

## Project

|                                |  |
|--------------------------------|--|
| <b>Project Acronym:</b>        | AthenaPlus   |
| <b>Grant Agreement number:</b> | 325098   |
| <b>Project Title:</b>          | Access to cultural heritage networks for Europeana |

## Deliverable

|                                    |  |
|------------------------------------|--|
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## Revision History

| Revision | Date    | Author                                   | Organisation | Description                        |
|----------|---------|--|--------------|------------------------------------|
| V1       | 2014-01 | Maria Teresa Natale<br>Isabell Ehrlicher | ICCU<br>SPK  | First version                      |
| V2       | 2014-02 | Maria Teresa Natale<br>Isabell Ehrlicher | ICCU<br>SPK  | Second version                     |
| V3       | 2014-3  | Corinne<br>Szteinszneider                | MCA          | Peer review                        |
| V4       | 2014-3  | Lena Stanley-Clamp                       | EAJC         | Peer review and language check     |
| V5       | 2014-3  | Maria Teresa Natale                      | ICCU         | Final corrections                  |
| V6       | 2014-3  | Andrea Tempera                           | ICCU         | Formal check                       |
| V7       | 2014-06 | Maria Teresa Natale                      | ICCU         | Revision after reviewers' comments |
| V8       | 2014-06 | Andrea Tempera                           | ICCU         | Formal check                       |

### 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This deliverable contains original unpublished work except where clearly indicated otherwise.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, edited by ICCU and SPK, summarises the dissemination and networking activities carried out by the AthenaPlus Consortium in the first eleven months of the project (March 2013-January 2014).

It follows the deliverable *D7.1 Logo, corporate message, project website, shared dissemination plan and guidelines for partners*, delivered at month 3, which included a user friendly internal guide for the best practice network and gave an overview of the dissemination strategies, activities and materials the project intends to use over its lifetime.

After an introduction, summarising the objectives of the WP, this document presents the dissemination task force that was set up in order to strengthen the coordination of the dissemination and networking activities within such a large consortium.

The further sections of the deliverable report on all the dissemination activities carried out:

- New material produced
- Web activities, including the project website with access statistics, the web pages on partners' websites and activities on social networks and web 2.0 channels,
- Short articles on blogs and newsletters
- Papers in scientific magazines
- Events organised directly by project partners
- Events where AthenaPlus was invited to disseminate the project's activities.

The next chapter is dedicated to reporting about networking activities following the signature of cooperation agreements with cultural institutions and memoranda of understanding with other projects, This networking activity already produced some results in terms of content provision to Europeana and participation in the testing and enriching of the Terminology Management Platform, and in using the creative tools produced within the project. The networking activity with Europeana and other projects is also reported.

The conclusions summarise the results achieved, the milestones respected and the state of the art of the indicators.

This document will be updated twice during the project: at month 23 (D7.5) and at month 30 (D7.7).

## 2 INTRODUCTION

As stated in the AthenaPlus DoW, "WP7 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, through its dissemination activities, AthenaPlus has begun to:

- Raise awareness of the tools, facilities and good practices under development in the project,
- Stimulate the contribution of content to Europeana and encourage the use of richer metadata sets from partner institutions and potential new content providers,
- Raise awareness across the Europeana ecosystem and inform interested stakeholders of the AthenaPlus results and outputs,
- Encourage Europeana, content providers and aggregators to take advantage of the project's results.

The main target audiences of AthenaPlus are: public and private GLAMs, the content contributing community, the aggregators, policy groups, governmental bodies, the Europeana Foundation, Networks and Labs, the Europeana ecosystem projects, the research community in digital cultural heritage, competence centres, the tourism and educational sectors.

## D7.3 First report on dissemination activities and networking in the European framework

Following the dissemination plan delivered at month 3 (D7.1), in the first year, AthenaPlus focused specifically on raising awareness of the project as well as encouraging participation. The following methodology was adopted to make AthenaPlus stakeholders aware of the project:

- Use of the project website as a resource centre to store and disseminate activities, outcomes, documents etc.
- Communication of tasks and exchanges through internal mailing lists
- Publication of information on the project partners' institutional websites, in their newsletters and social media marketing tools
- Use of fast online communication to promote activities and outcomes in institutional newsletters, e-bulletins and social media
- Production of promotional material (translated factsheets, leaflets, poster)
- Publication of project deliverables and other information on Europeana Professional Blog and Europeana eNews
- Organisation of AthenaPlus workshops
- Participation in events in national networks; European and international workshops, seminars and conferences; national and international fairs and exhibitions; plenary meetings which also include sessions open for external participation
- Production of scientific papers (national and European journals)
- AthenaPlus promotion through social networks (LinkedIn, Twitter, Slideshare, YouTube, Wikipedia).

During the second part of the project AthenaPlus will concentrate on 'selling' the major achievements through the channels mentioned above and also through:

- AthenaPlus International Conferences organised during the EU presidencies and AthenaPlus training events organised in most of the partner countries
- The *Uncommon Culture* journal (the publication of two issues is foreseen)
- AthenaPlus booklets (the publication of two booklets is foreseen).

In the second part of the project an effort will be made to identify new stakeholders in the fields of Education and Tourism, in order to promote AthenaPlus tools.

## 2.1 Background

This deliverable summarises the dissemination and networking activities carried out by the AthenaPlus Consortium in the first eleven months of the project (March 2013-January 2014).

It follows *D7.1 Logo, corporate message, project website, shared dissemination plan and guidelines for partners*, delivered at month 3, which included a user-friendly internal guide for the best practice network and gave an overview of the dissemination strategies, activities and materials to be used by the project.

## 2.2 Role of this Deliverable in the Project

The tasks of WP7, as listed in the DoW, are:

Task 7.1: Central dissemination, which includes the creation of an identity logo and corporate message, the development of the project website, the production of promotional material.

Task 7.2: Dissemination Planning and Coordination: which foresees the elaboration of a shared plan for a coordinated dissemination of all activities and outputs of the project.

Both above-mentioned tasks were described in D7.1.

Task 7.3: Local/national activities

Task 7.4: Networking in the Europeana Framework

The current results of both tasks are listed and summarised in this deliverable.

Task 7.5: Monitoring and evaluating the dissemination activities

Thanks to internal reports and dissemination reporting forms provided periodically by the partners, the coordinator is able to monitor progress and any difficulty that may have arisen. The information gathered in this deliverable is fundamental for the scheduling of the next dissemination activities.

### 3 DISSEMINATION TASK FORCE

In the last three months, WP7 established a dissemination task force composed of one or more representatives per partner, in order to better organise the dissemination activities in all countries.

The role of this task force is to inform the partners about dissemination tasks and to secure their active involvement in the performance of dissemination activities.

This task force is currently composed of the following members:

| Surname and name  | Institution |
|---|-------------|
| Natale, Maria Teresa                                    | ICCU        |
| Pospiscek, Bianca                                       | UMA         |
| Coudyzer, Eva   | KMKG        |
| Dierickx, Barbara                                       | PACKED      |
| Wouters, Peter  | OKV         |
| Szteinszneider, Corinne                                 | MICHAEL     |
| Vassallo, Valentina                                     | CYL         |
| Douša, Pavel<br>Haraštová, Zuzana<br>Okenkova, Vera     | NM          |
| Eensaar, Indrek   | EVKM        |
| Leroi, Marie-Véronique                                  | MCC         |
| Ehrlicher, Isabell                                      | SPK         |
| Brandt, Thomas  | UNIMAR      |
| Drosopoulos, Nasos                                      | NTUA        |
| Gerasimou, Panagiota<br>Kotlida, Maria                  | HMCT        |
| Pálko, Gábor  | PIM         |
| Cardinale, Eleonora<br>Parisi, Gianluca                 | BNCRM       |
| Minelli, Sam H.   | META        |
| Grady, Anne   | NMI         |
| Strolyté, Laimuté                                       | LAM         |
| Sliwinska, Maria  | ICIMSS      |
| Zakrajsek, Franc  | IPCHS       |
| Busom Arruebo, Ana<br>Maria<br>Sanchis Ferrer, Cristina | GenCat      |
| López, Mercè  | i2CAT       |
| McKenna, Gordon   | CT          |
| Källmann, Rolf<br>Halling, Sanja                        | RA          |
| Rudminaitė, Edita<br>Bačiulė, Deimantė                  | SAM         |
| Nekić, Dunja<br>Meštrović, Iva                          | MUO         |
| Franch, David Iglésias                                  | SGDAP       |
| Tsolis, Dimitrios                                       | UP          |
| Balode, Una   | KIS         |
| Stanley-Clamp, Lena                                     | EAJC        |
| Roche, Christophe                                       | UniSav      |

### D7.3 First report on dissemination activities and networking in the European framework

|                     |          |
|---------------------|----------|
| Ciurea, Cristian    | BAR      |
| Loucopoulos, Claire | Dédale   |
| Costa, Sandra       | UPMF     |
| Dikova, Ekaterina   | CL-BAS   |
| Matei, Dan          | INP      |
| Buelinckx, Erik     | KIK-irpa |
| Severi, Patrizia    | ILS      |
| Montague, Ruth      | LGMA     |
| Brakker, Nadezhda   | ADIT     |

A mailing list, run by ICCU, has been created specifically for this task force.

The mailing list is activated on a regular basis and also on the occasion of events and other activities. The task force is regularly informed about upcoming events, training sessions and outcomes in order to promote them in their own institutional communication channels and social networks.

During the next AthenaPlus plenary meeting in Bucharest on 14<sup>th</sup> March 2014, a first meeting of the task force is planned. The objective of this meeting will be to organise the dissemination activities for the next six months and to give specific tasks to the partners and targets to reach:

- Developing the Athena Plus website as central information hub for planned events and partner activities,
- Providing downloadable material, programs. Partners should deliver information about planned dissemination activities in good time
- Asking partners to spread the news
- Introduction to Twitter (using hashtags etc.) and LinkedIn account
- Integration of information in their social media channels – most of the museums/institutions etc. have social media
- Athena Plus blog could be set up to report about past events in detail: subject, target, audience, self-assessment of results, impressions, photos etc.
- Survey to identify partners dissemination channels
- Networking.

## 4 DISSEMINATION ACTIVITIES

### 4.1 DISSEMINATION MATERIAL PRODUCED

The first dissemination materials were already described in D7.1, which included a shared dissemination plan and guidelines for partners.

The materials already described were:

- Project logo
- Website structure
- PPT template
- PPT General Presentation
- Leaflet
- Poster
- Factsheet
- Gadgets

All of the above have been produced, except for the gadgets which will be produced at a later stage.

Moreover, we are working on a first draft of a **postcard on the Terminology Management Platform**. This will be used to promote the TMP among cultural institutions, inviting them to contribute to the TMP with their terminologies. This will be discussed in the dissemination taskforce meeting in Bucharest on 14<sup>th</sup> March in order to have the final version ready in a short time.

During this meeting, we will also decide which of the two proposed booklets will be published during the AthenaPlus project. At present, there are two proposals under evaluation: to produce a booklet on storytelling, which will summarise in an easy to read way some contents included in D7.1 and D7.2; or to produce an “Open Museum Living Lab Manual”, including some results coming from the work of WP6.

During the Bucharest meeting, the first proposals for the *Uncommon Culture* Journal topics will be also discussed.

### 4.2 ATHENA PLUS PROJECT WEBSITE

As mentioned earlier, the main structure of the project website was fully described in the deliverable *D7.1 Creation of identity logo, corporate message, project website, shared dissemination plan and guidelines for Partners*.

This is the current layout of the homepage ([www.athenaplus.eu](http://www.athenaplus.eu)):

## D7.3 First report on dissemination activities and networking in the European framework

Home Sitemap Search English

# ATHENA PLUS

Access to cultural heritage networks for Europeana

- Partners and contributors
- National Contact Points
- Work Packages
- Deliverables and documents
- Dissemination
- Content aggregation: tools & guidelines
- How to join us
- Europeana
- Related projects
- Events
- News
- Reserved Area

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.

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.

DOWNLOAD THE PDF FACTSHEET OF THE PROJECT

EN - BG - CA - DE - CZ - EL - ES - ET - FR - HR - HU - IT - LT - NL - PL - RO - SV

### News

2014-01-28 [Europeana has been developing a response to the European Commission Public Consultation on Copyright Rules](#)

This public consultation offers a unique opportunity to provide input into a discussion that will shape the future rules by which cultural heritage institutions in Europe will have to play. It is clear that the current rules limit what we can achieve by leveraging digital technologies and as far as we are concerned, that means that the rules have to change. This will only happen if cultural heritage institutions all across Europe make their voice heard! Deadline approaching to submit responses to public consultation: Wednesday 5 February [More](#)

2014-01-28 [Athena Plus presented in Lithuania](#)

Athena Plus was presented last 9 January 2014 in Vilnius at the Press conference "Lithuanian Art Museum's projects in the year 2014"

Europeana think culture

LINKED HERITAGE

ATHENA Access to cultural heritage networks across Europe

Michael Culture

minerva Europeana Knowledge Base Digital Content Explorer

**AthenaPlus Help Desk**

Technical Help Desk on the use of LIDO and MINT

[More](#)

And this is the sitemap:

- [Home](#)
  - [Partners and contributors](#)
  - [National Contact Points](#)
  - [Work Packages](#)
  - [Deliverables and documents](#)
  - [Dissemination](#)
    - [Promotional material](#)
    - [Project presentations](#)
    - [Papers and short articles](#)
    - [AthenaPlus pages on partners' websites](#)
  - [Content aggregation: tools & guidelines](#)
  - [Digital storytelling: recommendations](#)
  - [How to join us](#)
  - [Europeana](#)
  - [Related projects](#)
  - [Events](#)
  - [News](#)



## D7.3 First report on dissemination activities and networking in the European framework

- [Reserved Area](#)

In particular, we wish to highlight the content of some pages, extremely useful for the end-users:

The [Deliverables and documents](#) page which includes the list and a short abstract of each public deliverable produced so far in the project with the possibility to download the PDF of the document.

