium are members of the Scientific Committee and of the journal's Editorial Board.
AthenaPlus publications	Online booklets will be produced and printed by WP7 in cooperation with WP1, in order to disseminate the outcomes achieved by the different WPs to a wider public. This publication will continue the series of booklets produced during the Athena (http://www.athenaeurope.org/index.php?en/198/athena-booklets) and Linked Heritage projects (http://www.linkedheritage.org/index.php?en/181/publications) which were downloaded 14.000 times.
Social networks	The most popular social networks (Twitter, Linkedin, YouTube etc.) will be used to promote AthenaPlus activities and outputs.
Education	Description is outlined in chapter 2.4: Target groups
Tourism	Description is outlined in chapter 2.4: Target groups
Internal mailing lists	Another instrument for internal communication of relevant information to stakeholders in the project is the use of mailing lists. A general mailing list has been set up since the beginning of the project to guarantee communication among all the partners. Other mailing lists will be set up during the project and they will be used by thematic working groups, composed of experts on specific topics. So, the mailing lists will not only be a channel for communication dedicated to the project, but also a channel of dissemination of Europeana activities and other information connected to digital cultural heritage.

3.2 Social networks

AthenaPlus intends to include dissemination also through Web 2.0 tools to reach its target groups: As known from earlier projects, social networks mostly used by our target groups are channels like Twitter, LinkedIn and Youtube/Vimeo. More and more European projects, content providers and aggregators etc. aim to improve their visibility through Web 2.0 tools so that it has been decided to create also relevant channels for AthenaPlus dissemination. Twitter, LinkedIn and Youtube/Vimeo were chosen because European projects communicated interviews with their project members through videos on Youtube/Vimeo, several project members working on sister projects are present on the networking platform LinkedIn and are pushing information from project events on Twitter.

3.2.1 *Twitter*

Twitter is an instrument that allows engaging with target audiences in a more direct way and information is spread very quickly through re-tweets. Twitter is also ideal for reporting with short statements directly from AthenaPlus events. Project members and members from sister projects should be aware to share relevant AthenaPlus information through their institutional or personal Twitter accounts.

3.2.2 *LinkedIn*

LinkedIn allows to engage with professionals in other European cultural heritage projects and to share AthenaPlus messages through the portal. Creating a LinkedIn group will allow us to discuss AthenaPlus outcomes or to announce dissemination events (workshops, trainings, conferences etc.). For this AthenaPlus will use the LinkedIn group which was established within the Linked Heritage project. This allows the project to maintain the already existing members in the Linked Heritage account on LinkedIn. http://www.linkedin.com/groups?home=&gid=4943167&trk=anet_ug_hm

3.2.3 *Youtube, Vimeo*

Beside other training materials that will consist of screencasts demonstrating the use of the AthenaPlus tools, also video tutorials will be produced in WP5 and will be made available on YouTube and Vimeo and embedded in the AthenaPlus website.

4 Dissemination materials

A range of dissemination tools has already been prepared or planned to support partners presenting AthenaPlus to the target groups. (Please see Topic 4 Dissemination Plan for Future Tools which are foreseen).

4.1 Project logo

The AthenaPlus logo is based on the logo of the previous Athena project. Its main characteristic is an owl. It was inspired by the drawing of an Athenian tetradrachma. The idea was proposed by the Athena partner from Israel. The owl is also a reminder of the acronym OWL for Web Ontology Language, a markup language for publishing and sharing data using ontologies on the World Wide Web. The final Athena logo was elaborated by a designer (Maria Teresa Milani) with the contribution of SPK.

4.2 Website

The AthenaPlus Website has been online since the beginning of April 2013. The URL is http://www.athenaplus.eu. It was developed using the Content Management System Museo & Web, a system realised by the Italian Ministry of Cultural Heritage 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 AthenaPlus project coordinator. A statistics analyser has been activated. The website is W3C compliant, as far as accessibility is concerned. The website will be constantly updated. SEO activities will be constantly carried on to improve the visibility of the website.

Screenshot of the homepage, AthenaPlus Website (28/05/2013):

The goal of the AthenaPlus Website is to promote and disseminate all project activities and results (public section) and to satisfy partners' needs (reserved area). In the last two months the website was enhanced with the following topics:

Partners and contributors
In this section all project partners and contributors are listed with a link to each organisation's website. In addition, pdfs have been attached with short information about the partner's and contributor's role in the project as well as the contact persons. The documents are available for download.

National Contact Points
In each country the Consortium of AthenaPlus has appointed one or more national contact points which are persons or institutions responsible for the data collection and the dissemination of the information. In this section the national contact points are listed with contact details to address each NCP.

Work Packages
In this section of the website the work packages are outlined and the work package leaders are named.

Deliverables and documents
In this section documents and deliverables to be produced during the project are listed. The public deliverables will be made available for download when they have been approved by the EC. The list also serves as a gentle reminder for the project and includes the delivery dates.

Dissemination
This section of the website will be constantly updated during the duration of the project with the following material:

- Papers and short articles produced by the partners
- Infos on articles on Linked Heritage produced by third parties
- Promotional material
- Project's presentations, illustrating the projects activities and developments
- Publications produced by Linked Heritage
- Videos.

Promotional material

The sub-section of the "Dissemination" section includes a search mask to search for existing promotional material. All AthenaPlus partners are free to use all the available promotional material to produce their own material, but should communicate it to the project coordination and send a copy of the produced material. External users should contact the project coordination before using the promotional material at: info[at]athenaplus[dot]eu.

Content aggregation: tools & guidelines
This section will include content aggregation tools and guidelines.

How to join us
This part includes information on why to join the network, templates of memorandum of understanding and cooperation agreement of projects and institutions interested in cooperating with AthenaPlus, and in the future the list of cooperating organisations.

