Project

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Deliverable

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Revision History

Revision	Date	Author	Organisation	Description
V1	2015-10	Maria Teresa Natale (ICCU), Arlene Peukert (SPK)	ICCU SPK	First version
	2015-10	Lena Stanley-Clamp (EAJC)	EAJC	Peer review and English check

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1   EXECUTIVE SUMMARY

This deliverable, authored by ICCU and SPK, summarises the dissemination and networking activities carried out by the AthenaPlus consortium in the last nine months of the project (February 2015 - October 2015). This deliverable also provides an overview of the all dissemination activities carried out in the 32 months of the project. This overview shows that the project delivered and often exceeded its dissemination targets and milestones.

The following activities were of significant relevance during the last 9 months of the AthenaPlus project:
* Raising awareness of and disseminating the AthenaPlus achievements, tools, services, and products;
* Enlarging the AthenaPlus information hub and communication network: i.a. AthenaPlus blog, AthenaPlus wiki, etc.;
* Organizing workshops and trainings for the usage of AthenaPlus creative tools;
* Publication of AthenaPlus publications: 2 AthenaPlus issues of "Uncommon Culture" and 4 AthenaPlus booklets;
* Advancing the AthenaPlus dissemination activities: internal and external dissemination events, workshops and trainings, publications, networking activities, research activities, etc.
* Disseminating AthenaPlus promotion materials and gadgets
* Organisation of the International AthenaPlus Final Conference "GLAMs going digital! Multilingualism, Creativity, Reuse" (October 20-21, 2015, Rome).

The figures below about the main outputs delivered **in the last nine months** provide more detail:

* 4 AthenaPlus publications (available online and printed)
* 2 Uncommon Culture Issues (available online and printed)
* 1 International Conference (218 participants)
* 3 AthenaPlus Workshops (106 participants)
* 22 Training events (548 participants)
* 25 External events where AthenaPlus was invited to participate (2070 participants)
* 4 scientific papers
* 2 newsletters
* 35 posts on blogs and e-bulletin
* 58626 copies of deliverables downloaded
* 17 cooperation agreements with cultural institutions on content provision and the use/testing of the AthenaPlus creative tools.

32 months into the project we can state that Work Package 7 achieved gratifying results in raising awareness of the project's aims, achievements and products, informing target audiences and promoting the project´s tools, services, software, and products. The well-established AthenaPlus communication network (consisting of the AthenaPlus website as the central information hub, AthenaPlus social media channels, task force and mailing lists, AthenaPlus wiki, newsletters and the AthenaPlus pages on partner websites) helped to increase the visibility of the project and its services as well as engage specialists from the GLAMs, education and tourism sector, and governmental bodies.

The figures below show he main outputs reached **during 32 months** of the project.

* 4 AthenaPlus publications (available online and printed)
* 2 Uncommon Culture Issues (available online and printed)
* 2 International Conferences and 9 AthenaPlus Workshops (1058 participants)
* 55 training events (1605 participants)
* 71 external events at which AthenaPlus was invited to participate (5990 participants)
* 12 scientific papers
* 5 newsletters
* 131 posts on blogs and e-bulletin
* 444,652 page views of the project website

- 58,626 deliverables dowloaded
- 41 cooperation agreements with cultural institutions on content provision and the use/testing of the AthenaPlus creative tools
- 4 memoranda of understading with other projects
- 2 ongoing academic thesis on AthenaPlus creative tools

The main target audiences of AthenaPlus were: public and private GLAMs, governments and policy bodies, Europeana ecosystem projects, the Europeana Foundation, the Europeana network, Europeana Labs, digital cultural heritage research communities, national research and competence centers, aggregators, content providers and potential contributors to Europeana, the education sector, the tourism sector, the private sector and the final users.

It was crucial to the success of the AthenaPlus project that awareness of the targets and mission of the project was raised constantly throughout the lifetime of the project. A regular news flow and communication between project partners and relevant target audiences was maintained throughout the project.

Especially in the second phase of the project when AthenaPlus creative tools, services, and publications were made available we prioritized the promotion of these tools to GLAMs, Europeana ecosystem projects, digital heritage research communities, aggregators, content providers and the education and tourism sectors. Use was made of AthenaPlus dissemination tools such as the AthenaPlus website, wiki and newsletters, AthenaPlus mailing lists, print and electronic dissemination material, and social networks.

Moreover, news about the AthenaPlus objectives and project technologies was also spread at relevant workshops, conferences, and events.

In order to reach AthenaPlus target audiences awareness of the project was raised at international, national, regional, and local levels. Project partners were encouraged to disseminate project's aims, tools, services, and results to target groups in their country at conferences, workshops and other events organized by either their institution or by an external body. Work Package leaders took on a significant part of the dissemination activities..