The [Content aggregation: tools & guidelines](#) page, mainly targeted at AthenaPlus content providers. This page is enriched with contents suggested by WP2 and WP3.

The [Digital storytelling: recommendations](#) page, which has been added, in order to highlight the results of D7.2, which can be useful for a large public.

[Events](#) and [News](#) are constantly enriched with information on AthenaPlus results and events and with information about Europeana. At the moment there are about 40 announcements.

The [Dissemination](#) section may also be used as a public archive of materials and documentation produced within the project.

The reserved area of the website is updated with documentation by WPs (Agendas, Minutes, Working documents).

Below we give some statistics, for the months of March 2013 to January 2014, elaborated with the Advanced Web Statistics 6.9 – AWStats, in use at MiBAC.

A full log analysis enables AWStats to show the following information:

- *Page views*: number of web pages requested and viewed by the user,
- *Visits or sessions*: number of visits to a site 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 a site or using a digital application.

| 2013         |                 |                  |              |               |                 |
|--------------|-----------------|------------------|--------------|---------------|-----------------|
| Month        | Unique visitors | Number of visits | Pages        | Hits          | Visits duration |
| Mar 2013     | 58              | 113              | 1742         | 6468          | 564 s           |
| Apr 2013     | 97              | 270              | 2548         | 9254          | 418 s           |
| May 2013     | 191             | 567              | 4698         | 16644         | 610 s           |
| Jun 2013     | 544             | 1128             | 4597         | 19161         | 350s            |
| Jul 2013     | 806             | 1451             | 4597         | 19863         | 213 s           |
| Aug 2013     | 889             | 1562             | 7008         | 18543         | 231 s           |
| Sep 2013     | 1373            | 2427             | 9644         | 35557         | 321 s           |
| Oct 2013     | 1448            | 2578             | 14354        | 49579         | 289 s           |
| Nov 2013     | 1106            | 2010             | 6918         | 22604         | 291 s           |
| Dec 2013     | 1799            | 4072             | 9476         | 22970         | 378 s           |
| <b>Total</b> | <b>8311</b>     | <b>16178</b>     | <b>65582</b> | <b>220643</b> | <b>324 s</b>    |

| 2014         |                 |                  |             |              |                 |
|--------------|-----------------|------------------|-------------|--------------|-----------------|
| Month        | Unique visitors | Number of visits | Pages       | Hits         | Visits duration |
| Jan 2014     | 1077            | 2162             | 7947        | 23703        | 222 s           |
| <b>Total</b> | <b>1077</b>     | <b>2162</b>      | <b>7947</b> | <b>23703</b> | <b>222 s</b>    |

### D7.3 First report on dissemination activities and networking in the European framework

We can see from the statistics that we are in line with the figures stated in the project indicators:

Expected number of unique visitors after Year One: 10,000. In the first 11 months we had 9388 unique visitors. We are certain that we will reach the target, considering that important deliverables have been delivered at the end of month 11.

We wish also to give some statistics regarding the files downloaded from the website.

At the beginning of the project we asked partners to provide a short presentation of their institution describing also their role in the project. This was intended to help the partners to get to know each other better and to present the consortium partners outside the project.

We can see from the statistics below, that these files have a quite high number of downloads (except in one case because the file was uploaded only recently).

#### Number of partners' profiles downloaded

| Partner       | N. at moth 11 |
|---------------|---------------|
| 10 - MCC      | 1543          |
| 33 - BAR      | 354           |
| 11 - SPK      | 286           |
| 01 - ICCU     | 275           |
| 26 - SAM      | 273           |
| 03 - KMKG     | 269           |
| 25 - RA       | 257           |
| 34 - Dedale   | 254           |
| 35 - UPMF     | 249           |
| 38 - KIK-IRPA | 249           |
| 28 - SGDAP    | 243           |
| 19 - LAM      | 240           |
| 40 - LGMA     | 239           |
| 02 - UMA      | 238           |
| 16 - BNCRM    | 236           |
| 12 - UNIMAR   | 235           |
| 07 - CIY      | 234           |
| 14 - HMCT     | 234           |
| 05 - OKV      | 233           |
| 15 - PIM      | 233           |
| 8 - NMI       | 233           |
| 30 - KIS      | 232           |
| 39 - ILS      | 232           |
| 04 - PACKED   | 230           |
| 31 - EAJC     | 225           |
| 06 - MICHAEL  | 223           |
| 24 - CT       | 222           |
| 27 - MUO      | 222           |
| 23 - i2CAT    | 221           |
| 09 - EVKM     | 213           |

### D7.3 First report on dissemination activities and networking in the European framework

|         |     |
|---------|-----|
| 08 - NM | 9   |
| MNG     | 344 |
| HOAM    | 238 |

In the initial phase of the project – as described in D7.1, a factsheet of the project was produced in English and translated by the partners into 16 languages, in order to disseminate information about AthenaPlus in all partner countries.

#### Number of factsheets downloaded

| Language                          | N. at Month 11 |
|-----------------------------------|----------------|
| AthenaPlus factsheet - English    | 357            |
| AthenaPlus factsheet - Italian    | 341            |
| AthenaPlus factsheet - German     | 319            |
| AthenaPlus factsheet - Croatian   | 307            |
| AthenaPlus factsheet - Swedish    | 307            |
| AthenaPlus factsheet - Lithuanian | 303            |
| AthenaPlus factsheet - French     | 301            |
| AthenaPlus factsheet - Czech      | 300            |
| AthenaPlus factsheet - Dutch      | 294            |
| AthenaPlus factsheet - Spanish    | 286            |
| AthenaPlus factsheet - Bulgarian  | 281            |
| AthenaPlus factsheet - Polish     | 280            |
| AthenaPlus factsheet - Greek      | 274            |
| AthenaPlus factsheet - Romanian   | 272            |
| AthenaPlus factsheet - Hungarian  | 271            |
| AthenaPlus factsheet - Estonian   | 257            |

## D7.3 First report on dissemination activities and networking in the European framework

|                                |             |
|--------------------------------|-------------|
| AthenaPlus factsheet - Catalan | 253         |
| <b>TOTAL</b>                   | <b>5003</b> |

Below we report the number of public deliverables downloaded:

### Number of deliverables downloaded

| <b>Deliverable</b>  | <b>N. at Month 11</b> |
|---|-----------------------|
| D7.1 Logo, corporate message, project website, shared dissemination plan, guidelines for Partners (delivered at month 3)                                    | 893                   |
| D5.1 Report on the user needs and requirements V1 (delivered at month 4)  | 682                   |
| D5.2. Report on existing tools and devices related to narrative approaches and requirements (delivered at month 6)<br>D5.2 Addendum (delivered at month 10) | 647<br>56             |
| D4.1 First release GLAM sector terminologies v1 (delivered at month 6)  | 597                   |
| D4.2 Review on Linked Open Data Sources (delivered at month 6)  | 468                   |
| D3.1 The MINT ingestion platform (delivered at month 8)   | 465                   |
| D1.2 Terms of reference for the best practice network and the enlargement of the network (delivered at month 3)   | 433                   |
| D3.2 Description of the LIDO to EDM mapping (delivered at month 9)  | 92                    |
| D7.2 Analysis, scenarios use cases, opportunities of innovative services for DCH, and future development (delivered at month 11)                            | 41                    |
| <b>TOTAL</b>  | <b>4374</b>           |

We can see from the statistics above, that those factsheets and deliverables show a quite high number of downloads

## 4.3 PARTNER INSTITUTIONS WEBSITES

Partners are expected to disseminate AthenaPlus activities and outcomes on their own institutional websites in their own language, periodically updating it with news, and links to relevant documentation.

## D7.3 First report on dissemination activities and networking in the European framework

The list below is also shown on the project's website at the following page:

<http://www.athenaplus.eu/index.php?en/183/athenaplus-pages-on-partners-websites>

Currently, the following pages are active:

| Language | URL   |
|----------|---|
| Catalan  | <a href="http://www.girona.cat/sgdap/cat/athena_plus.php">http://www.girona.cat/sgdap/cat/athena_plus.php</a>   |
| Catalan  | <a href="http://www.i2cat.net/ca/projecte/athenaplus">http://www.i2cat.net/ca/projecte/athenaplus</a>   |
| Croatian | <a href="http://www.muo.hr/hr/aktualno/projekti/athena-plus_2226.html">http://www.muo.hr/hr/aktualno/projekti/athena-plus_2226.html</a>   |
| Czech    | <a href="http://www.nm.cz/stranky/projekty-nm/">http://www.nm.cz/stranky/projekty-nm/</a>   |
| Czech    | <a href="http://esbirky.cz/athena-plus/">http://esbirky.cz/athena-plus/</a>   |
| Dutch    | <a href="http://www.kmkg-mrah.be/athena-plus">http://www.kmkg-mrah.be/athena-plus</a>   |
| Dutch    | <a href="http://www.packed.be/nl/projects/readmore/athenaplus/">http://www.packed.be/nl/projects/readmore/athenaplus/</a>   |
| Dutch    | <a href="http://www.tento.be/athenaplus">http://www.tento.be/athenaplus</a>   |
| Eesti    | <a href="http://www.kul.ee/index.php?path=0x923&amp;sona=athenaplus">http://www.kul.ee/index.php?path=0x923&amp;sona=athenaplus</a>   |
| English  | <a href="http://www.kmkg-mrah.be/athena-plus">http://www.kmkg-mrah.be/athena-plus</a>   |
| English  | <a href="http://www.jewishcultureineurope.org/athenaplus.htm">http://www.jewishcultureineurope.org/athenaplus.htm</a>   |
| English  | <a href="http://www.cyi.ac.cy/starc/research-information/starc-ongoing-projects-ri/item/870-athenaplus.html">http://www.cyi.ac.cy/starc/research-information/starc-ongoing-projects-ri/item/870-athenaplus.html</a> |
| English  | <a href="http://www.michael-culture.eu/european-projects-514">http://www.michael-culture.eu/european-projects-514</a>   |
| English  | <a href="http://mint.image.ece.ntua.gr/redmine/projects/mint/wiki/Projects_using_Mint">http://mint.image.ece.ntua.gr/redmine/projects/mint/wiki/Projects_using_Mint</a>   |
| English  | <a href="http://www.image.ece.ntua.gr/php/rd_details.php?proj=89">http://www.image.ece.ntua.gr/php/rd_details.php?proj=89</a>   |
| English  | <a href="http://www.yppo.gr/5/e5151.jsp?obj_id=55412">http://www.yppo.gr/5/e5151.jsp?obj_id=55412</a>   |
| English  | <a href="http://www.collectionslink.org.uk/programmes/european-projects/athenaplus">http://www.collectionslink.org.uk/programmes/european-projects/athenaplus</a>   |
| English  | <a href="http://www.i2cat.net/ca/projecte/athenaplus">http://www.i2cat.net/ca/projecte/athenaplus</a>   |
| English  | <a href="http://www.kikirpa.be/EN/32/0/news/1128/index.htm?%27%20title=%27European%20Project%20AthenaPlus">http://www.kikirpa.be/EN/32/0/news/1128/index.htm?%27%20title=%27European%20Project%20AthenaPlus</a>     |
| English  | <a href="http://www.askaboutireland.ie/libraries/public-libraries/european-projects/athenaplus/">http://www.askaboutireland.ie/libraries/public-libraries/european-projects/athenaplus/</a>                         |
| French   | <a href="http://www.kmkg-mrah.be/athena-plus">http://www.kmkg-mrah.be/athena-plus</a>   |
| French   | <a href="http://www.culturecommunication.gouv.fr/Politiques-ministerielles/Recherche-">http://www.culturecommunication.gouv.fr/Politiques-ministerielles/Recherche-</a>   |

## D7.3 First report on dissemination activities and networking in the European framework

|           |  |
|-----------|--|
|           | <a href="http://enseignement-superieur-Technologies/Programmes-europeens/Projets-en-cours/AthenaPlus/%28language%29/fre-FR">Enseignement-superieur-Technologies/Programmes-europeens/Projets-en-cours/AthenaPlus/%28language%29/fre-FR</a> |
| German    | <a href="http://www.preussischer-kulturbesitz.de/schwerpunkte/digitalisierung/netzwerke-und-portale/athenaplus.html">http://www.preussischer-kulturbesitz.de/schwerpunkte/digitalisierung/netzwerke-und-portale/athenaplus.html</a>        |
| German    | <a href="http://www.fotomarkburg.de/athena_plus">http://www.fotomarkburg.de/athena_plus</a>  |
| Greek     | <a href="http://www.yppo.gr/5/e5151.jsp?obj_id=55412">http://www.yppo.gr/5/e5151.jsp?obj_id=55412</a>  |
| Hungarian | <a href="http://www.pim.hu/object.0923b4f5-6b45-4ab5-bcbd-14143ab2a438.ivy">http://www.pim.hu/object.0923b4f5-6b45-4ab5-bcbd-14143ab2a438.ivy</a>  |
| Italian   | <a href="http://www.iccu.sbn.it/opencms/opencms/it/main/attivita/internaz/pagina_0011.html">http://www.iccu.sbn.it/opencms/opencms/it/main/attivita/internaz/pagina_0011.html</a>  |
| Italian   | <a href="http://www.bnrcrm.librari.beniculturali.it/index.php?it/852/athena-plus">http://www.bnrcrm.librari.beniculturali.it/index.php?it/852/athena-plus</a>  |
| Italian   | <a href="http://www.sturzo.it/it/aree/laboratorio/progetti-in-corso/athena-plus">http://www.sturzo.it/it/aree/laboratorio/progetti-in-corso/athena-plus</a>  |
| Latvian   | <a href="http://www.kis.gov.lv/projekti/muzejiem/athena-plus/">http://www.kis.gov.lv/projekti/muzejiem/athena-plus/</a>  |
| Spanish   | <a href="http://www.i2cat.net/es/proyecto/athenaplus-0">http://www.i2cat.net/es/proyecto/athenaplus-0</a>  |
| Swedish   | <a href="http://www.digisam.se/index.php/pagaende-arbete/athena-plus">http://www.digisam.se/index.php/pagaende-arbete/athena-plus</a>  |

Currently the project is advertised in the following languages: Catalan, Croatian, Czech, Dutch, Estonian, English, French, German, Greek, Hungarian, Italian, Latvian, Spanish, Swedish.