Europeana

In this section useful information for improving professional digital knowledge about Europeana can be found for users, cultural heritage institutions, professional in the cultural heritage sector, policy-makers and funders:

- Europeana portal (www.europeana.eu)
- Europeana Professional Blog (http://pro.europeana.eu/)
- Europeana Data Exchange Agreement (http://pro.europeana.eu/web/guest/data-exchange-agreement)
- EDM Documentation (http://pro.europeana.eu/web/guest/edm-documentation)
- Europeana Linked Open Data (LOD) (http://pro.europeana.eu/web/guest/linked-open-data)
- Europeana Blog (http://blog.europeana.eu/)

Related projects

This section links to the Europeana Professional website in order to find related projects in the Europeana ecosystem. Several categories simplify the search for related projects as a huge amount of Europeana related projects exist.

Events

In this section a search mask helps the navigator on AthenaPlus website to get past and upcoming national and international AthenaPlus events listed. Also events from Europeana and other related events will be announced which could be relevant for AthenaPlus partners. Short descriptions will follow the announced events and include available agendas for download.

News

This section will be regularly updated with news useful for the AthenaPlus partners and ecosystem.

Reserved Area / Members Area

This area is reserved to partners and will include project documents, WP documents, reports, forms etc.

> Project Management

In this section different forms for the management of the project can be found (description of work, grant agreement draft, final grant agreement, guide to financial issues, timesheet templates etc.)

> Deliverables

The section shows an overview of all public and restricted deliverables that have to be produced within the project.

> Milestones

The section presents an overview of all milestones in the project. The list serves as a gentle reminder for AthenaPlus project partners. Achieved milestones will be noted for everybody's information.

> Templates

The section shows an overview of different templates as deliverable templates, periodic report template, timesheet template, PPT template, event agenda template, minute's agenda template, dissemination event reporting form template, external dissemination event reporting template and training workshop template to be used by the partners and described in D1.1. All of the templates are available for download in Word-, Excel- and PowerPoint-format. Deadlines for the periodic reports have been indicated for AthenaPlus partners' orientation.

> Plenary Meetings
In this section plenary meetings will be announced and updated with agendas, minutes and PowerPoint presentations for download when available.

> Working Groups
This section shows information for each work package with useful documents (e.g. minutes, survey templates etc.).

> Mailing list archive
Instructions on how to reach the archives of the mailing lists.

> To-do-list
This section shows a to-do-list which has been agreed on at the kick-off meeting. The list includes beside other tasks in the project what have to be decided or delivered (e.g. translation of document in project partners' languages) indicating delivery dates and status.

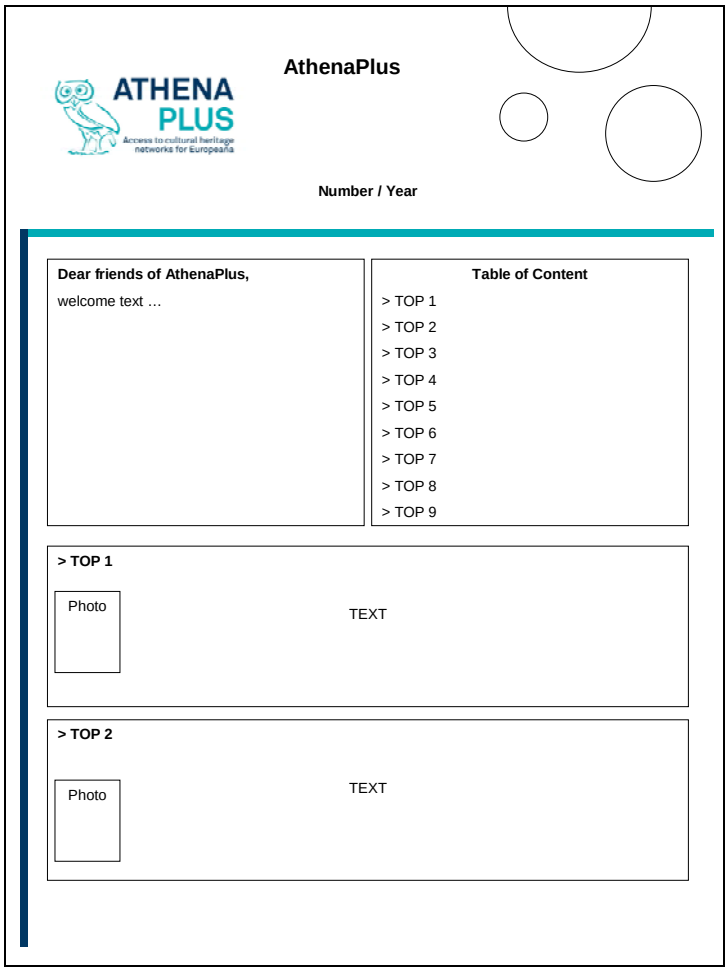
> Reviews
This section will be added to the website in the future. When reviews are approaching, the reviewers will be informed with useful material. After the reviews have been carried out feedback from the reviewers will be made available in this section of the reserved area for AthenaPlus partners' information.

RSS Feed is implemented to provide automatically information about updates in the Events and News section of the website.

AddThis is the add-on tool to make sharing and bookmarking simple, and to have all one's favourite web 2.0 social networking, bookmarking, blogging and e-mail services at one's fingertips. The tools are available on each page of the website.

4.3 Newsletter

Partners will be encouraged to promote AthenaPlus activities and outcomes in their institutional newletters. The format below is proposed for the AthenaPlus newsletter. However,partners may use their own existing models..