With regard to the AthenaPlus technologies and tools it was also the task of the Work Packages to stimulate interest in these technologies and to promote the AthenaPlus services on a national and European level.

The intensive engagement activities carried out by WP7 and all project partners throughout the project resulted in:
- integration of AthenaPlus results into national programmes on digitation and training;
- use of AthenaPlus creative tools in the framework of joint activities at national and European level;
- use and reuse of AthenaPlus services and solutions in Europeana ecosystem projects;
- supporting Europeana in making cultural heritage and especially the results of the AthenaPlus accessible;
- enrichment of the online Europeana ThoughtLab with AthenaPlus results and tools;
- making accessible of AthenaPlus creative tools via the EuropeanaLab platform to different Europeana communities;
- sharing of knowledge in the field of aggregation, standards, terminology, linked data, digital exhibitions and good practices among the digital cultural heritage research community;
- sharing of AthenaPlus scientific results and technologies with national researchers and competence centers;
- making available AthenaPlus recommendations and tools for aggregators;
- encouragement of GLAMs to join the Europeana network and benefit from the AthenaPlus creative tools;
- recruitment of new content providers to the AthenaPlus project;

- support of educational and tourist sectors by providing innovative tools that support learning and the discovery of digital cultural heritage;
- promotion of Europeana holdings and the stimulation of local partnerships in the field of education;
- support of teachers, creative industries, and museums by organizing training workshops for AthenaPlus creative tools;
- promotion of AthenaPlus services and creative tools at universities offering courses in the tourist industries;
- sustainable use and reuse of AthenaPlus services, tools and technologies on a broad front.

As stated in the Technical Review Report for the period from 1 March 2014 to 28 February 2015, this deliverable should include the results of the analysis of the initial requirements for better access to museum materials with verification against the AthenaPlus collections (see Annex 1). This material was presented as a contribution to the Europeana Community within the Europeana DSI project. Europeana asked that the new proposal of LIDO Core Elements be mapped for the Delivery of Metadata to Europeana in EDM. Partner UNIMAR accepted to make this mapping which is currently under preparation and should be delivered by the end of November.

As described in D5.5, "according to the requirements provided within WP7, an exhibition was set up using the MOVIO Technology to show museum objects with higher density and refined organization (following LIDO) of information.

2   INTRODUCTION

As stated in the AthenaPlus DoW, WP7 objectives are to:

Raise awareness: making European museums and other cultural heritage institutions aware of the AthenaPlus project, its missions, aims, services, tools, and good practices.
Inform: educating the community and interested stakeholders about the AthenaPlus results and outputs.
Engage: receiving input/feedback from the community and enlarging the network of content providers, content users in the field of cultural heritage.
Promote: 'selling' the project's outcomes and expected 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.

While in the first year of the project the establishment of a well-functioning communication network as well as the development of a strategic dissemination plan were the core activities of WP7, in the second phase of the AthenaPlus, the communication channels were used to promote and sell the first results and achievement of the project. The last nine months were used to disseminate widely the results achieved in aggregation, development of creative tools andpilots, and the publishing of guidelines.

The following startegies were used to disseminate the AthenaPlus project´s services, tools, achievements and outputs:

- Use of the project website as a central information hub to document and disseminate activities, outcomes, publications, services, useful links etc.;
- Updating of the AthenaPlus wiki for information, training materials, and video tutorials on the usage of AthenaPlus creative tools;
- Spreading of tasks and key information via the AthenaPlus general mailing and task force mailing lists;
- Presentation of key information on the project partners' institutional websites, in their newsletters and social media marketing tools;
- Use of fast online communication to promote activities, outcomes, tools, and services in institutional newsletters, e-bulletins, and social media channels;
- Production and distribution of promotional material;
- Publication of articles focusing on AthenaPlus events, results and outputs on Europeana Professional Blog;
- Publication of AthenaPlus/Judaica Europeana newsletter and TMP newsletter;
- Publication of the first AthenaPlus issue of the scientific journal "Uncommon Culture" (topic: "Digital and virtual exhibitions") & preparation of the second AthenaPlus issue of "Uncommon Culture" (topic: creative reuse of digitized content);
- Publication of four best practice booklets about digital storytelling, structured metadata format for the description of digital exhibitions, implementing LIDO, and e-CultureMap;
- Organisation of AthenaPlus workshops and training for the usage of creative tools;
- Organisation of AthenaPlus training events in most of the project partners´ countries;
- Participation in events of national networks; European and international workshops, seminars; and conferences; national and international fairs and exhibitions; plenary meetings which also included sessions open for external participation;
- Organisation of the Final International Conference of AthenaPlus with the participation of the Commission and Europeana;
- Production of scientific papers and articles (for national and European journals);
- AthenaPlus promotion through social networks (LinkedIn, Twitter, Facebook, Slideshare, YouTube, Wordpress blog etc.) ;
- Identification of new stakeholders within GLAMs, research, education and tourism sectors;
- Networking with other EU projects.