At the time of writing this deliverable some partners were not yet able to display information about the AthenaPlus project on their institutional websites because of the current re-structuring of their websites. Most of those partners have already prepared the information but have to wait until the re-launch of their institutional websites. The screenshots of the online pages where AthenaPlus is advertised are shown below:

The image contains two side-by-side screenshots of websites advertising the AthenaPlus project.

**Left Screenshot:** This is a screenshot of the 'SERVEI DE GESTIÓ DOCUMENTAL, ARXIVS I PUBLICACIONS (SGDAP)' website. It features a navigation menu on the left with options like 'Inici', 'El Servei', 'Arxius Municipals', 'CRDI', 'Biblioteca/Hemeroteca', and 'Servei de Publicacions'. The main content area is titled 'ATHENA PLUS (Access to cultural heritage for Europeana)'. It includes a logo for Athena Plus with the tagline 'Improve the richness of Europeana and make your collections widely visible'. Below the logo, there is a 'DEFINICIÓ' section stating that Athena Plus is a project financed by the European Union to provide digital resources to the portal web Europeana. An 'OBJECTIUS' section mentions the goal of adding 3.6 million records of metadata to the portal. A 'CRONOLOGIA' section indicates the project's duration from March 2013 to September 2015. There is also an 'EQUIP' section.

**Right Screenshot:** This is a screenshot of the 'i2cat' website. It has a navigation bar with 'Funcions', 'Area', 'Actualitat', and 'Director'. The main content area is titled 'AthenaPlus'. It includes a 'Descripció' section with a brief overview of the project as a 30-month European project. It lists 'Objectius principals del projecte són' (main objectives) such as aggregating content, improving search, and experimenting with metadata. A 'Finançament' section mentions the 'EU Contribution (CP ICT PSP 2012)'. A 'Coordinador' section lists 'Gerg Fehérjéki' and 'Norval López'. A 'Participants' section lists 'Marta Llobet', 'Gerg Fehérjéki', and 'Pau Torralba'. There is also a 'Últims Projectes' section listing various projects with dates.

# D7.3 First report on dissemination activities and networking in the European framework

**ATHENA PLUS**  
Access to cultural heritage networks for Europeana

Athena Plus je mednarodni projekt čiji je jedan od glavnih ciljeva pristup međunarodna kulturne baštine. Projekt se temelji na ranijem projektu Athena (2008-2011). U skladu s ciljevima su razvijeni LEO i ATHENA sustavi za primarni pristup i pristup za muzeje (METS). Ove se omogućuju brzo i jednostavno pretraživanje digitaliziranog kulturnog sadržaja na platformi i interaktivnom portalu Europeana. Athena Plus će nastaviti, ali i nadograditi mrežu ranijeg projekta, te će smatratu ulogu izvornog zaštitnika Europeana.

Vladavost Athena Plus projekta sigurna se u dogovoru da će putem Europeana biti dostupna velika količina digitaliziranog kulturnog sadržaja koje će kontinuirano biti ažurirane i proširene. Kroz projekt će biti predstavljene godine sa ciljem iznosa i primjenjivosti umjetnosti. Jedan od osnovnih zahtjeva je doprinos više od 3,5 milijuna jedinica u rasponu od 1. siječnja 2013. do 30. listopada 2015. godine, a najopsebnije koncentracijom na sadržaj muzika, ali isto tako i na sadržaj drugih institucija koje su odgovorne za posebnu kulturnu baštinu, kao što su muzeji, nacionalni arhivi, arheološki centri, knjižnice, vladine organizacije, razna poduzeća, a također je uključeni i privatni sektor. Ministarstvo Athena Plus sastoji se od ukupno 40 partnera iz 21 države članice. To uključuje suradnju i jednog suradnika izvan mreže Europeana, a u sam projekt uključeno je 60 na sveučilišne profesorice i više stotina zaposlenika institucija. O stvarom da je predloženo da osnaži ožujka Nacionalna konzervatorska služba, koja će biti odgovorna za održavanje i razvoj projekta.

Organizacijska struktura  
 Historija i budućnost  
 Vlada i partneri  
 Katalog i sadržaj  
 Publikacije  
 Historija tisk  
 Sadržaj  
 Održav  
 Partneri i suradnici  
 Kontakt  
 Primarni prostor  
 Projezi  
 Većinski jezici  
 Vlada i partneri  
 Većinski jezici

je vjerojatno idejno zadržati određene metode, jer predstavljaju arheološki i pravni i starinski dijelovi velikih i obimnih projekata koji su važni u vizualnim postavama naših država i prethodnih običajima profesionalnim muzejskim znanjima i vjerojatno postat će važni u kulturnom sferi.

AthenaPlus - [www.athenaplus.eu](http://www.athenaplus.eu)

Otvoreni projekt AthenaPlus, kojim glavni cilj je otkrivanje mogućnosti digitalizacije i pristupa ujedinstvenom portalu Europeana.eu, AthenaPlus proba od siječnja 2013. do srpnja 2015. a jako konzistentno se uključuje u 40 institucija iz 21 državnih država EU. Nastaje na temelju uspjeha projekta Athena, Minerva i Michael, koji su od 2007. postali realizirani Projekt AthenaPlus se smatra važnim u stvaranju aktivnosti suradnje u mreži odnosa na području digitalizacije i pristupa muzejskim i drugim kulturnim institucijama profesionalnim muzejskim znanjima i vjerojatno postat će važni u kulturnom sferi.

Glavni cilj projekta AthenaPlus je:

- omogućiti više od 3,5 milijuna metadatskih objekata iz Europeana i to u skladu s potrebama i potrebama korisnika, se zamisljenim zajednicama i drugim kulturnim institucijama i pružajući vidljivu agenciju, knjževni, arhivski i vizualni sadržaj, ma i ovisno o potrebi;
- započeti vijećanje, pristupiti i objektivno podijeliti Europeana, otkriva i omogućiti korisnicima pristupiti terminologije, vjerojatno ekspertni i publikacijski mrežni SKOS / API pro poskytovatele obsahu;
- experimentirati različitim metodama, kojih objektivno podijeli pro potrebu ubrzanje i razmjerni podražaj (tisk, student, vladni profesionalnim stručnjaci, koji podopiru tvorbu vjerojatno vjerojatno kulturnih i vjerojatno aplikacija, što je integrirano do repozitara Europeana i uključiti nacionalnih agencija i/ili pojedinih profesionalnih stručnjaka.

Dodatke se 26. veljače - [www.culturalheritage.eu](http://www.culturalheritage.eu)

Zapisi se se svim članovima projekta dodatke se 26. veljače (Veljača)

**eSBIRKY**

Jaký předmět si přejete najít? **Podle čeho chcete vyhledávat?**

esbirky.cz - kulturní dědictví on-line

Athena Plus

Jedná se o 10 měsíční projekt (září 1. března 2013), který vyhledá ve všech muzeích, jeho účelem je oživit muzejního digitálního obsahu a jeho další umístění v Europeana (Evropské digitální knihovny). Athena Plus navrhuje na projektu Athena, Minerva a Michael, které byly postupně realizovány od roku 2007. Projekt podporuje muzea v úsilí zpřístupnit jejich objekty a sbírky na webových stránkách Europeana.

Do projektu Athena Plus je současně došlo zapojení 40 institucí (knihovny, muzea, galerie) z 20 evropských zemí.

Další informace o projektu jsou k dispozici na <http://www.athenaplus.eu>

Competence Museum | Museums of the Far East | Italia Gate | Musical Instruments Museum

**Athena Plus**

AthenaPlus is a best practice network project that was set up in the Competitiveness and Innovation Framework Programme (CIP) of the European Commission. AthenaPlus wants to stimulate accessibility of European cultural heritage by developing tools and standards that simplify and harmonise the digitization of cultural heritage. The AthenaPlus project started in March 2013 and ends in August 2015. The project is supported by 40 partners (museums, libraries, archives and galleries) from 21 European countries. The project consists of multiple work packages (WPs):

- WP1: Project management and coordination  
WP-leader: ICCU, Italy
- WP2: Coordination of content and standards  
WP-leader: ICCU, Italy
- WP3: Platform for metadata aggregation and delivery to Europeana  
WP-leader: NTUA, Greece
- WP4: Terminologies and semantic enrichment  
WP-leader: KMG-MRAH, Belgium
- WP5: Creative applications for the re-use of cultural resources  
WP-leader: M.E.T.A., Italy
- WP6: Pilots for testing the creative use of cultural contents  
WP-leader: ICAT, Spain
- WP7: Awareness and dissemination  
WP-leader: PSK, Germany

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**PACKED** - European Commission Digital Europe

AthenaPlus is een CIP best practice netwerk dat gestart is in maart 2013 en eindigt in augustus 2015. Het projectteam bestaat uit 40 partners die afkomstig zijn uit 21 Europese lidstaten. AthenaPlus wil verder bouwen op de succesvolle ervaringen uit het voorbije ATHENA project. PACKED wil na binnen dit project met instaan voor het realiseren van online tools voor hergebruik van digitale cultureel erfgoedcontent.

In het kader van ATHENA werden onder andere het LEO-model en de ATHENA Aggregat Server en Mapping Tool (MRT) ontwikkeld, die momenteel niet verspreid gemaakt worden in het Europese projectecosysteem. In LEO Heritage, AthenaPlus wil digitale infrastructuur en tools, gecreëerd om musea en andere culturele instellingen te ondersteunen bij de beschikbaarstelling van hun digitale content via Europeana, verder ontwikkelen en verspreiden.

Het best practice netwerk dat door AthenaPlus geïnitieerd wordt, bevindt zich in een strategische positie om deze uitdaging aan te gaan omvlezen.

**OKV** - Openbaar Kunstbezit Vlaanderen

**AthenaPlus**

**ATHENA PLUS**  
Access to cultural heritage networks for Europeana

**KULTUURIMINISTERIUM**

Märksõnaline otsing

Valdkonnad

Infotehnoloogia

Teated

- Struktuuritoetuste eraldamine IT valdkonnas
  - o Struktuuritoetuste info Rigi Infosüsteemi Ameti (RIA) veebilehel
  - o Euroopa Liidu struktuurifondid (üldinfo)

Projektid

- GPS seadme abil kultuurimälestistele
- Eesti kultuuripärandi digitaalne säilitamine
- Sport
  - o Valdikonna arengukava "Digitaalne kultuuripärand 2011-2016"
  - o Digitaalne kultuuripärandi metaandmeetelemendid standardioleku väljatöötamine
  - o Portaal "Kultuuripärandi digiteerimine ja digitaalne säilitamine Eestis"
- MINERVA
- MICHAEL Plus
- ATHENA
- AthenaPlus

Royal Museums of Art and History | Competence Museum | Museums of the Far East | Italia Gate | Musical Instruments Museum

**Athena Plus**

AthenaPlus is a best practice network project that was set up in the Competitiveness and Innovation Framework Programme (CIP) of the European Commission. AthenaPlus wants to stimulate accessibility of European cultural heritage by developing tools and standards that simplify and harmonise the digitization of cultural heritage. The AthenaPlus project started in March 2013 and ends in August 2015. The project is supported by 40 partners (museums, libraries, archives and galleries) from 21 European countries. The project consists of multiple work packages (WPs):

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WP-leader: NTUA, Greece
- WP4: Terminologies and semantic enrichment  
WP-leader: KMG-MRAH, Belgium
- WP5: Creative applications for the re-use of cultural resources  
WP-leader: M.E.T.A., Italy
- WP6: Pilots for testing the creative use of cultural contents  
WP-leader: ICAT, Spain
- WP7: Awareness and dissemination  
WP-leader: PSK, Germany

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 Collections  
 Exhibitions  
 History  
 Documentation and Research



## D7.3 First report on dissemination activities and networking in the European framework

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**Project AthenaPlus**  
 FrameWork CIP-ICT-PSR2012.2.1  
 Contract Number: 325098  
 Full Name Access to cultural heritage networks for Europeana  
 Participants <http://www.athenaplus.eu/index.php?en/153/partners-and-contributors>  
 Budget €245,570  
 Duration 2013-2015 (30 months)

**Description** 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 European 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 principal objectives of the AthenaPlus project are to: - Contribute more than 3.8 millions metadata records to Europeana - Improve search, retrieval and re-use of Europeana's content - Experiment with enriched metadata their re-use adapted for users with different needs The AthenaPlus content comes from more than 540 cultural institutions (more than 80% museums).