AthenaPlus

Number / Year

Dear friends of AthenaPlus,

welcome text …

Table of Content

> TOP 1
> TOP 2
> TOP 3
> TOP 4
> TOP 5
> TOP 6
> TOP 7
> TOP 8
> TOP 9

> TOP 1

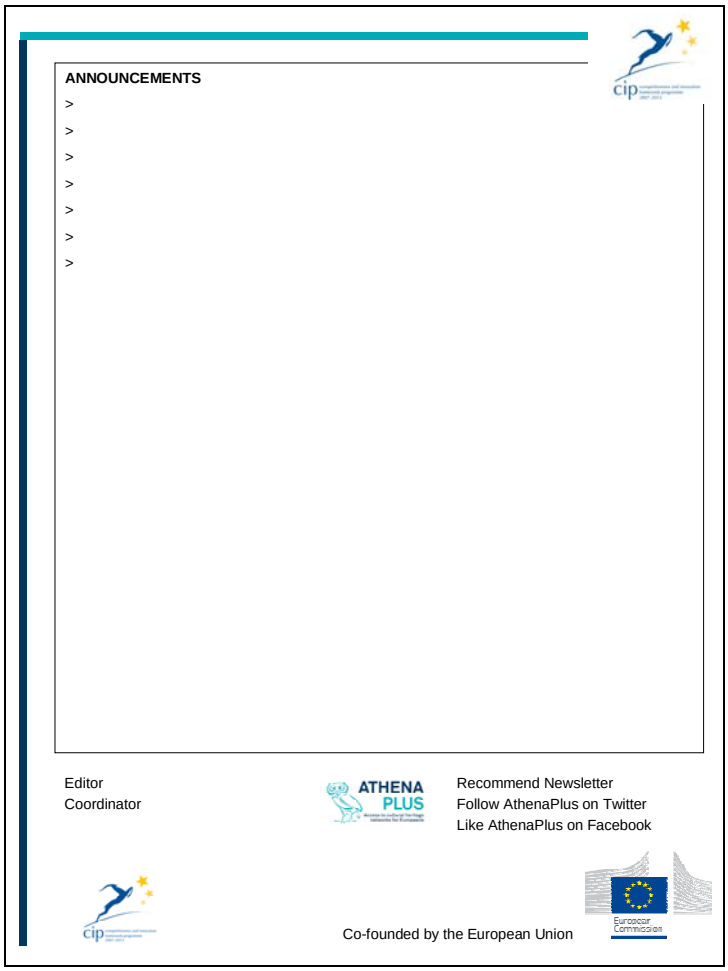
Photo

TEXT

> TOP 2

Photo

TEXT



4.4 PowerPoint Template

A template for a PowerPoint-presentation has been developed and should be used by partners to make project presentations at conferences, workshops and events.

Athena Plus
WP x
Workpackage name

Title of presentation
Your name

Meeting/Conference title

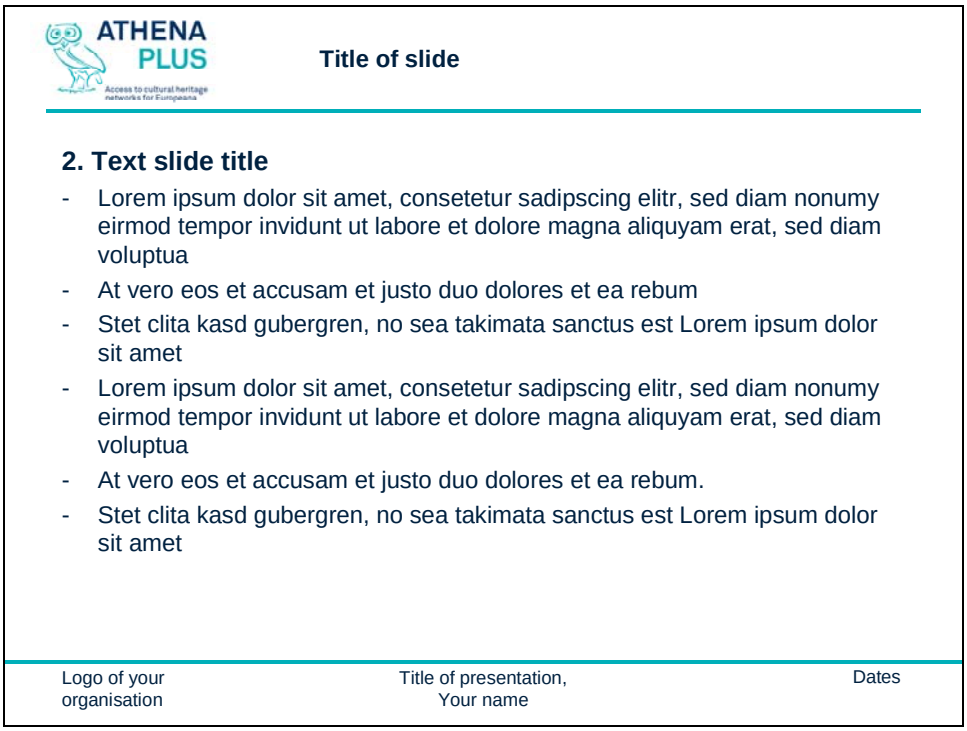
Logo of your organisation | Title of presentation, Your name | Dates