Background

This deliverable summarises the dissemination and networking activities carried out by the AthenaPlus Consortium in the in the last nine months of the project (February 2015 - October 2015).
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
- D7.3 *First report on dissemination activities and networking in the European framework*, delivered at month 12
- D7.5 *Second report on dissemination activities and networking in the European framework*, delivered at month 24

Role of this Deliverable in the Project

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

- 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.

The 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 for the last 9 months of the project 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 and the WP7 leader were able to monitor progress and any difficulty that may have arisen.

3   DISSEMINATION TASK FORCE

During the first year of the AthenaPlus project WP7 established a dissemination task force composed of at least one representative per project partner. The primary aim of the dissemination task force was to simplify and improve the organisation of dissemination activities in all participating countries. A task force mailing list was set up ensuring that all project partners were immediately informed about upcoming dissemination events and tasks.

The dissemination task force has proven to be a valuable tool for securing the active involvement of partners in dissemination activities. Relevant information and news could be spread quickly; tasks were implemented immediately.

The task force composition was already listed in D7.5. Its communication was run through a dedicated mailing list. The mailing list was activated on a regular basis and also on the occasion of events and other activities. The task force was regularly informed about upcoming events, training sessions, and outcomes in order to promote these events in their institutional communication channels and social networks.

4 DISSEMINATION ACTIVITIES

4.1 DISSEMINATION MATERIAL PRODUCED

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

The materials produced in the first year of the project and described in D7.3 were:

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

In the second year of the AthenaPlus project the following dissemination materials were produced or enhanced. They were presented in detail in D7.5.

- Update of the AthenaPlus leaflet
- New AthenaPlus poster
- MOVIO brochure in English
- Promotional material for the 2nd AthenaPlus conference in Rome in October 2014 (including: Leaflet AthenaPlus, MOVIO brochure, Promotional video about MOVIO, Conference folder, Poster AthenaPlus, AthenaPlus dark blue tote bag, AthenaPlus ballpoint pen, AthenaPlus coin and key pendant, AthenaPlus key holder
- Project posters by AthenaPlus partners produced for the poster session during 2nd AthenaPlus conference in Rome
- Promotional material produced for the AthenaPlus Conference in Prague, November 2014

The last nine month of the AthenaPlus project saw an increased production of dissemination and promotion material as the results and outcomes of the project needed to be spread among GLAMs and other interested parties. Institutions participating in the project were encouraged to use their own communication networks and means to disseminate news about the project's services and tools.

The following dissemination materials were produced and distributed in the last nine months of the project:

- AthenaPlus poster "GLAMs going Digital! Multilingualism, Creativity, Reuse" → promoting the third AthenaPlus International Conference in October 2015 in Rome
- AthenaPlus Super-Brochure →containing information about all the AthenaPlus creative tools, services, and publications
- MOVIO postcard → information about the MOVIO tool for creating digital exhibitions and useful links to MOVIO services
- CityQuest postcard → information about the CityQuest tool for creating online quests and useful links to CityQuest services
- Schooltrip postcard → information about the Schooltrip tool for preparing class trips and discovery tours, useful links to Schooltrip services
- eCultureMap postcard → information about the eCultureMap services and useful links to training materials
- Urban Explore postcard →information about the Urban Explore tool and useful links to training materials and other Urban Explore services
- Uncommon Culture bookmark → promotes the AthenaPlus Uncommon Culture journals and provides link to the website of Uncommon Culture

- Digital Exhibitions bookmark → presents the International Digital Exhibitions Working Group and features a link to the official website
- Digital Exhibitions postcard → gives on the front information about the mission of the International Working Group, on the back information about the Working Group best practice guidelines"Things to consider before creating a digital exhibition"
- DEMES postcard → information about the AthenaPlus booklet "Metadata for the Description of Digital Exhibitions: The DEMES Element Set" and alink to download the booklet from the AthenaPlus website
- Digital Storytelling postcard → information about the AthenaPlus booklet "Digital Storytelling and Cultural Heritage: Stakes and Opportunities"and a link to download the booklet from the AthenaPlus website
- LIDO postcard → information about the AthenaPlus booklet "Implementing LIDO"and a link to download the booklet from the AthenaPlus website.