URL <http://www.athenaplus.eu/>

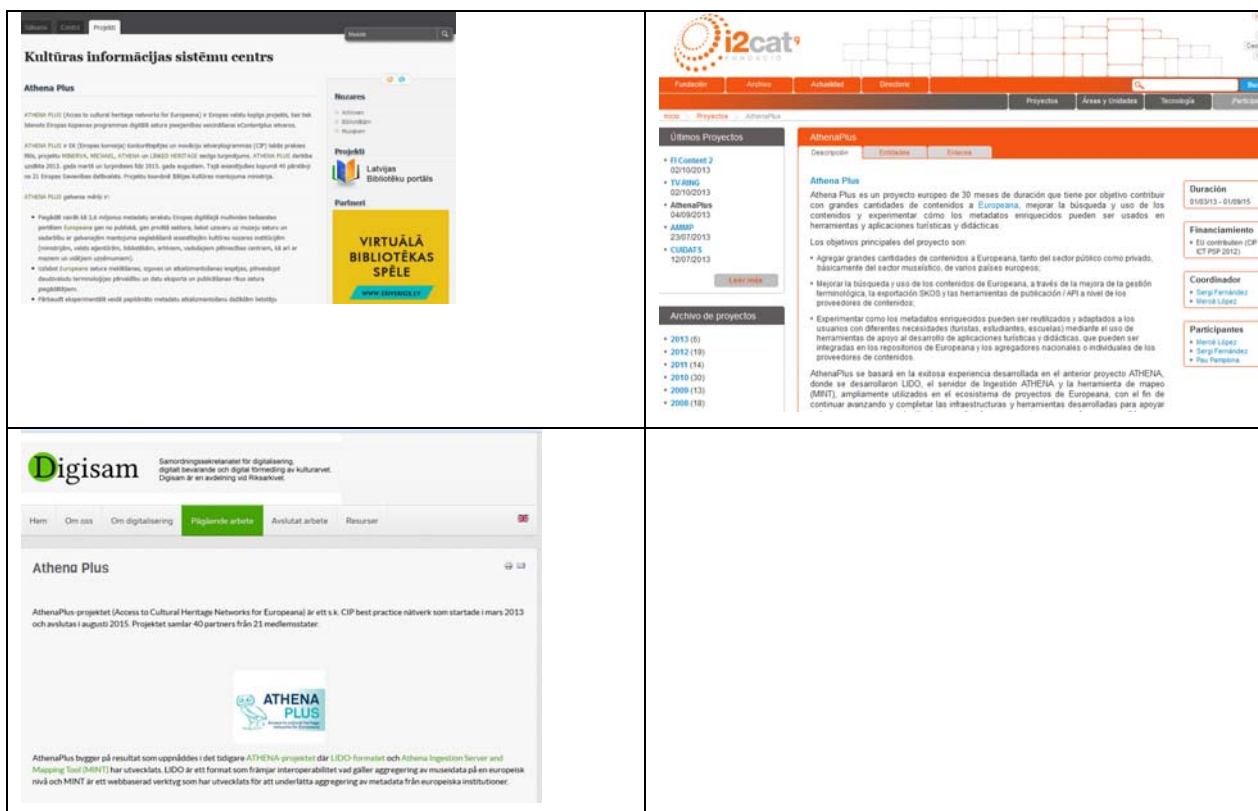
[print this page](#)  
back

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## D7.3 First report on dissemination activities and networking in the European framework

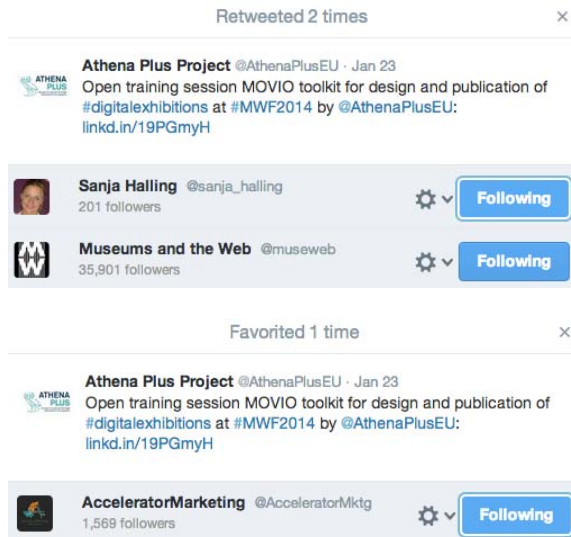


### 4.4 WEB 2.0

AthenaPlus is disseminated also through Web 2.0 tools to reach its target groups. As is known from earlier projects, social networks mostly used by our target groups are channels such as 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. It has therefore been decided to create also relevant channels for AthenaPlus dissemination. Twitter, LinkedIn and Youtube/Vimeo were chosen because European projects communicate 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.

The Twitter account of AthenaPlus has been created. It is an instrument that allows engaging with target audiences in a more direct way and information is spread very quickly through re-tweets, e.g. the announcement of upcoming events, in particular AthenaPlus training sessions. Twitter is also ideal for reporting with short statements directly from AthenaPlus events or events where AthenaPlus outcomes are presented by using @AthenaPlusEU in the tweets. Project members and members from sister projects have been asked to share relevant AthenaPlus information through their institutional or personal Twitter accounts.

## D7.3 First report on dissemination activities and networking in the European framework



Announcement of MOVIO training session at Museum and the Web 2014, retweeted 2 times and favourite 1 time, 23rd January 2014

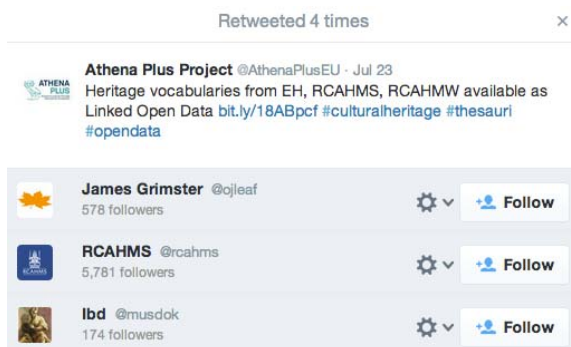


Tweet on downloadable presentations held at storytelling workshop in Berlin by @AthenaPlus, retweeted by MUO (Museum of Arts and Crafts, Hungary), 4<sup>th</sup> November 2013, [https://twitter.com/MUO\\_ZAGREB](https://twitter.com/MUO_ZAGREB)

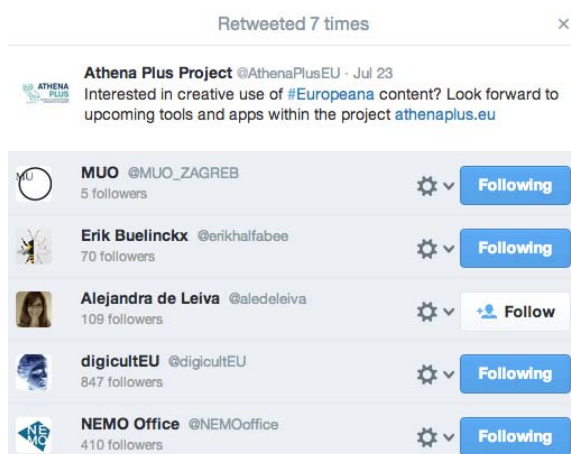


EMA Foundation tweet about EMAPrize for Europeanaeu, retweeted by @AthenaPlusEU, 19<sup>th</sup> September 2013

## D7.3 First report on dissemination activities and networking in the European framework



Occasional news tweet by @AthenaPlusEU, 3 retweets and 1 favourite, 23<sup>rd</sup> July 2013



Tweet announcing development of tools @AthenaPlus, retweeted 7 times, 23<sup>rd</sup> July 2013

LinkedIn allows to engage with professionals in other European cultural heritage projects and to share AthenaPlus messages through the portal. The creation of a LinkedIn group allows us to discuss AthenaPlus outcomes or to announce dissemination events (workshops, trainings, conferences etc.). AthenaPlus is using 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](http://www.linkedin.com/groups?home=&gid=4943167&trk=anet_ug_hm)

### **AthenaPlus attends "Museums and the Web Florence 2014" with a training session on the MOVIO toolkit for designing and publishing digital...**

Isabell Ehrlicher

Research Assistant at Institute for Museum Research SMB-PK

The training session on MOVIO will be held in the Palazzo Vecchio in Florence, Sala d'Arme, Italy, on Wednesday 19th February 2014, and is open to all professionals in the sector, both public and private. It is also open to all of those who are ...



[MWF2014: Museums and the Web Florence 2014](http://mwf2014.museumsandtheweb.com)  
mwf2014.museumsandtheweb.com

Museums and the Web Florence (MWF2014) Museums and the Web Florence (MWF2014) is an international conference dedicated to the relationship between museums and places of culture on the one hand and the new paradigms of digital culture on the other....

Like (2) • Comment • Unfollow • 15 days ago

Xavier Agerjo, Marzia Piccinino like this

[http://www.linkedin.com/groups/AthenaPlus-attends-Museums-Web-Florence-4943167.S.5832050118865485824?qid=78c2a879-75c2-48e4-aa2c-0855952ecfbd&trk=groups\\_most\\_recent-0-b-ttl&goback=%2Egmr\\_4943167](http://www.linkedin.com/groups/AthenaPlus-attends-Museums-Web-Florence-4943167.S.5832050118865485824?qid=78c2a879-75c2-48e4-aa2c-0855952ecfbd&trk=groups_most_recent-0-b-ttl&goback=%2Egmr_4943167)

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

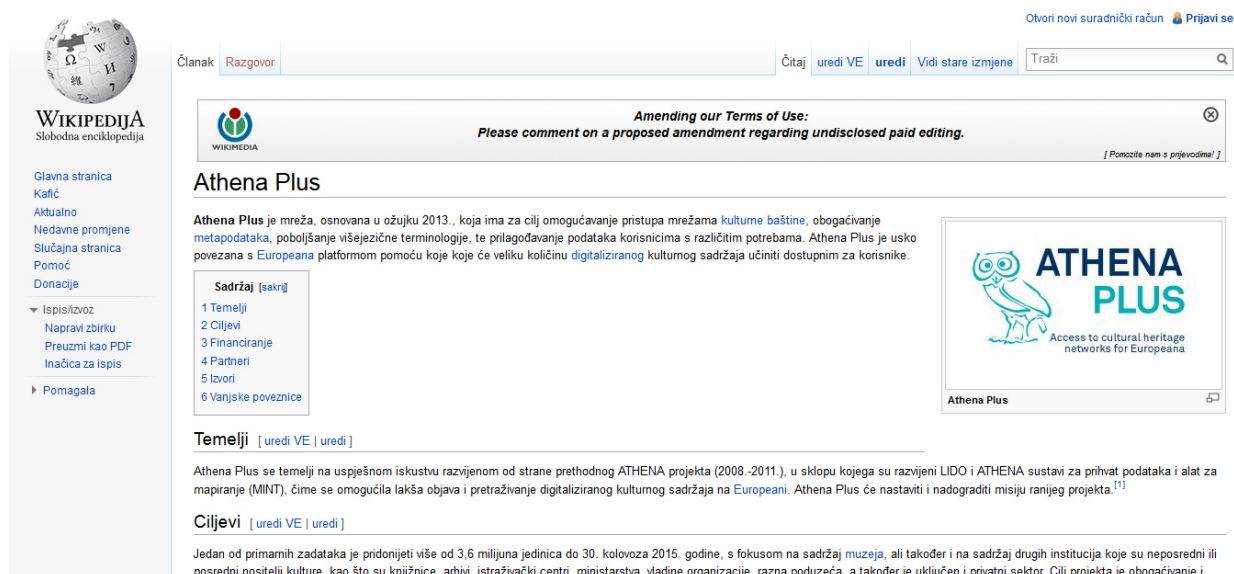
Some partners posted their presentations on the popular sharing platform SlideShare.



## D7.3 First report on dissemination activities and networking in the European framework

[http://www.slideshare.net/samminelli/movio-interacve-digital-storytelling-for-mediaon-and-valorisaon-of-cultural-heritage-berlin-8-oct-2013?from\\_search=5](http://www.slideshare.net/samminelli/movio-interacve-digital-storytelling-for-mediaon-and-valorisaon-of-cultural-heritage-berlin-8-oct-2013?from_search=5)

A page in Croatian has been published on Wikipedia: [http://hr.wikipedia.org/wiki/Athena\\_Plus](http://hr.wikipedia.org/wiki/Athena_Plus)



The screenshot shows the Croatian Wikipedia page for "Athena Plus". The page title is "Athena Plus". The main text describes it as a network established in March 2013, aimed at facilitating access to cultural heritage networks in Europe. It mentions the involvement of the LIDO and ATHENA systems, the MINT project, and the goal of making digitalized cultural content accessible to users. A table of contents is provided, listing sections: 1. Temelji, 2. Ciljevi, 3. Financiranje, 4. Partneri, 5. Izvori, and 6. Vanjske poveznice. A sidebar on the left contains navigation links for the Wikipedia project. A banner at the top right encourages users to comment on proposed amendments to the Terms of Use regarding undisclosed paid editing.

And the Croatian partner has also a page on Facebook: <https://www.facebook.com/AthenaPlusMUO>



The screenshot shows the Facebook page for "Athena Plus - MUO, Croatia". The page features a large blue owl logo and the text "ATHENA PLUS" in large blue letters. Below this, it says "Access to cultural heritage networks for Europeana". The page name is "Athena Plus - MUO, Croatia" and it has 99 "Mi piace" (likes). The page description states: "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." The page also shows a "Comunità" section with a description of the network and a "Note" section with a link to "Athena Plus i MUC".

## 4.5 PROJECT PRESENTATIONS

In this section, we list PPT presentations given by partners to highlight AthenaPlus activities within dissemination events. In some cases presentations were devoted only to highlight AthenaPlus in some case they were part of larger presentations with a spotlight on AthenaPlus.