Title of slide

1. Index

- Chapter 1
- Chapter 2
- Chapter 3
- Chapter 4

Logo of your organisation | Title of presentation, Your name | Dates


ATHENA
PLUS
Access to cultural heritage networks for Europeana
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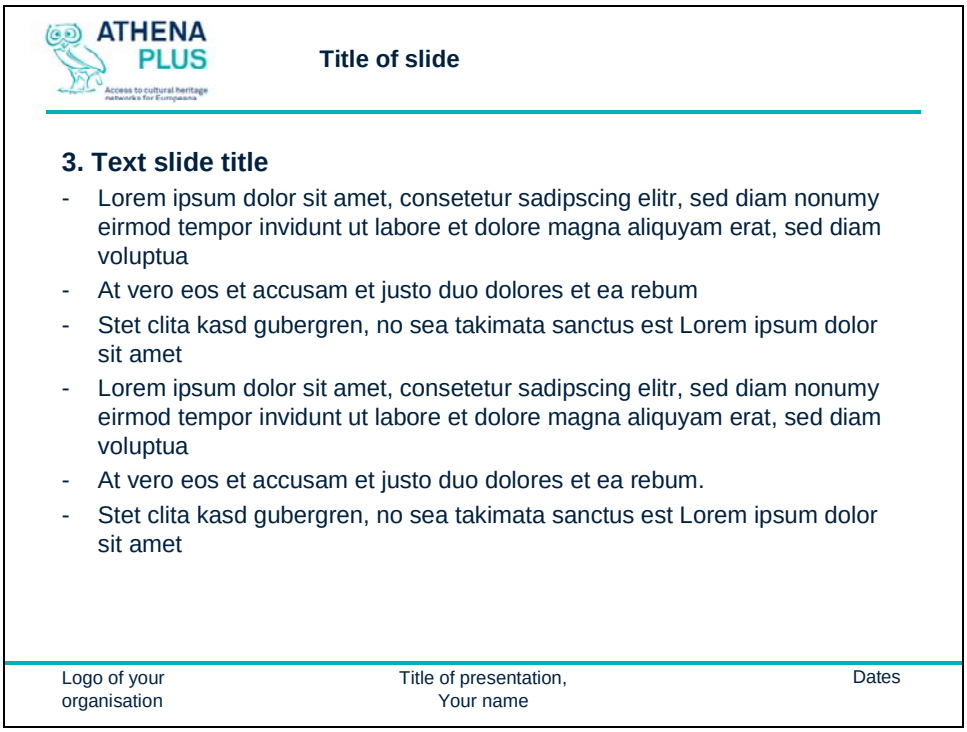
Title of presentation, Your name
Dates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PLUS
Access to cultural heritage networks for Europeana
Title of slide
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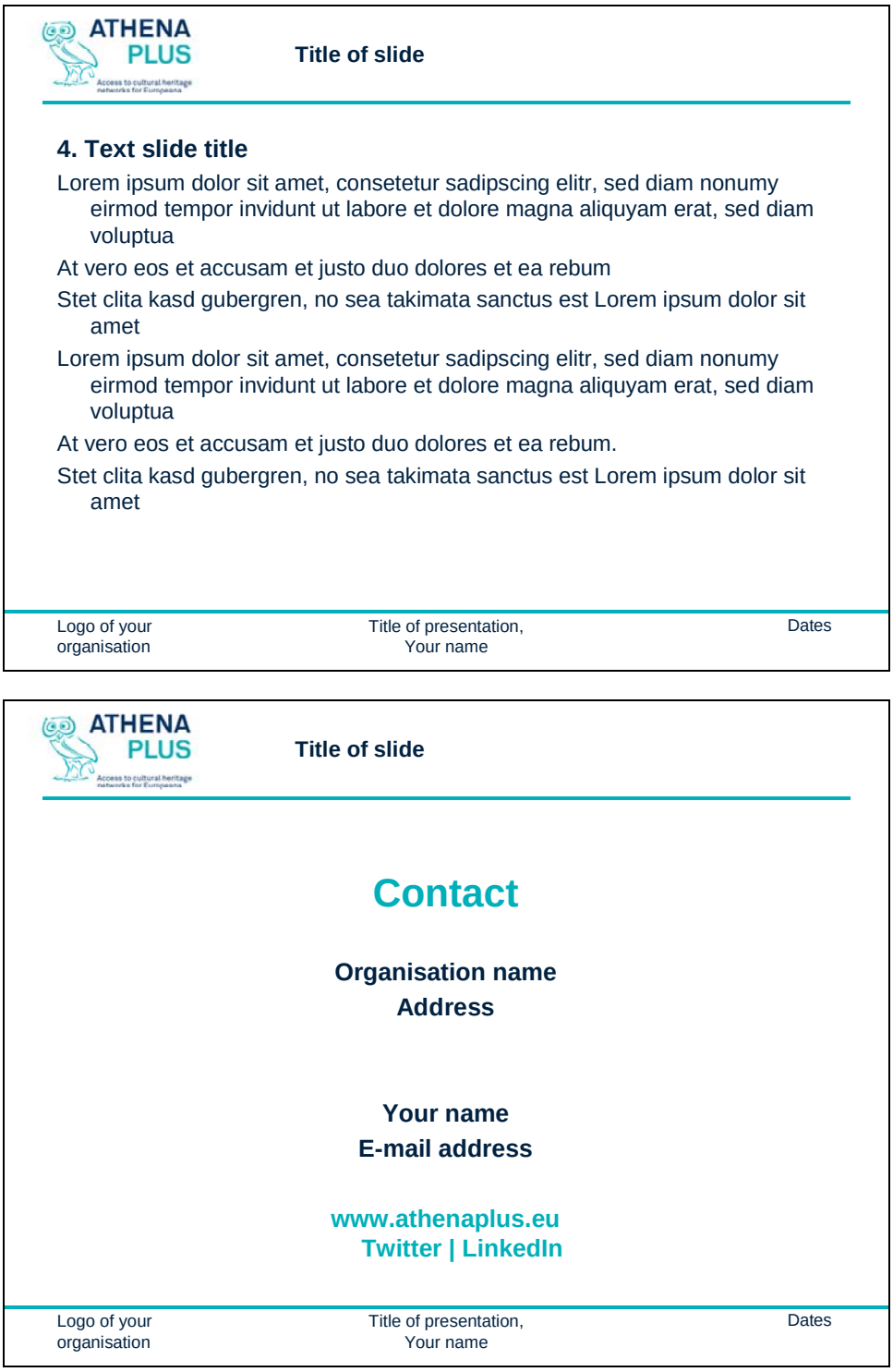
Logo of your organisation
Title of presentation, Your name
Dates



PowerPoint template design

4.5 PowerPoint General Presentation

An introductory PowerPoint-presentation about the AthenaPlus project is under preparation and will be made available to all partners in June in English. Partners can translate it in their own languages and customise according to their needs and provide it to be uploaded on the website.

4.6 Leaflet

A leaflet is under preparation. It will describe the aims and goals of the project and provide information on how and why to join AthenaPlus. It shall be disseminated at conferences, workshops and events. The target group will be representatives from museums and other cultural institutions which are not yet contributing to Europeana. Everybody interested in AthenaPlus can use the leaflet as general information material.

Following is a draft currently under discussion among partners. It will consists of 8 pages. According to the process of the work of AthenaPlus the leaflet will be updated regularly to inform on tools and services available through AthenaPlus.
The leaflet is prepared in the English language and each partner is invited to prepare a national language version if they think it is appropriate for use in their country. The English version will be available online and copies will be printed to be distributed at international and national conferences.

Screenshots leaflet draft – front and inside:

AP leaflet 400 x 210 cm / leaflet fully opened (inside)

4.7 Booklet

During the project and in cooperation with WP1 two booklets will be produced in order to disseminate the outcomes achieved by the different WPs to a wider public. These publications will continue the series of booklets produced during the Athena and LinkedHeritage projects.
The content of both booklets will be decided at a later stage. The input will come from the work package leaders and the different working groups.

Booklets already published within Athena and Linked Heritage projects:
http://www.athenaeurope.org/index.php?en/198/athena-booklets
http://www.linkedheritage.eu/index.php?en/181/publications

4.8 Other Material: poster, postcards

By September 2013 other printed material will be produced e.g. a poster. Having a poster is important for international events and also when partners are organising their national AthenaPlus conferences and/or are promoting the project on fairs and other events.

Postcards will be produced in order to give pertinent information on the project's main outputs.

4.9 Factsheet

A factsheet has been produced after the start of the project. It outlines the projects' aims and will be made available in all project partners languages. The factsheet may be dowloaded from the website. It can be disseminated at relevant seminars, workshops and conferences, while waiting for the first release of the leaflet.

AthenaPlus - Access to cultural heritage networks for Europeana

Reference: 325098 Best Practice Network Start: 1 March 2013 – End: 30 August 2015 Maximum EU contribution: 4,117,204.00 Consortium: 40 partners + 1 Observer	Coordinator's contacts Rossella CAFFO ICCU, Rome (Italy) Tel. +39 06 4929 10425 Fax +39 06 4959302 Project Website: www.athenaplus.eu E-mail: info@athenaplus.eu

AthenaPlus is a CIP best practice network started in March 2013 and ending in August 2015. The consortium is composed by 40 partners from 21 Member States countries.

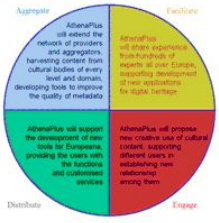
AthenaPlus will build on the successful experience developed by the previous ATHENA project – where LIDO and the ATHENA Ingestion Server and Mapping Tool (MINT), widely used across the Europeana's ecosystem of projects including the ongoing Linked Heritage project were developed, in order to further advance and complete the effective infrastructure and tools developed to support museums and other cultural institutions in their work to making available digital content through Europeana.

The best practice network created by AthenaPlus is in a strategic position to address this challenge, due to:

- its high institutional value (hundreds of European institutions are involved or associated with the project);
- the large amount of content made available to Europeana;
- the powerful services for institutions to be created by the project;
- the new services for specific communities of users and generic citizens.

The principal objectives of the AthenaPlus project are to:

- Contribute more than 3.6 millions metadata records to Europeana, from both the public and private sectors, focusing mainly on museums content, with key cultural stakeholders (ministries and responsible government agencies, libraries, archives, leading research centres, SMEs).
- Improve search, retrieval and re-use of Europeana's content, bettering multilingual terminology management, SKOS export and publication tool/API for Content Providers;
- Experiment with enriched metadata their re-use adapted for users with different needs (tourists, schools, scholars) by means of tools that support the development of virtual exhibitions, tourist and didactic applications, to be integrated into Europeana repositories and the repositories of national aggregators or individual Content Providers.



Factsheet English Version Page 1

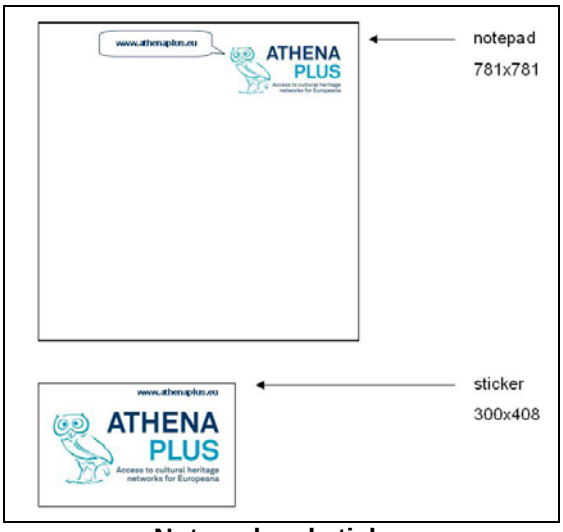
Partners

Country	Name	Acronym
Italy	Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche	ICCU
Austria	UMA Information Technology GmbH	UMA
Belgium	Koninklijke Musea voor Kunst en Geschiedenis	KMKG
Belgium	PACKED Expertisecentrum Digitaal Erfgoed Vzw	PACKED
Belgium	Openbaar Kunstbezit in Vlaanderen Vzw	OKV
Belgium	Michael Culture Aisbl	MICHAEL
Cyprus	The Cyprus Institute Limited	CYL
Czech Republic	Narodni Muzeum-National Museum	NM
Estonia	Eesti Vabariigi Kultuuriministeerium	EVKM
France	Ministère de la culture et de la communication	MCC
Germany	Stiftung Preussischer Kulturbesitz	SPK
Germany	Philipps Universitaet Marburg	UNIMAR
Greece	National Technical University of Athens	NTUA
Greece	Hellenic Ministry of Culture and Tourism	HMCT
Hungary	Petofi Irodalmi Muzeum	PIM
Italy	Biblioteca nazionale centrale di Roma	BNCRM
Italy	M.E.T.A SRL	META
Ireland	Board of the National Museum of Ireland	NMI
Lithuania	Lietuvos Dailes Muzieius	LAM
Poland	Stowarzyszenie Miedzynarodowe Centrum Zarzadzania Informacja	ICIMSS
Slovenia	Javni Zavod Republike Slovenije za Varstvo Kulturne Dediscine	IPCHS
Spain	Departament de Cultura - Generalitat de Catalunya	GenCat
Spain	Fundacio privada i2cat, Internet i innovacio digital a Catalunya	i2CAT
United Kingdom	Collections Trust Lbg	CT
Sweden	Riksarkivet	RA
Lithuania	Siauliu Ausros Muzieius Valstybes Biudzetine Istaigasam	SAM
Croatia	Muzei za umietnost i obrt	MUO
Spain	Ayuntamiento de Girona	SGDAP
Greece	University of Patras	UP
Latvia	Kulturas Informacijas Sistemu Centrs	KIS
France	Association Européenne pour la Culture Juive	EAJC
France	Université de Savoie	UniSav
Romania	Biblioteca Academiei Române	BAR
France	Association Dedale	Dedale
France	Université Pierre Mendes France	UPMF
Bulgaria	Central Library of the Bulgarian Academy of Sciences	CL-BAS
Romania	Institutul National al Patrimoniului	INP
Belgium	Koninklijk Instituut voor het Kunstpatrimonium	KIK-irpa
Italy	Istituto Luigi Sturzo	ILS
Ireland	Local Government Management Agency	LGMA