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| Place and Event  | Date                | Language | Title  |
|--|---------------------|----------|--|
| Dublin, Ireland, Linked Heritage International Digitisation Conference "Access, Use, Re - Use: Unlocking the Potential of Online Digital Cultural Content" | 17 June 2013        |          | Linked Heritage and AthenaPlus projects for Europeana (by Rossella Caffo)<br><br>PPT<br><a href="http://www.athenaplus.eu/getFile.php?id=305">http://www.athenaplus.eu/getFile.php?id=305</a>  |
| De Hague, The Netherlands, Europeana Group Assembly  | 25-26 Sept. 2013    | EN       | Linked Heritage – AthenaPlus (by Monika Hagedorn-Saupe)<br><br>PPT<br><a href="http://www.slideshare.net/Europeana/05-athenaplus-linkedheritage">http://www.slideshare.net/Europeana/05-athenaplus-linkedheritage</a>  |
| Kiev, Ukraina, International Scientific Congress "Informational Society in Ukraine" (ICT \$ IS-2013)   | 29 October 2013     | RU       | УКРАЇНІКА в ЄВРОПЕАНІ:<br>Ініціатива з підключення національного контенту до європейського каталогу оцифрованого надбання (by Olga Barkova)<br><br>PPT<br><a href="http://www.athenaplus.eu/getFile.php?id=273">http://www.athenaplus.eu/getFile.php?id=273</a>  |
| Berlin, Germany, Herbsttagung der Fachgruppe Dokumentation 2013, Berlin  | 16 October 2013     | DE       | Weiterentwicklung von Standards mit AthenaPlus (by Isabell Ehrlicher)<br><br>PPT<br><a href="http://www.athenaplus.eu/getFile.php?id=259">http://www.athenaplus.eu/getFile.php?id=259</a><br><br>Downloaded 152 times from the AthenaPlus project website at month 11  |
| Berlin, Germany, EVA Berlin  | 7 November 2013     | DE       | Projekte zum digitalen Kulturerbe in Europa: Europeana Inside, Europeana Fashion und AthenaPlus (by Isabell Ehrlicher, Anne Overbeck)  |
| Moskow, Russian Federation   | 19-21 November 2013 | RU       | <i>Контент из России в европейской цифровой библиотеке Europeana</i> , Браккер Надежда Викторовна, АДИТ, Москва<br><br>PPT<br><a href="http://aselibrary.ru/datadocs/201312/1-6_Brakker.pps">http://aselibrary.ru/datadocs/201312/1-6_Brakker.pps</a><br><br>Video:<br><a href="http://www.aselibrary.ru/conference/conference43/conference434652/_video/4655">http://www.aselibrary.ru/conference/conference43/conference434652/_video/4655</a> |
| Sarajevo, Bosnia Herzegovina, South-East European Virtual Heritage School  | 27 June 2013        | EN       | MOVIO: a tool for creating virtual exhibitions (by Maria Teresa Natale)<br><br>PPT<br><a href="http://www.athenaplus.eu/getFile.php?id=156">http://www.athenaplus.eu/getFile.php?id=156</a>  |

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|   |                 |    |   |
|---|-----------------|----|---|
|   |                 |    | Downloaded 152 times from the AthenaPlus project website at month 11  |
| <b>Vilnius, Lithuania</b>                         | 9 January 2014  | LT | AthenaPlus „Europeanos“ prieiga prie kultūros paveldo tinklų<br>PPT<br><a href="http://www.athenaplus.eu/getFile.php?id=289">http://www.athenaplus.eu/getFile.php?id=289</a><br>Downloaded 483 times from the AthenaPlus project website at month 11  |
| <b>Berlin, Germany, 29 January 2014</b>           | 29 January      | DE | AthenaPlus presentation to students of Master course Museum management at University of Applied Sciences HTW Berlin (by Isabell Ehrlicher, Stefan Rohde-Enslin)   |
| <b>Padova, Italy, 30 January 2014, ICRDL 2014</b> | 31 January 2014 | EN | Digital Cultural Heritage Projects. Opportunities and Future Challenges (by Rosa Caffo)<br>PPT<br><a href="http://www.athenaplus.eu/getFile.php?id=296">http://www.athenaplus.eu/getFile.php?id=296</a>   |
| <b>Padova, Italy, 30 January 2014, ICRDL 2014</b> | 31 January 2014 | EN | AthenaPlus: MOVIO. A toolkit for creating curated digital exhibitions (by Sam Habibi Minelli, Maria Teresa Natale, Paolo Ongaro Marzia Piccininno, Rubino Saccoccio Daniele Ugoletti)<br>PPT<br><a href="http://www.athenaplus.eu/getFile.php?id=296">http://www.athenaplus.eu/getFile.php?id=296</a> |

## 4.6 NEWSLETTER

It is foreseen in the DoW that partner EAJC will publish at least three newsletters during the project. These newsletters are mainly targeted to reach Jewish museums and archives, heritage experts and humanities scholars, belonging to the network started during the Judaica Europeana project.

The first newsletter was sent in June 2013.

|                              | Language | Date     | Title   |
|------------------------------|----------|----------|---|
| Judaica Europeana Newsletter | EN       | May 2013 | AthenaPlus: access to cultural heritage networks<br><a href="http://www.judaica-europeana.eu/JE_newsletter5_aps.html">http://www.judaica-europeana.eu/JE_newsletter5_aps.html</a> |

The newsletter was e-mailed to approx. 2.500 subscribers. In addition, EAJC posted an announcement plus link on the Jewish studies and the Jewish libraries association lists in the US, which reaches approx. 1,000 persons. EAJC publicized the newsletter also on the Judaica Europeana website, on AllezCulture Facebook page, on the DM2E project website.

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The next two newsletters will be published and sent out at a later stage of the project.

### 4.7 SCIENTIFIC ARTICLES & PAPERS

To-date, the following scientific articles have been written and submitted to the publishers.

| Journal                       | Paper  |
|-------------------------------|--|
| <b>IRCDL 2014 Proceedings</b> | <p>WP5 participated in the 10<sup>th</sup> Italian Research Conference on Digital Libraries – IRCDL 2014. Padua, Italy, 30-31<sup>th</sup> January 2014. A peer-reviewed paper has been accepted and submitted, and it will be published in the proceedings of the Conference. The paper submitted is currently available in the reserved area of the Project website:</p> <p><i>MOVIO: a toolkit for creating curated digital exhibitions</i> (by Maria Teresa Natale, Sam Habibi Minelli, Marzia Piccininno, Paolo Ongaro, Daniele Ugoletti, Rubino Saccoccio)</p> |

The following has already been published:

|                  |  |
|------------------|--|
| <b>Digitalia</b> | <p>WP5 presented a paper in this journal on digital cultural heritage, containing articles, projects, events, reviews, edited by ICCU in Italian (<a href="http://digitalia.sbn.it/">http://digitalia.sbn.it/</a>).</p> <p><i>MOVIO – Kit per la realizzazione di mostre virtuali online</i> (by Maria Teresa Natale e Rubino Saccoccio)</p> <p><a href="http://digitalia.sbn.it/article/view/832/557">http://digitalia.sbn.it/article/view/832/557</a></p> <p>The article illustrates MOVIO features and its development in the frame work of the AthenaPlus project.</p> |
|------------------|--|

### 4.8 FAST ONLINE COMMUNICATION

Partners have been encouraged to promote AthenaPlus activities and outcomes in their institutional newsletters, e-bulletins and over their social media marketing tools.

Below is the list of short articles published. We did not include in this list just short mentions of AthenaPlus events.

| Language | When | Where  | What  |
|----------|------|--|---|
| BU       | 2013 | Proceedings of the 1 <sup>st</sup> International Conference "Biblioworld: Technologies, resources, practices", Sofia, 26-27 Sep 2013 | <p><b>New communications aspects in CL-BAS policy.</b></p> <p>AthenaPlus is mentioned at p. 11</p> <p><a href="http://www.bic.bg/tl_files/fM_k0001/Presentations/BAN%20presentation.pdf">http://www.bic.bg/tl_files/fM_k0001/Presentations/BAN%20presentation.pdf</a></p>   |
| DE       | 2013 | Museumsbund  | <p><b>Athena+ workshop on "Digital storytelling for mediation and valorisation of cultural heritage"</b></p> <p><a href="http://www.museumsbund.de/fileadmin/geschaeffts/termine/externe/2013/AthenaPlus-Offener-Workshop-Digital-Storytelling-Berlin-09-10-">http://www.museumsbund.de/fileadmin/geschaeffts/termine/externe/2013/AthenaPlus-Offener-Workshop-Digital-Storytelling-Berlin-09-10-</a></p> |



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|     |      |                                       |  |
|-----|------|---------------------------------------|--|
|     |      |                                       | 2013.pdf   |
| NL  | 2013 | Blog Hans van der Linden              | <b>Athena+ workshop on "Digital storytelling for mediation and valorisation of cultural heritage"</b><br><a href="http://hansvanderlinden.wordpress.com/2013/10/page/4/">http://hansvanderlinden.wordpress.com/2013/10/page/4/</a>   |
| EN  | 2013 | Michael Culture                       | <b>Athena+ workshop on "Digital storytelling for mediation and valorisation of cultural heritage"</b><br><a href="http://www.michael-culture.eu/blog/workshop-digital-storytelling-for-mediation-and-valorisation-of-cultural-heritage-berlin-9-10-2013.html">http://www.michael-culture.eu/blog/workshop-digital-storytelling-for-mediation-and-valorisation-of-cultural-heritage-berlin-9-10-2013.html</a>   |
| DE  | 2013 | University of Applied Science Potsdam | <b>Athena+ workshop on "Digital storytelling for mediation and valorisation of cultural heritage"</b><br><a href="https://incom.org/kommunikation/9/276#p120885">https://incom.org/kommunikation/9/276#p120885</a>   |
| EN  | 2013 | Europe's Information Society          | <b>Athena Plus: Access to cultural heritage networks for Europeana</b><br><a href="http://ec.europa.eu/information_society/apps/projects/factsheet/index.cfm?project_ref=325098">http://ec.europa.eu/information_society/apps/projects/factsheet/index.cfm?project_ref=325098</a>  |
| IT  | 2013 | Culturalitalia                        | <b>Workshop a Roma per l'integrazione dei contenuti culturali digitali in Europeana e altri portali nazionali</b><br><a href="http://www.culturalitalia.it/opencms/it/contenuti/eventi/Workshop_a_Roma_per_l_integrazione_dei_contenuti_culturali_digitali_in_Europeana_e_altri_portali_nazionali.html?language=it">http://www.culturalitalia.it/opencms/it/contenuti/eventi/Workshop_a_Roma_per_l_integrazione_dei_contenuti_culturali_digitali_in_Europeana_e_altri_portali_nazionali.html?language=it</a> |
| IT  | 2013 | Culturalitalia                        | <b>Dalla digitalizzazione del patrimonio culturale un nuovo slancio al turismo</b><br><a href="http://www.culturalitalia.it/opencms/it/contenuti/eventi/Dalla_digitalizzazione_del_patrimonio_culturale_un_nuovo_slancio_al_turismo.html?language=it">http://www.culturalitalia.it/opencms/it/contenuti/eventi/Dalla_digitalizzazione_del_patrimonio_culturale_un_nuovo_slancio_al_turismo.html?language=it</a>  |
| IT  | 2013 | Homm                                  | <b>Athena+ workshop on "Digital storytelling for mediation and v alorisation of cultural heritage"</b><br><a href="http://www.homm-museums.unimore.it/site/home/news/articolo23439.html">http://www.homm-museums.unimore.it/site/home/news/articolo23439.html</a>  |
| IT  | 2013 | Internet Culturale                    | <b>Strumenti innovativi e progetti pilota per l'integrazione dei contenuti culturali digitali in europea e altri portali nazionali</b><br><a href="http://www.internetculturale.it/opencms/opencms/it/archivionovita/2013/novita_0036.html">http://www.internetculturale.it/opencms/opencms/it/archivionovita/2013/novita_0036.html</a>  |
| LT  | 2013 | LM ISC LIMIS                          | <b>Antrasis projekto „AthenaPlus“ partnerių susitikimas Berlyne</b><br><a href="http://www.emuziejai.lt/antrasis-projekto-athenaplus-partneriu-susitikimas-berlyne/">http://www.emuziejai.lt/antrasis-projekto-athenaplus-partneriu-susitikimas-berlyne/</a>   |
| LT  | 2013 | LMISC LIMIS                           | <b>AthenaPlus“ – „Europeanos“ prieiga prie kultūros paveldo tinkle</b><br><a href="http://www.emuziejai.lt/athenaplus_projektas/">http://www.emuziejai.lt/athenaplus_projektas/</a>  |
| EN  | 2013 | EUROPEANA PRO                         | <b>Access to cultural heritage networks for Europeana</b><br><a href="http://pro.europeana.eu/web/athenaplus">http://pro.europeana.eu/web/athenaplus</a>   |
| FR  | 2014 | Dedale News                           | <b>Publication du livrable AthenaPlus - Services innovants pour le patrimoine culturel numérique</b><br><a href="http://www.dedale.info/news/publication-du-livrable-athenaplus-services-innovants-pour-le-patrimoine-culturel-numerique.html">http://www.dedale.info/news/publication-du-livrable-athenaplus-services-innovants-pour-le-patrimoine-culturel-numerique.html</a>  |
| EN  | 2014 | MichaelCulture News                   | <b>Published AthenaPlus D7.2 Analysis, scenarios use cases, opportunities of innovative services for DCH, and future development</b><br><a href="http://www.michael-culture.eu/">http://www.michael-culture.eu/</a>  |
| ITA | 2014 | Musei digitali                        | <b>Le raccomandazioni sul digital storytelling elaborate dal progetto AthenaPlus</b><br><a href="http://museidigitali.wordpress.com/2014/02/23/le-raccomandazioni-sul-digital-storytelling-elaborate-dal-progetto-athenaplus/">http://museidigitali.wordpress.com/2014/02/23/le-raccomandazioni-sul-digital-storytelling-elaborate-dal-progetto-athenaplus/</a>  |

Here we also list 27 news appeared in the project website news section, advertising AthenaPlus outputs and events, as well as Europeana news.

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2014-02-03 - More than 800.000 records uploaded in MINT

2014-01-31 - Published AthenaPlus D7.2 Analysis, scenarios use cases, opportunities of innovative services for DCH, and future development

2014-01-28 - Europeana has been developing a response to the European Commission Public Consultation on Copyright Rules

2014-01-28 - Athena Plus presented in Lithuania

2014-01-21 - Published AthenaPlus D3.2 Description of the LIDO to EDM mapping

2014-01-21 - Published an addendum to D5.2 Report on existing tools and devices related to narrative approaches and requirements functionalities

2013-12-22 - AthenaPlus presented in Croatia at the 17th Seminar Archives, Libraries, Museums.