Factsheet English Version Page 2

4.10 Gadgets

Gadgets like notepads, stickers and cotton bags will be produced and disseminated during the project. As has been noticed in previous projects, gadgets were very well received therefore similar gadgets are planned for AthenaPlus. Also pens are good gadgets to be distributed at conferences and public events of museums – advertising the URL. Therefore pens are currently produced. A deep blue paper bag has helped to successfully promote the Athena project. An AthenaPlus model will be designed and produced. Notepads, pens and cotton bags are suitable for daily use and therefore easy visible in everyday life. Stickers can be used to promote the affiliation to the project on notebooks and agendas and will be visible throughout external events.



Notepad and sticker

Pen and bag

5 Dissemination activities

5.1 Potential Events

5.1.1 *AthenaPlus international and national events*

Plenary meetings will be organised by the project management together with a local partner every six months with the contribution of all partners.

Table 6 – AthenaPlus international and national events

Event	Aims
3 international conferences + 1 closing conference	Taking the opportunity to present the project during events organised by the Presidencies of the European Union, as well as a closing conference that will serve as an opportunity to present and discuss the project's results, the opportunities for further development and the path of further integration into Europeana.
At least 2 AthenaPlus thematic events in each country, which is represented in the project	The aim will be to present the project results, expand the networks and stakeholders and recruit new Content Providers in the countries.
Workshop on DCH Storytelling and Geo-tagging	The Michael Culture Partner will organise a Workshop exploring the opportunities of digital storytelling and geo-tagging for the valorisation of DCH contents (such as Europeana) in the European cultural venues or in urban spaces (already planned during next 9 October 2013 in Berlin).

The national events organised by the partners itself can be organised in cooperation with national libraries, museums, archives and professional associations. These events will be the occasion to disseminate AthenaPlus outputs and, in cooperation with WP5, to provide training on creative tools developed by AthenaPlus not only for partners but also for external stakeholders.

5.1.2 *Other events*

Beside the dissemination of AthenaPlus project results and synergies through national networks, European and International workshops and conferences organised by other institutions, Europeana and other European projects, AthenaPlus could be presented at the following events using the possibilities to do presentations, to install poster sessions and display dissemination material:

Here a preliminary list of potential annual events where AthenaPlus results will be disseminated:

- Europeana conference
- Sister projects workshops
- EVA Florence (www.evaflorence.it/)
- Cidoc Conferences (http://network.icom.museum/cidoc/events/next-conference/)
- IFLA Annual Conferences (http://www.eblida.org)
- Open Culture Conferences (UK), (http://www.collectionslink.org.uk/openculture2013)
- Borsa mediterranea del turismo archeologico (http://www.borsaturismo.com/)
- Museums and the Web (http://www.museumsandtheweb.com/)
- DISH (Digital Strategies for Heritage) Conferences
- National events organised by Partners, also in cooperation with local professional associations

Training sessions will be provided for partners, content providers and other users to take up the AthenaPlus infrastructure and tools for developing the pilots in WP6. Training will take place through e-learning systems such as webinars, screen casts and of course traditional training courses. Specific training actions aim to reach project partners, intermediaries and general users in order to increase their involvement.

5.2 Publications

5.2.1 *Project literature*

Within AthenaPlus four publications will be produced to disseminate the project's results.

Table 7 – Project literature

Project litterature	Description	Deadline
Uncommon Culture Journal	Two issues of the professional journal Uncommon Culture http://www.uncommonculture.org will be produced within AthenaPlus. The journal was born in the framework of the first Athena project. The two issues will be dedicated to the best practices and the tools of AthenaPlus.	2 issues (1st: Month 20, 2nd: Month 30)
AthenaPlus Booklets	Two issues will be produced within AthenaPlus to disseminate the outcomes achieved by the different work packages to a wider public. This publication will continue the series of booklets produced during the Athena and Linked Heritage projects on LIDO, standards, GIS, PIDS and terminology (http://www.athenaeurope.org/, http://linkedheritage.org).	2 issues

5.2.2 *Europeana tools*

The AthenaPlus Consortium will also use Europeana dissemination tools to promote its activities.

Table 8 – Europeana dissemination tools

Europeana tools	Description
Europeana Group pages	The Europeana group compromises a number of projects run by different cultural heritage institutions all of which are part-funded by the European Commission. Europeana dedicates a page to illustrate each one of them http://bit.ly/18KPDne (shortened link). AthenaPlus will submit a page to Europeana illustrating the AthenaPlus project according to the format required.
Europeana e-news	The newsletter covers the latest developments at Europeana, including topics of general and technical interest and updates from partners and projects. AthenaPlus will contact the Europeana eNews Editorial Board in order to promote partners' collections, as soon as they are made available in the European portal. http://www.europeana.eu/portal/aboutus_enews.html
Europeana	The Europeana Professional Blog is for people working in the field of digital

Professional Blog	cultural heritage. Professionals in the field of cultural heritage are invited to contribute to Europeana Professional Blog. (Contact: Beth Daley; beth.daley@bl.uk). http://pro.europeana.eu/web/guest/blog