2013-12-21 - Memorandum of understanding between AthenaPlus and Eagle

2013-11-29 - Europeana dreams

2013-11-26 - AthenaPlus presented in Moskow

2013-11-05 - AthenaPlus presented in Ucraina at ICT \$ IS-2013

2013-11-04 - AthenaPlus presented in Romania

2013-11-02 - Published AthenaPlus D3.1 The MINT ingestion platform

2013-11-02 - AthenaPlus workshop on digital storytelling

2013-10-30 - AthenaPlus presented at the First Croatian Documentalist Conference

2013-10-18 - Strategic Plan Workshops Europeana 2013

2013-10-11 - Published AthenaPlus D4,2 Review on linked open data sources

2013-09-17 - European Museum Academy awards a prize to Europeana Foundation

2013-09-03 - Training course: Cultural Mediation & Storytelling in Museums - using theatre, video and digital technologies

2013-08-31 - Published AthenaPlus D5.2 Report on existing tools and devices related to narrative approaches and requirements functionalities

2013-08-31 - Published AthenaPlus D4.1 First release GLAM sector reference terminologies

2013-08-31 - Published AthenaPlus D5.1 Report on the user needs and requirements

2013-07-30 - The Athena Plus Twitter account is now online (created by WP7 leader SPK).

2013-07-20 - Heritage vocabularies from EH, RCAHMS, RCAHMW available as Linked Open Data

2013-06-25 - Allez Culture: keep Europe's culture open to everyone online

2013-06-08 - Europeana supports WIPO treaty to facilitate access for visually impaired and print disabled people to published works

2013-06-04 - Europeana Open Culture App

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2013-05-03 - [AthenaPlus Kick-off meeting](#)

As far as Europeana channels are concerned, WP7 is currently preparing material to be distributed through Europeana e-news. This 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 also in order to promote partners' collections, after they have been made available in the Europeana portal: [http://www.europeana.eu/portal/aboutus\\_eneews.html](http://www.europeana.eu/portal/aboutus_eneews.html)

Information about public deliverables produced in AthenaPlus have been made available on the Europeana Pro pages.

## 4.9 EVENTS

### 4.9.1 *AthenaPlus international and national events*

WP1 is currently working, in close cooperation with the Europeana Foundation, to ensure the participation of AthenaPlus in the two international conferences to be held during the Greek and Italian Presidencies.

The event under the Italian Presidency will take place in Rome on 2 October 2014. The Athena Plus international Conference, whose draft title is "The re-use of digital cultural content in education, tourism and leisure: an opportunity for cultural institutions and creative industries, an investment for the future" will probably be hosted in the Conference Room of the National Library in Rome (400 seats).

The Italian Presidency represents a strategic opportunity to propose a workplan shared at European level on the subject of re-use and exploitation of digital cultural heritage. The Italian Ministry of culture recognizes the transversality of culture, seeks to promote collaboration between the different areas - competitiveness, culture, tourism, research - in collaboration with the responsible European institutions, in particular the Commission with its flagship initiative Europeana.

The Conference will provide a space for debate and exchange of ideas in order to plot strategies for the development of digital cultural heritage as a driver of the education and tourism sectors.

This event will represent a very important opportunity to show AthenaPlus outputs in the field of the Conference.

This event will be preceded by an experts' meeting organized by Europeana in the framework of the Europeana Version 3 project (including MSEG experts, and experts from the education and tourism sector). They will be invited to participate in the above mentioned International Conference, which will also see the participation of the AthenaPlus partners, policy-makers and a large audience from all the sectors working in digital cultural heritage.

To-date the AthenaPlus Consortium organised two open workshops, one in Rome and one in Berlin:

| YYYY-MM-DD | Country, Town | Event   |
|------------|---------------|---|
| 2013-10-02 | Italy, Rome   | <b>AthenaPlus workshop: Innovative tools and pilots for access to digital cultural heritage in the framework of Europeana and national systems.</b><br><br>Organised by WP4-WP5<br>Programme and presentations:<br><a href="http://www.athenaplus.eu/index.php?en/162/events/37/roma-athenaplus-workshop-innovative-tools-and-pilots-for-access-to-digital-cultural-heritage-in-the-framework-of-europeana-and-national-systems">http://www.athenaplus.eu/index.php?en/162/events/37/roma-athenaplus-workshop-innovative-tools-and-pilots-for-access-to-digital-cultural-heritage-in-the-framework-of-europeana-and-national-systems</a><br><br>The workshop was organised as a satellite event of the TEI Conference. It provided the opportunity to present the Terminology Management Platform and some of the creative tools which will be developed during the |

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|            |                 |   |
|------------|-----------------|---|
|            |                 | <p>project. Aggregation and Linked data were also presented into two speeches. The Europeana sister projects Partage Plus and Europeana Collections 1914-1918 were invited to report about their experience in managing terminologies.</p> <p><b>Networking:</b> The workshop was very fruitful. The audience raised several questions on the TMP. The AthenaPlus partners were very interested in listening to EC 1914-1918 and PartagePlus experiences. After the workshop, a student of the University of Bologna asked ICCU to work for her thesis on the creative tools which are under development in AthenaPlus.</p> <p><b>Participants:</b> about 50 Librarians, University teachers, students, experts in terminologies.</p> <p><b>Number of presentation downloads from the project website (until 31 January 2014):</b><br/> Caffo: 146<br/> Felicetti – Martini: 148<br/> Lemmers: 107<br/> Leroi-Coudyzer: 130<br/> Natale-Ongaro: 164<br/> Pagel: 115</p>   |
| 2013-10-09 | Germany, Berlin | <p><b>AthenaPlus Workshop on Interactive digital storytelling for mediation and valorisation of cultural heritage</b></p> <p>organised by the MICHAEL Culture Association</p> <p>New technologies have opened new perspectives, ways and practices of telling stories. Digital storytelling exploits the potential offered by digital tools for editing and disseminating contents, to create an enriched narrative process thanks to multimedia cultural resources. This is a major opportunity for cultural heritage to pass from digitization and aggregation of content to the <i>editorialisation</i> of this content, and thus for cultural institutions to make their content more attractive for the public, providing new experiences and ways for engaging with new audiences. It offers great outlooks in the fields of education, tourism, cultural mediation. This workshop presented the study on the state of the art of digital storytelling for mediation and valorisation of cultural heritage as well as relevant projects, tools and services for users.</p> <p>The workshop presented an interesting range of tools and practices and had the following outcomes:</p> <ul style="list-style-type: none"> <li>• Public presentation of the study on digital storytelling (Deliverable D5.2)</li> <li>• Presentation of projects and tools identified in the study</li> <li>• Highlighting of best practices</li> </ul> <p>The workshop gave the opportunity to elaborate on the deliverable D7.2, and to provide recommendations for the implementation of DCH storytelling projects.</p> <p><b>Programme and PPT presentations on AthenaPlus website:</b><br/> <a href="http://www.athenaplus.eu/index.php?en/162/events/36/berlin-athenaplus-workshop-on-interactive-digital-storytelling-for-mediation-and-valorisation-of-cultural-heritage">http://www.athenaplus.eu/index.php?en/162/events/36/berlin-athenaplus-workshop-on-interactive-digital-storytelling-for-mediation-and-valorisation-of-cultural-heritage</a></p> <p><b>PPT presentations and recordings on MICHAEL website:</b><br/> <a href="http://www.michael-culture.eu/blog/workshop-digital-storytelling-for-">http://www.michael-culture.eu/blog/workshop-digital-storytelling-for-</a></p> |

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|  |  |   |
|--|--|---|
|  |  | <p><a href="http://mediation-and-valorisation-of-cultural-heritage-berlin-9-10-2013.html">mediation-and-valorisation-of-cultural-heritage-berlin-9-10-2013.html</a></p> <p><b>Participants: 57</b> (Cultural institutions and organisations, Ministries of Culture, Museums, libraries, archives)</p> <p><b>Number of presentation downloads from the project website</b> (until 31 January 2014):</p> <p>Dijeouti: 179<br/> Minelli: 176<br/> Wensel: 176<br/> MICHAEL: 176<br/> Builders Challenge: 172<br/> Homm: 160<br/> Introduction: 160<br/> 7Scenes: 113</p> |
|--|--|---|

### 4.9.2 Other events where AthenaPlus was disseminated

The AthenaPlus partners presented the projects results at several international and national events. Participation in these events has been monitored by means of reporting forms stored in the reserved area of the project website. Relevant presentations are also listed in paragraph 4.5.

| YYYY-MM-DD | Country, Town                | Event   |
|------------|------------------------------|---|
| 2013-06-17 | Dublin, Ireland              | <p><b>International Digitisation Conference „Access, Use, Re - Use: Unlocking the Potential of Online Digital Cultural Content</b></p> <p><a href="http://www.lgma.ie/en/international-digitisation-conference">http://www.lgma.ie/en/international-digitisation-conference</a></p> <p>Rossella Caffo, coordinator of both Linked Heritage and AthenaPlus, presented both projects, highlighting common aspects and differences.</p> <p><b>Participants:</b> 80 from the GLAM sector, research, governmental bodies, SMEs.</p>  |
| 2013-06-27 | Bosnia Herzegovina, Sarajevo | <p><b>Digital Storytelling for Virtual Museums</b></p> <p><a href="http://www.v-must.net/schools/south-east-european-virtual-heritage-school-digital-storytelling-virtual-museums">http://www.v-must.net/schools/south-east-european-virtual-heritage-school-digital-storytelling-virtual-museums</a></p> <p>A presentation was given on MOVIO: a tool for creating online virtual exhibitions</p> <p>The participation in this workshop was very positive. Participants were very interested in ATHENA Plus activities in the field of creativity and virtual exhibitions. Best practices presented by some other institutions were very interesting, and thanks to this meeting, a cooperation agreement was signed with the University of Modena which presented a good practice (Homm) in the AthenaPlus workshop on storytelling in Berlin, contributed to the relevant deliverable and is going to experiment with AthenaPlus creative tools in the educational field.</p> <p><b>Participants:</b> 25 Academics, experts in digital storytelling, students.</p> <p>Strong networking activity with the V-MUST partners.</p> |
| 2013-10-11 | Hungary, Budapest            | <p><b>MUSEUM@DIGIT, International Conference on Digital Cultural Heritage</b></p> <p><a href="http://www.europeana-inside.eu/assets/media/PDF/174.pdf">http://www.europeana-inside.eu/assets/media/PDF/174.pdf</a></p>  |

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|               |                           |   |
|---------------|---------------------------|---|
|               |                           | <p>in the framework of the EuropeanInside project</p> <p>Marzia Piccininno, AthenaPlus WP2 Leader, gave a presentation on the aggregation models in Italy, explaining the connections with AthenaPlus.</p> <p><b>Participants:</b> 80 from Hungarian cultural institutions.</p>   |
| 2013-10-16    | <b>Germany, Berlin</b>    | <p><b>Autumn conference of German Museum Association - Special interest group Museum Documentation 2013</b></p> <p><a href="http://www.museumbund.de/de/fachgruppen_arbeitskreise/dokumentation_fg/terminordner/2013_herbsttagung/vorlaeufige_tagesordnung/">http://www.museumbund.de/de/fachgruppen_arbeitskreise/dokumentation_fg/terminordner/2013_herbsttagung/vorlaeufige_tagesordnung/</a></p> <p>A presentation was given: <i>Weiterentwicklung von Standards mit AthenaPlus</i> (Further developments of standards with AthenaPlus)</p> <p>The response to the presentation was very positive. Participants were interested in the further developments of MINT interface, AthenaPlus Terminology Management Platform (questions were asked if GND and German AAT will also be included in the TMP) and in the outcomes of the Digital Exhibition Working Group.</p> <p><b>Participants:</b> 100 experts and professionals in the field of museum documentation.</p>                                |
| 2013-10-23-25 | <b>Croatia, Rijeka</b>    | <p><b>First Croatian Documentalist Conference</b></p> <p><a href="http://www.hrmud.hr/dokumentaristi/predavanja.html">http://www.hrmud.hr/dokumentaristi/predavanja.html</a></p> <p>A presentation was given: <i>Hrvatska baština na Europeani: projekti Partage Plus i Athena Plus u Muzeju za umjetnost i obrt.</i></p> <p>From 23rd to 25th October The 1st Croatian Documentalist Conference was organised by the Croatian Museum Association. Among many prominent documentalists, archaeologists, curators and cultural heritage professionals from various museums and institutions, a member of the PP team (Petra Milovac) gave a presentation about the ongoing Linked Heritage projects at MUO, Partage Plus and AthenaPlus. At the conference, the objectives of the Athena Plus project were explained, as well as concepts such as LOD, OWL and digital storytelling.</p> <p><b>Participants:</b> About 100 museologists, documentalists, curators, librarians, archeologists, academics.</p> |
| 2013-10-26    | <b>Romania, Bucharest</b> | <p><b>Cultural Walk on Calea Victoriei</b></p> <p><a href="http://www.east-centricarch.eu/triennale/">http://www.east-centricarch.eu/triennale/</a></p> <p>The goal of the event was to present the Historical Documents collection of the Romanian Academy Library and the goals of Athena Plus project.</p> <p>Cultural Walk on Calea Victoriei was part of the Triennial of Architecture entitled "East Centric Trans" organized in collaboration with the Romanian Academy. The event included exhibitions and debates in the Romanian Academy Library, as a meeting place situated on Calea Victoriei, and it was very good opportunity to disseminate several items (historical documents and the corresponding metadata) produced by BAR within ATHENA PLUS project and presented to a large public.</p> <p><b>Participants:</b> 300 librarians, academics, architects, students etc.</p>  |
| 2013-10-29    | <b>Ukraine, Kiev</b>      | <p><b>International Scientific Congress "Informational Society in Ukraine" (ICT \$ IS-2013)</b></p>   |

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|               |                                   |   |
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|               |                                   | <p><a href="http://congress.ogp.gov.ua">http://congress.ogp.gov.ua</a></p> <p><b>Presentation:</b> <i>"Ucrainica" in Europeana: the Initiative on provision of national content to the European catalogue of the digitized heritage.</i></p> <p>It attracted attention to Europeana and Athena Plus. The Initiative and its first results were approved by the audience. The offer to provide support for the presence of Ukrainian content into Europeana was sent to the resolution of the Congress.</p> <p><b>Participants:</b> 50 from state, science, culture, education and business sectors.</p>   |
| 2013-11-08    | <b>Germany, Berlin</b>            | <p><b>EVA 2013 Berlin</b></p> <p><a href="http://www.eva-berlin.de/index.php?article_id=30&amp;clang=1">http://www.eva-berlin.de/index.php?article_id=30&amp;clang=1</a></p> <p>A presentation on AthenaPlus was made.</p> <p>Participants were interested in the report on MINT, in the reports of user needs and requirements, and on existing tools and devices as well as in the Digital Exhibition Working Group</p> <p><b>Networking results:</b> Interest to participate in the international working group on digital exhibitions by Dr. Nick Lambert (University of London) and Dr. Piotr Kuroczynski (Herder Institut); Reference to methodology on digital exhibitions by Dr. Harald Krämer (Zürcher Hochschule der Künste); Contact to Saint Petersburg state university (Web Technology for Learning Fine Arts at Classical University)</p> <p><b>Participants:</b> 60 Experts and professionals of cultural institutions, universities; other experts and designers of SMEs</p>   |
| 2013-11-19-21 | <b>Russian Federation, Moscow</b> | <p><b>15th Annual international conference «EVA 2013 Moscow, Information society, culture, education». The theme of the conference – «Libraries and museums in digital environment: dialogue and cooperation».</b></p> <p>Presentation<br/>N/ Brakker, L/ Kuybyshev. <i>"Russian Content in Europeana". Europeana and content from Russian museums and libraries gathered in the framework of ATHENA and Linked Heritage. Introduction of AthenaPlus as a means to supply museum content to Europeana.</i></p> <p><b>Participants:</b> 250 from GLAM sector and ICT for cultural heritage.</p>  |
| 2013-11       | <b>Italy, Milano</b>              | <p><b>Training session on AthenaPlus creative tools at Sole 24 ore</b></p> <p>Made by META</p> <p><b>Participants:</b> 30 students</p>  |
| 2013-11-27-29 | <b>Croatia, Porec</b>             | <p><b>17th Seminar Archives, Libraries, Museums</b></p> <p><a href="http://public.carnet.hr/akm/AKM_ostali/AKM17/akm17.htm">http://public.carnet.hr/akm/AKM_ostali/AKM17/akm17.htm</a></p> <p>From 27th to 29th November the 17th Seminar <b>Archives, Libraries, Museums</b> was organised by the Croatian Museum Association (HMD). Among many prominent archaeologists, archivists, curators, IT specialists, university professors, and cultural heritage professionals from various museums and institutions. A member of the AthenaPlus team Zrinka Marković held a presentation about the ongoing project at the Museum of Arts an Crafts and explained the connection between Athena Plus and previous projects, as well as main goals, tools, applications, work packages, and the workflow of the project. The idea for the poster design (Petra Milovac) was drawn from the concept of Linked Open Data and the logotype of the museum. MUO poster was awarded for the best design.</p> <p><b>Participants:</b> 130: museologists, documentalists, curators, librarians, archeologists, academics.</p> |



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|            |                    |  |
|------------|--------------------|--|
| 2014-01-09 | Lithuania, Vilnius | <p><b>Press conference “Lithuanian Art Museum’s projects in the year 2014” („2014 metų projektai Lietuvos dailės muziejuje“)</b></p> <p>The main goal of the event was to present Lithuanian Art Museum’s on-going projects in the year 2014 for the representatives of Lithuanian mass-media in general. Consequently, part of the press conference was devoted for projects partly financed by European Commission, including AthenaPlus.</p> <p>Combining the dissemination of information about a specific project (namely, AthenaPlus) and all other museum’s projects could have had both positive and negative impact on the results of this dissemination event. On the plus side, it allowed us to reach much broader audiences than separate similar events would have gathered. However, there is always a risk that in the context of other LAM’s projects AthenaPlus could have been overlooked, or remained comparatively unnoticed.</p> <p>Furthermore, excerpts from the press conference could be heard in the 2014-01-17 radio station’s “LRT kultūra” program “Ryto alegro” (here is the link: <a href="http://www.lrt.lt/mediateka/irasas/1009502723/ryto_allegro_2014-01-17_08_08?popup">http://www.lrt.lt/mediateka/irasas/1009502723/ryto_allegro_2014-01-17_08_08?popup</a>. Press conference covered from 64:10 to 87:10. Excerpts from presentation of Danutė Mukienė can be heard from 81:20 to 87:10)..</p> <p><b>Participants:</b> 50 representatives of mass-media.</p>  |
| 2014-01-27 | Poland, Torun      | <p><b>Lecture to the Third Age University people</b></p> <p>Title: <i>History and the present of collecting</i></p> <p>The goal of the event was to gather objects from personal collections for the Private Collections Library. The event was an occasion to promote Europeana and AthenaPlus.</p> <p><b>Participants:</b> 250 people.</p>   |
| 2014-01-30 | Italy, Padova      | <p><b>IRCDL 10<sup>th</sup> Italian Research Conference on Digital Libraries - IRCDL 2014 Padua, Italy, 30-31<sup>th</sup> January 2014</b></p> <p><a href="http://ircdl2014.dei.unipd.it/program">http://ircdl2014.dei.unipd.it/program</a></p> <p>Two presentations were given by AthenaPlus partners in this event.</p> <p>A presentation on <i>Digital Cultural Heritage Projects - Opportunities and Future Challenges</i>, given by Rosa Caffo, AthenaPlus project coordinator, that introduced AthenaPlus amongst others, and a presentation by Maria Teresa Natale (ICCU) and Simona Maresca (GruppoMeta) on AthenaPlus creative tools. The audience was very interested in the AthenaPlus tools for creating digital exhibitions and several participants were particularly interested in training courses, as soon as they will be launched.</p> <p><b>Participants:</b> 60 people (academic teachers and students, experts in digitisation, GLAMS experts).</p>   |



#### 4.9.3 Future events

AthenaPlus partners have already planned to attend and present AthenaPlus outputs at the following events:

- Museums and the Web Florence 2014 (February 2014), where WP5-WP6 will attend with a training session on the MOVIO toolkit for designing and publishing digital exhibitions for cultural and touristic storytelling, and WP5-WP7 will present “AthenaPlus / Digital storytelling for DCH – Innovative tools and services” at session 7: Storytelling and Transmedia.
- The EAGLE Workshop which will take place in Rome next 19 May 2014.
- WP5-WP6 are also considering their participation in ICA 2014, which will take place in Girona from 11 to 15 October 2014: <http://www.girona.cat/web/ica2014/eng/comunicacions.php>
- WP4 and WP5 have also submitted two proposals to CIDOC 2014, which will take place in Dresden next September.

During the next project meeting in Bucharest this list will be expanded with other events

## 5 NETWORKING

Networking is a key strategy for communication and dissemination and that’s why from the very beginning of the project AthenaPlus has engaged in networking activities. The Consortium of AthenaPlus has appointed in each partner country one or more national contact points: person/institutions responsible for the data collection and the dissemination of the information.

The National Contact Points (NCPS) have an important role in dissemination and networking at national level and in organising training sessions at national level. They are the first contact points for institutions and stakeholders that wish to cooperate with the project. The tasks of the national contact points are:

- Managing relationships with new potential content providers at national level
- Organising training activities at national level
- Organising dissemination activities at national level
- Diffusing promotional material at national level
- Serving as a bridge between AthenaPlus and their country
- Coordinating dissemination activities in countries where there is more than one partner

Currently, these are the AthenaPlus national contact points:

| COUNTRY        | INSTITUTION                      | REFERENCE PERSONS                                | E-MAILS  |
|----------------|----------------------------------|--|--|
| <b>Austria</b> | UMA Information Technology GmbH  | Christian Doegl<br><i>Before:</i><br>Marko Goels | <a href="mailto:christiandoegl@umaholding.com">christiandoegl@umaholding.com</a> |
| <b>Belgium</b> | PACKED Expertisecentrum Digitaal | Barbara Dierickx                                 | <a href="mailto:barbara@packed.be">barbara@packed.be</a>                         |

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|                       |   |   |  |
|-----------------------|---|---|--|
| <b>Bulgaria</b>       | Central Library of the Bulgarian Academy of Sciences  | Dincho Krastev  | <a href="mailto:dinchokr@gmail.com">dinchokr@gmail.com</a>   |
| <b>Croatia</b>        | Muzej za umjetnost i obrt (MUO)   | Vesna Lovric Plantic  | <a href="mailto:vesna.lovric.plantic@muo.hr">vesna.lovric.plantic@muo.hr</a>   |
| <b>Cyprus</b>         | The Cyprus Institute Limited  | Sorin Hermon  | <a href="mailto:sorin.hermon@gmail.com">sorin.hermon@gmail.com</a> ;<br><a href="mailto:s.hermon@cyi.ac.cy">s.hermon@cyi.ac.cy</a> |
| <b>Czech Republic</b> | Narodni-Muzeum National Museum  | Pavel Dousa<br>Věra Okénková<br><i>Before:</i> Zuzana Harastova | <a href="mailto:pavel_dousa@nm.cz">pavel_dousa@nm.cz</a><br><a href="mailto:okenkova.vera@gmail.com">okenkova.vera@gmail.com</a>   |
| <b>Estonia</b>        | Eesti Vabariigi Kultuuriministeriu  | Mirjam Rääbis<br><i>Before:</i> Indrek Eensar                   | <a href="mailto:Mirjam.Raabis@kul.ee">Mirjam.Raabis@kul.ee</a>   |
| <b>France</b>         | Ministère de la Culture et de la Communication  | Marie-Veronique Leroi   | <a href="mailto:marie-veronique.leroi@culture.gouv.fr">marie-veronique.leroi@culture.gouv.fr</a>                                   |
| <b>Germany</b>        | Stiftung Preussischer Kulturbesitz  | Monika Hagedorn-Saupe   | <a href="mailto:m.hagedorn@smb.spk-berlin.de">m.hagedorn@smb.spk-berlin.de</a>   |
| <b>Greece</b>         | Hellenic Ministry of Culture and Tourism  | Maria Kotlida<br>Gerasimou Panagiota                            | <a href="mailto:mkotlida@culture.gr">mkotlida@culture.gr</a><br><a href="mailto:pgerasimou@culture.gr">pgerasimou@culture.gr</a>   |
| <b>Hungary</b>        | Petofi Irodalmi Muzeum  | Gabor Palko   | <a href="mailto:palkog@pim.hu">palkog@pim.hu</a>   |
| <b>Ireland</b>        | Local Government Management Agency  | Annette Kelly   | <a href="mailto:akelly@lgma.ie">akelly@lgma.ie</a>   |
| <b>Ireland</b>        | National Museum of Ireland  | Anne Grady  | <a href="mailto:agrady@museum.ie">agrady@museum.ie</a>   |
| <b>Italy</b>          | Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche | Marzia Piccininno   | <a href="mailto:marzia.piccininno@beniculturali.it">marzia.piccininno@beniculturali.it</a>   |
| <b>Latvia</b>         | Kulturas Informācijas Sistēmu Centrs  | Una Balode  | <a href="mailto:una.balode@kis.gov.lv">una.balode@kis.gov.lv</a>   |
| <b>Lithuania</b>      | Lietuvos Dailės Muziejus (LAM)  | Justina Augustyte<br>Viktorija Jonkute                          | <a href="mailto:justina@limis.lt">justina@limis.lt</a><br><a href="mailto:viktorija@limis.lt">viktorija@limis.lt</a>               |
| <b>Poland</b>         | Stowarzyszenie Międzynarodowe   | Maria Sliwinska   | <a href="mailto:maria.sliwinska@uni.torun.pl">maria.sliwinska@uni.torun.pl</a>   |

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|                       |   |                               |  |
|-----------------------|---|-------------------------------|--|
|                       | Centrum Zarzadzania Informacja                                |                               |  |
| <b>Romania</b>        | INP   | Dan Matei                     | <a href="mailto:danmatei50@gmail.com">danmatei50@gmail.com</a>   |
| <b>Romania</b>        | BAR   | Alina Popescu                 | <a href="mailto:alimon77@yahoo.com">alimon77@yahoo.com</a>   |
| <b>Slovenia</b>       | Javni Zavod Republike Slovenije Za Varstvo Kulturne Dediscine | Franc Zakrajsek               | <a href="mailto:franc.zakrajsek@guest.arnes.si">franc.zakrajsek@guest.arnes.si</a>   |
| <b>Spain</b>          | Departament de Cultura - Generalitat de Catalunya             | Anna Busom                    | <a href="mailto:abusom@gencat.cat">abusom@gencat.cat</a>   |
| <b>Sweden</b>         | Riksarkivet   | Sanja Halling<br>Rolf Kallman | <a href="mailto:sanja.halling@riksarkivet.se">sanja.halling@riksarkivet.se</a><br><a href="mailto:rolf.kallman@riksarkivet.se">rolf.kallman@riksarkivet.se</a> |
| <b>United Kingdom</b> | Collections Trust Lbg   | Gordon McKenna                | <a href="mailto:gordon@collectionstrust.org.uk">gordon@collectionstrust.org.uk</a>   |
| <b>Jewish content</b> | Association Europeenne pour la Culture Juive (EAJC)           | Lena Stanley-Clamp            | lstanley.clamp@gmail.com   |