5.2.3 *Potential journals*

Table 9 – Potential Journals

Potential Journals	Description	Deadline
SCIRES-IT	SCIRES-IT provides a forum for the exchange and sharing of know-how in the areas of Digitalization and Multimedia Technologies and Information & Communication Technology (ICT) in support of Cultural and environmental Heritage (CH) documentation, preservation and fruition. Submitted papers are accepted in English, Italian or both. http://caspur-ciberpublishing.it/index.php/scires-it	
Digitalia	Journal on digital cultural heritage, containing articles, projects, events, reviews, edited by ICCU http://digitalia.sbn.it/ in Italian.	Annual
European Office of Cyprus Newsletter	The European Office of Cyprus publishes the "European News" with the latest news of policy issues in Brussels. http://www.eoc.org.cy/index.php?id=2990	Monthly
Culture et recherche	"Culture et recherche" informs about research at Ministère de la Culture et de la Communication: Cultural heritage, creation, media, cultural industries, technological developments adopted by the cultural sector. http://www.culturecommunication.gouv.fr/Etudes-et-documentation/Publications-du-ministere/Tous-les-numeros-de-Culture-et-recherche	
Archeologia e calcolatori	Since 1990 Archeologia e Calcolatori has been an international observatory of theoretical and methodological aspects of computing and information technology applied to Archaeology, edited by CNR in Italian. http://soi.cnr.it/archcalc/	Annual
Bulletin des Deutschen Museumsbundes	Since 1996 published on topics relevant for museums. http://www.museumsbund.de/de/publikationen/bulletin	4 issues a year
Journal on Computing and Cultural Heritage	ACM Journal on Computing and Cultural Heritage (JOCCH) publishes papers of significant and lasting value in all areas relating to the use of information and communication technologies (ICT) in support of Cultural Heritage. The journal encourages the submission of manuscripts that demonstrate innovative use of technology for the discovery, analysis, interpretation and presentation of cultural material, as well as manuscripts that illustrate applications in the Cultural Heritage sector that challenge the computational technologies and suggest new research opportunities in computer science. http://jocch.acm.org/	Quarterly
Archeomatica	Archeomatica is devoted to the presentation and the dissemination of advanced methodologies, emerging technologies and techniques for the knowledge, documentation, safeguard, conservation and exploitation of cultural heritage.	Quarterly

Lecture Notes in Computer Science	Lecture Notes in Computer Science has established itself as a medium for the publication of new developments in computer science and information technology research and teaching. http://www.springer.com/computer/lncs?SGWID=0-164-0-0-0	
LM ISC LIMIS 8 (Lithuanian Museums' Centre for Information, Digitisation and LIMIS)	Lithuanian Museums' Centre for Information, Digitisation and LIMIS are publishing several booklets on digitisation of museum valuables. http://www.emuziejai.lt/en/digitisation/publications/	
Semantic Web Journal	The journal *Semantic Web – Interoperability, Usability, Applicability* brings together researchers from various fields which share the vision and need for more effective and meaningful ways to share information across agents and services on the future internet and elsewhere. As such, Semantic Web technologies shall support the seamless integration of data, on-the-fly composition and interoperation of Web services, as well as more intuitive search engines. The semantics – or meaning – of information, however, cannot be defined without a context, which makes personalization, trust, and provenance core topics for Semantic Web research. New retrieval paradigms, user interfaces, and visualization techniques have to unleash the power of the Semantic Web and at the same time hide its complexity from the user. Based on this vision, the journal welcomes contributions ranging from theoretical and foundational research over methods and tools to descriptions of concrete ontologies and applications in all areas. http://www.semantic-web-journal.net/	Quarterly
Pionero Digital Innovation	Mutual exchange of competence, visions, best practices and propositions in the field of open data.	

6 Guidelines for partners

6.1 Guidelines

This chapter provides guidelines on dissemination materials for partners, under form of FAQs.

Where can I find updated materials produced by AthenaPlus?	A specific section of the website is devoted to dissemination materials:http://www.athenaplus.eu/index.php?en/157/dissemination. This section of the website will be constantly updated for the duration of the project. Here partners may find: • Papers and short articles produced by other partners • Project presentations, illustrating the projects activities and developments • Promotional material • Material produced in AthenaPlus dissemination events
How can I receive printed dissemination material?	If a partner intends to disseminate promotional materials printed by the project, he must: • Check which material is available for downloading from the project's website at the following URL: http://www.athenaplus.eu/index.php?en/168/promotional-material • If printed paper dissemination materials are needed, send an e-mail to: info@athenaplus.eu detailing the request.
Where do I disseminate my own AthenaPlus promotional materials?	Partners are invited to disseminate AthenaPlus promotional material whenever possible: • on their institutional website • at national, European and international workshops, seminars and conferences (organised by other institutions, by Europeana or by other European projects etc.) • at professional fairs and exhibitions in the cultural heritage sector. (Please provide copies for the AthenaPlus website).

Where to disseminate AthenaPlus?

Material	Where to disseminate AthenaPlus?
Website and Newsletter	
Website	Share link to AthenaPlus' website in your mailings, on your blog and institutions' website. Make use of the offered promotion material.
Newsletter	Share AthenaPlus newsletter in your mailings, on your blog and institutions' website.
Electronic Material	
PowerPoint Template	Use template for your presentation about AthenaPlus.
General PowerPoint Presentation	In your mailings. On your blog and institutions' website.
Print Material	
Leaflet	Display in seminars, workshops and conferences.
Booklet	Display in seminars, workshops and conferences.
Poster	Display in seminars, workshops and conferences.
Postcard	Display in seminars, workshops and conferences.
Factsheet	In your mailings. Display in seminars, workshops and conferences.
Gadgets	
Notepads, pens, sticker, bag	Display in seminars, workshops and conferences.
Social Media	
Twitter	Register on Twitter. Become a follower of AthenaPlus. Retweet messages by AthenaPlus Twitter group using hashtag #AthenaPlus or @AthenaPlus. Communicate generally about AthenaPlus using hashtag #AthenaPlus or @AthenaPlus in your message (the @ leads your readers back to the AthenaPlus Twitter group).
LinkedIn	Register on LinkedIn. Become a member of AthenaPlus group on LinkedIn. Share and comment messages by AthenaPlus group on LinkedIn.
Youtube	Embed AthenaPlus videos on your blog and institutions' website.