### 5.1 COOPERATION AGREEMENTS WITH INSTITUTIONS

The first results of the networking activities have been the signature of several cooperation agreements with the following institutions, which will contribute to AthenaPlus:

| COUNTRY               | INSTITUTION  | CONTRIBUTION TO THE PROJECT  |
|-----------------------|--|--|
| <b>Czech Republic</b> | Městské muzeum v Železném Brodě  | Content provision to Europeana via AthenaPlus  |
| <b>Czech Republic</b> | Spolek Mlejn   | Content provision to Europeana via AthenaPlus  |
| <b>Germany</b>        | Bibliothekservice-Zentrum Baden-Wuerttemberg   | Participation in the AthenaPlus Digital Exhibitions Working Group  |
| <b>Hungary</b>        | Museum of Fine Arts, Budapest  | Participation in the AthenaPlus Digital Exhibitions Working Group  |
| <b>Italy</b>          | Dipartimento di Economia Marco Biagi, Università degli Studi di Modena e Reggio Emilia | This fruitful contact was made during the V-Must workshop in Sarajevo. The University of Modena and Reggio Emilia is interested in the creative tools under development in AthenaPlus and will test them for educational purposes. Moreover, it will make available some tools in use at their university to record training |

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|                |                                     |   |
|----------------|-------------------------------------|---|
|                |                                     | courses.  |
| <b>Ukraine</b> | Specialized Center BALI (LTD), Kiev | This company will act as a bridge between Athena Plus and some Ukrainian institutions willing to contribute content to Europeana. They are in contact with WP2 and WP3 which will give them necessary training on the aggregation workflow. |

Currently, we are also analysing the possibility of signing a cooperation agreement with the National Library of the Udmurt Republic (one of the regional libraries of the Russian Federation), which has an extensive experience of digitizing collections and making them available to users. They are very interested in joining our project in order to let their digital collections be more known. Recently they have integrated one of their most valuable collections — “Book Monuments of Udmurtia” — into “Uralica”, a portal maintained by the National Library of Finland (<http://uralica.kansalliskirjasto.fi/?lng=ru>). Earlier, some of our documents were successfully included into “The Golden Collection of Eurasia” project aimed at promoting the rapprochement of national cultures of the CIS member states (<http://bae.rsl.ru/programs/golden-collection>). They expressed interest in joining Europeana through AthenaPlus, aggregating the following metadata: <http://elibrary.unatlib.org.ru/handle/123456789/7430>.

## 5.2 Memoranda of understanding

Two memoranda of understanding have been signed with the following projects:

| PROJECT   | CONTRIBUTION TO THE PROJECT   |
|---|---|
| <b>Eagle</b><br>Europeana Network of Ancient Greek and Latin Epigraphy  | Provision of terminologies to the TMP.<br>Testing of the creative tools, edited in AthenaPlus.<br>Possibility to realise a virtual exhibition.  |
| <b>Multita</b><br>Multilingual terminological research (French, Dutch and English) for the development and integration of semantically enriched scientific thesauri | Multita will assist in delivering two types of terminologies: <ul style="list-style-type: none"> <li>terminologies that will be uploaded and mapped in the TMP: the PACTOLS-thesaurus, the AICIM-thesaurus, the KMKG-thesauri, the KIK-thesauri and we will try the AAT-thesaurus.</li> <li>creation of micro-thesauri for enrichment in Europeana: within the MULTITA-project we are creating terminologies for all Multita-partners, these will be mapped to EDM metadata in MINT (cfr. EU Photography, EU Fashion).</li> </ul> |

Other opportunities for close networking were:

- The Europeana Projects Assembly, held in The Hague on 25-26 September 2013 where WP7 Leader Monika Hagedorn-Saupe presented Athena Plus to sister projects.
- The Europeana Network AGM, held in Rotterdam on 2 December 2013. Since then WP1 has been in close cooperation with the Europeana Foundation regarding the organisation of the International Conference, which will be held in Rome on 2 October 2014.

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- The meeting of national aggregators serving Europeana Partners, held in Berlin on 7-8 November 2013, organized by the Deutsche Digitale Bibliothek at the Staatsbibliothek Berlin. The meeting's objectives were to provide a forum for national partners of Europeana to meet and exchange experiences, ideas and best practices concerning key aspects like organization, funding and business model, content strategy and legal issues. The meeting was attended by 43 representatives from 13 Member States, who shared their experience in the aggregation workflow of the content of libraries, museums and archives. During the meeting central aspects of the aggregation process were discussed and in particular data delivery, mapping tools, ingestion workflows. Participants discussed recommendations for shared solutions.  
The first day was devoted to the national aggregators' profile presentations. The presentations highlighted in particular the organizational, financial and policy issues. The second day data delivery workflows to Europeana were discussed, exploring technical topics such as harvesting from the providers to the aggregator to Europeana, metadata tools, data clearing workflow, EDM Implementation requirements. The fruitful discussions convinced the participants to organize another meeting in October in Rome to further investigate the benefits and challenges of a closer collaboration of the national aggregators across Europe and to reach a common understanding for further actions.
- The meeting with the Dutch AAT editorial board, The Province of East-Flanders (which manages the Move thesaurus), the Openluchtmuseum Netherland, which were very interested in the future opportunities of TMP.
- The Linked Heritage Seminar on Multilingualism (April 2013), the AthenaPlus workshop in Rome and some other workshops organised by sister projects and Europeana were an occasion for some WP leaders and partners to engage in networking activities with other projects, such as:

### **Partage Plus** (Digitising and enabling Art Nouveau for Europeana)

<http://www.partage-plus.eu/>

Starting in March 2012 and lasting for 24 months, PartagePlus has digitised Art Nouveau objects, artworks, posters and buildings to create more than 75,000 items - including 2,000 3D models, of relevant content for access through Europeana.

### **Europeana Collections 14-18**

<http://www.europeana-collections-1914-1918.eu/>

Europeana Collections 1914-1918 will create by 2014 – the centenary of the outbreak of the First World War – a substantial digital collection of material from national library collections of ten libraries and other partners in eight countries that found themselves on different sides of the historic conflict.

### **Linked Heritage**

<http://www.linkedheritage.eu/>

Linked Heritage was a 30 months EU project, started on 1st April 2011 and ended the 30th September 2013.

The main goals were: 1) to contribute large quantities of new content to Europeana, from both the public and private sectors; 2) to demonstrate enhancement of quality of content, in terms of metadata richness, re-use potential and uniqueness; 3) to demonstrate enable improved search, retrieval and use of Europeana content.

### **Europeana Inside**

<http://www.europeana-inside.eu/home/index.html>

This EU-funded network is working to transform the ability of European cultural heritage institutions (museums, archives and libraries) to participate in the Europeana platform.

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Europeana Inside has also been invited to present its outputs at the next AthenaPlus plenary meeting in Bucharest.

Thanks to CYI partner, who is also partner of the V-MUST project, AthenaPlus was invited to participate in a project networking session in Marseille (Digital Heritage, International Congress, 28 October, 1 November 2013). It was a good occasion to meet not only Europeana ecosystem projects but also other European projects working in the field of digital cultural heritage, mainly:

### **V-Must** (Virtual Museum Transnational Network)

<http://www.v-must.net/>

Network of Excellence, funded by the European FP7 Network of Excellence (Grant Agreement 270404), focused on Virtual Museums. It aims to provide the heritage sector with the tools and support to develop Virtual Museums that are educational, enjoyable, long-lasting and easy to maintain. V-MUST.NET, coordinated by CNR, is formed by 18 partners, coming from 13 different Countries and more than 100 Associated Members. The project will be developed over 4 years (1st of February 2011 - 31st of January 2015).

### **Chess (Cultural Heritage Experiences through Socio-personal interactions and Storytelling)**

<http://www.chessexperience.eu/>

Co-funded by the European Commission, it aims to integrate interdisciplinary research in personalization and adaptivity, digital storytelling, interaction methodologies, and narrative-oriented mobile and mixed reality technologies, with a sound theoretical basis in museological, cognitive, and learning sciences. The principal objective of CHESS is to research, implement and evaluate both the experiencing of personalized interactive stories for visitors of cultural sites and their authoring by the cultural content experts.

### **3d-Icons**

<http://3dicons-project.eu/>

Pilot project funded under the European Commission's ICT Policy Support Programme, which builds on the results of CARARE and 3D-COFORM. 3D-ICONS brings together partners from across Europe with the relevant expertise to digitise in 3D architectural and archaeological monuments and buildings identified by UNESCO as being of outstanding cultural importance. The project will contribute content to Europeana aiming to increase the critical mass of engaging 3D content available to Europeana's users.

### **Arachne**

<http://arachne.uni-koeln.de/drupal/>

Arachne is intended to provide archaeologists and Classicists with a free internet research tool for quickly searching hundreds of thousands of records on objects and their attributes. This combines an ongoing process of digitizing traditional documentation (stored on media which are both threatened by decay and largely unexplored) with the production of new digital objects and graphic data. Wherever possible, Arachne follows a paradigm of highly structured object-metadata which is mapped onto the CIDOC-CRM, to address machine-readable metadata strategies of the Semantic Web.

### **Ambrosia: Europeana Food and Drink**

It is a Best Practice Network under 'Objective 2.1 Europeana and creativity promoting the use of Europeana by creative industries' of the ICT Policy Support Programme. The objective of Ambrosia is to promote the wider re-use of the digital cultural resources available through Europeana by the Creative Industries to boost creativity and business development across Europe. In order to provide a strong thematic identity which will connect the public, Creative Industries & the culture sector, Ambrosia will focus on the subject of Europe's food and drink culture.

## 6 CONCLUSIONS

In the dissemination plan delivered at month 3 (D7.1) we declared that our objectives were to:

**Raise awareness:** letting others know about and learn from the AthenaPlus experience

**Inform:** educating the community

**Engage:** receiving input/feedback back from the community

**Promote:** 'selling' the project's outcomes and expected results

After 11 months of the project, we made good progress with raising awareness and informing the community about the activities and objectives of AthenaPlus.

Engagement and promotion will be more effective starting from month 13 when the first release of the TMP will be running and the first set of creative tools will be available for testing. Starting from that date, we will begin a series of dissemination/training workshops in most partner countries and we will reach a larger interested audience.

During that phase an important role will be played by the AthenaPlus National Contact Points who will be asked to inform on a regular basis their national government and policy bodies, aggregators and research centres about AthenaPlus outcomes (tools developed for cultural heritage institutions) and about AthenaPlus activities. The education and tourism sector will be involved at a later stage, when tools prepared for these target sectors will be ready.

Summing-up, during the first 11 months:

- We have organised 2 AthenaPlus Workshops (Italy and Germany) reaching 107 experts.
- AthenaPlus was disseminated in 13 events organised by other institutions (in Bosnia Herzegovina, Croatia, Germany, Hungary, Ireland, Italy, Lithuania, Poland, Romania, Russia, Ukraine), reaching an audience of about 1500 experts.

The type of audience we reached was composed mainly of: GLAM experts, researchers, academics, students, documentalists, governmental bodies, ICT experts, SMEs, mass media.

As regards the milestones related to WP7, we have achieved MS15, while the other milestones are expected to be reached at a later stage of the project.

| N. | Name   | Delivery date | Result           |
|----|--|---------------|------------------|
| 15 | Creation of identity logo, corporate message and guidelines for partners | M2            | Achieved on time |
| 16 | First Issue of the Uncommon Culture Journal                              | M20           |                  |
| 17 | AthenaPlus publications  | M27           |                  |
| 18 | Second Issue of the Uncommon Culture Journal                             | M30           |                  |

### D7.3 First report on dissemination activities and networking in the European framework

As regards the indicators listed in the DoW for WP7 the results are as follows:

| N. | Related to:   | Indicator   | Method of measurement                                | Expected Year 1 | Reached at month 11 | Comment   |
|----|---------------|---|--|-----------------|---------------------|---|
| 8  | DISSEMINATION | Number of Athena Plus dissemination and training events                                 | Event report filled in by the organiser of the event | 5               | 5                   | 2 AthenaPlus workshops<br>3 training workshops organised at the Berlin plenary meeting (Aggregation, TMP, creative tools).<br>The training workshops were targeted to AthenaPlus partners. Starting from the 12 <sup>th</sup> month training will be targeted also to external audiences. |
| 9  | DISSEMINATION | Number of people participating in events  | Event report filled in by the organiser of the event | 300             | 1562                | 13 event reports available in the reserved area; 2 were reported to the coordinator via e-mail  |
| 10 | VISIBILITY    | Number of unique visitors on AthenaPlus website   | Website statistics tool                              | 10,000          | 9388                | Considering the average monthly flow, the target should be reached at the end of month 12   |
| 14 | DISSEMINATION | Number of national and international events where AthenaPlus was invited to participate | Partner reports to coordinator                       | 10              | 14                  | 10 event reports available in the reserved area, 4 events were reported to the  |



### D7.3 First report on dissemination activities and networking in the European framework

|    |               |   |                                |    |    |   |
|----|---------------|---|--------------------------------|----|----|---|
|    |               |   |                                |    |    | <p>coordinator via e-mail.</p> <p>13 events are listed in 4.9.2</p> <p>1 event is listed in 5.2 (Marseille)</p>   |
| 16 | NETWORKING    | Networking Europeana Office arranged events (consultations and workshops) | Number of events attended      | 3  | 3  |   |
| 17 | DISSEMINATION | Number of scientific articles produced                                    | Partner reports to coordinator | 2  | 1  | One article published, one submitted for proceedings  |
| 18 | DISSEMINATION | Number of news in newsletter, blogs, e-bulletins etc.                     | Partner reports to coordinator | 40 | 42 | <p>Includes also 27 news published in the AthenaPlus project website news section and the newsletter published by EAJC</p> <p>We did not count here news on social network like Twitter, Facebook and LinkedIn.</p> |

Currently only indicator 17 has not been reached.