How can I produce my own customised dissemination materials?

If partners wish to produce customized promotional material to be disseminated in their country (e.g. in the language of their country) they can produce it with their own budget. The corporate image should be respected. PDF files of the materials produced will be e-mailed to info@athenaplus.eu, in order to be made available on the project's website.

How do I advertise and record our events?

Before the event:	• When planning an event, each partner must communicate title, place, venue, date, short abstract, event language, programme as soon as possible to the website managers in order to be included on the AthenaPlus website (e-mail to info@athenaplus.eu) • The website editorial board will publish the event's information on the homepage and in the events' archive.

	• Partners are also expected to disseminate information about their events via their own websites, over project and professional mailing lists, personal contacts, social networks, press releases, etc. • The partner should respect the corporate image of the project in all information campaigns.
After the event:	• Partners are encouraged to send PDF presentations, audios, videos, images or any other documentation to the website editorial board to be published in the AthenaPlus website. • All documents must be saved in standard formats. • The website editorial board will publish relevant information on the homepage and on the presentations' page. • Each partner should send the form for reporting on participation in events to the project technical coordinator (mariateresa.natale@gmail.com). This standardised reporting procedure will assist the project management in monitoring the organisation of and participation in all events. Filling in these forms is mandatory, see in chapter 7.2 and in D.1.1 Project Quality Plan and Risk Management Plan p. 56-58. The report templates are also available on the reserved area of the website.

7 Monitoring dissemination

More information about monitoring the dissemination is given in D1.1. Two templates exist to document dissemination activities at AthenaPlus events or external events. Both templates can be downloaded from the reserved area on the AthenaPlus website. These reports must be filled in each time there is a dissemination event.

AthenaPlus will measure its dissemination activities. Considering the use of the project's website a statistical analysis of the project website will be provided. In particular these main indicators will be analysed:

Table 11 – Website Statistics

Website Statistics	
Unique visitors:	Number of single users that have visited the site
Visits:	Number of visits to a site made by users
Visit duration:	Visit duration in minutes and seconds while navigating or viewing the pages of a site

A statistics analyser has been activated since the publication of the website. The statistics are implemented with Advanced Web Statistics 6.9 - created by AWStats. This is a free real-time log file analyser to get advanced statistics licensed under GNU GPL. AWStats is a free powerful tool that generates advanced web, streaming, ftp or mail server statistics graphically. This log analyser works as a CGI or from command line and shows you all possible information your log is containing, in few graphical web pages. It uses a partial information file to be able to process large log files, often and quickly. A full log analysis enables AWStats to show the following information:

- Number of visits, and number of unique visitors
- Visits duration and last visits
- Authenticated users, and last authenticated visits
- Days of week and rush hours (pages, hits, KB for each hour and day of week)
- Domains/countries of hosts visitors (pages, hits, KB, 269 domains/countries detected, GeoIp detection)
- Hosts list, last visits and unresolved IP addresses list, Most viewed, entry and exit pages
- Files type
- Web compression statistics (for mod_gzip or mod_deflate)
- OS used (pages, hits, KB for each OS, 35 OS detected)
- Browsers used (pages, hits, KB for each browser, each version (Web, Wap, Media browsers: 97 browsers, more than 450 if using browsers_phone.pm library file)
- Visits of robots (319 robots detected)
- Worms attacks (5 worm's families)
- Search engines, key phrases and keywords used to find your site
- HTTP errors (Page Not Found with last referrer, ...)

- Other personalized reports based on url, url parameters, referer field for miscellanous / marketing purpose
- Number of times your site is "added to favourites bookmarks"
- Screen size (need to add some HTML tags in index page)
- Cluster report for load balanced server's ratio.

Statistics are managed by the webmaster that will provide periodically statistical reports to the Technical Coordinator or to any other partner, for further analysis, on demand.

The Editorial Team is composed by the following members:

- the content manager checks and validates the content
- the webmaster publishes it on the website and takes care for its maintenance, as well of SEO activities for optimising access from search engines.

The following table shows the measurements for the AthenaPlus online dissemination.

Table 12 – Measures of AthenaPlus online dissemination

Measuring...	Success criteria
Website	**Unique visitors** • 1,600 unique visitors in Year 1 • 2,100 unique visitors in Year 2 • 2,600 unique visitors in Year 3 **Visits** • 5,500 visits in Year 1 • 7,000 visits in Year 2 • 8,500 visits in Year 3
Social network	**Twitter** • 60 followers at the end of Year 1 • 60 + 50 new followers by end of Year 2 • 110 + 50 new followers by end of Year 3 **LinkedIn** • 40 LinkedIn Group members by end of Year 1 • + 20 new members by the end of year 2 • + 20 new members by the end of Year 3 **You Tube / Vimeo** • 100 views per year / Year 1 • 160 views per year / Year 2 • 240 views per year / Year 3

8 CONCLUSIONS

This dissemination plan presents the dissemination strategy of AthenaPlus at the beginning of the project and needs to be adapted when the project progresses. All Partners will be engaged in disseminating AthenaPlus outcomes.

The next steps for all partners are:

- Plan dissemination activities about AthenaPlus
- Participate at the AthenaPlus meetings
- Integrate AthenaPlus information on institutional websites and upcoming institutional newsletters
- Make presentations about AthenaPlus where possible
- Join the AthenaPlus social media channels Twitter and LinkedIn
- Share information given by AthenaPlus Twitter and LinkedIn accounts
- Fill out dissemination event forms

In the first year, the dissemination activities will focus onpresentations of AthenaPlus aims and goals. As the project progresses, first results will be presented in workshops. Cooperation with potential partners will be initiated, articles and publications will be worked on. Social networking as well as networking activities with interested institutions, stakeholders, decision makers, sister projects and other members of the Europeana universe will be developed. All these activities will be reported in D7.3 First report on dissemination activities and networking in the European framework in Month 11.