The above mentioned material is described in more in depth in the following table:

	AthenaPlus Final Conference Poster This poster was produced on the occasion of the final AthenaPlus Conference, Rome, 20-21 October 2015.
	AthenaPlus Final Brochure 24 pages Printed in 3000 copies This brochure, which is available in English and Italian, summarizes the main results of AthenaPlus in terms of aggregation, tools, publications. It was distributed at the Final Conference of AthenaPlus and send to AthenaPlus NCPs in order to be distributed also after the end of the project within their institutions and at relevant events. Available online at: http://www.athenaplus.eu/getFile.php?id=558
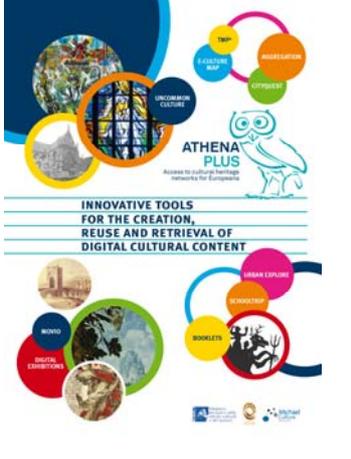
Postcard on MOVIO

Printed in 1000 copies

Postcard on CityQuest

Printed in 1000 copies

Postcard on CityQuest

Printed in 1000 copies

Postcard on E-Culture Map

Printed in 1000 copies

Postcard on E-Culture Map

Printed in 1000 copies

Bookmark on Uncommon Culture

Printed in 2000 copies

Bookmark on Digital Exhibitions

Printed in 2000 copies

Postcards on Digital Exhibitions

Postcards on booklets

Printed in 1000 copies

Some partners published dissemination material to be distributed also after the end of the project. Here are some of them:

AthenaPlus Brochure produced by project partner MUO Croatia

AthenaPlus project partner MUO (Museum of Arts and Crafts, Zagreb, Croatia) released a colourful information brochure in the third year of the project that presents the AthenaPlus services, outputs, and the MOVIO exhibition curated by MUO. The brochure produced by MUO is available in Croatian and was distributed at the Museum of Arts and Crafts Zagreb as well as at relevant national events.

	MICHAEL partner produced a brochure on AthenaPlus tools Printed in 2000 copies.
	Postcards produced by BNCRM partner for the AthenaPlus final conference in order to advertise their digital exhibition produced as a pilot in AthenaPlus

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*.

In the final year of the project the AthenaPlus project website was enhanced in order to present services, tools and outputs of the project in a more effective, user-friendly and easy-to-access way. The new structure of the website was designed to give online visitors an immediate overview of the products and services the project has developed.

The homepage gives access to the main results, services, tools, publications, presentations and further outputs of the project.

Below we give the complete statistics from month 3 to month 32, elaborated with the Advanced Web Statistics 6.9 – AWStats, in use at MiBACT.

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
Tot	**8311**	**16178**	**65582**	**220643**	**324 s**

2014					
Month	**Unique visitors**	**Number of visits**	**Pages**	**Hits**	**Visits duration**
Jan 2013	1.077	2.162	7.947	23.703	221 s
Feb 2013	1.430	2.811	8.793	31.577	267 s
Mar 2013	2.251	4.598	14.696	46.249	263 s
Apr 2013	2.023	4.098	10.691	29.135	235 s
May 2013	1.974	3.934	10.103	26.295	228 s
Jun 2013	1.942	3.548	10.047	25.125	216 s
Jul 2013	2.099	3.981	15.050	45.581	188 s
Aug 2013	2.479	4.488	17.120	48.067	329 s
Sep 2013	2.481	4.591	20.261	63.065	220 s
Oct 2013	2.951	5.715	25.793	79.858	229 s
Nov 2013	2.372	5.087	18.491	44.393	229s
Dec 2013	1.957	4.508	14.621	30.817	192 s
Tot	25.036	49.521	173.613	493.865	240 s

2015					
Month	Unique visitors	Number of visits	Pages	Hits	Visits duration
Jan	2.399	4.767	18.725	41.505	178
Feb	2.656	4.796	19.327	56.810	214
Mar	2.993	5.865	24.250	51.286	195
Apr	3.070	6.038	22.245	46.973	179
May	2.651	5.687	17.796	38.292	177
Jun	2.302	5.197	18.712	42.871	163
Jul	1.873	4.503	17.028	37.718	170
Aug	1.873	3.622	11.847	25.070	153
Sep	2.666	4.590	22.100	53.206	185
Oct	3.559	6.333	33.427	93.193	216
Tot	26.042	51.398	205.457	486.924	190 s

Here are the total statistics over 32 months.

Year/n. months	Unique visitors	Number of visits	Pages	Hits	Visits duration
2013 10 m	8311	16178	65582	220643	324 s

2014 12 m	25.036	49.521	173.613	493.865	240 s
2015 10 m	26.042	51.398	205.457	486.924	190 s
Tot. 32 m	**59389**	**117097**	**444652**	**1002832**	**251 s**

As stated in the previous deliverable, the AthenaPlus wiki is a web tool associated to the website, which gives access to the training materials in the AthenaPlus tools.

Statistics of the AthenaPlus wiki

By project month 32, the AthenaPlus website has been visited by approx. 59389 unique visitors (number of visits: 117097). The AthenaPlus wiki could draw in 201726 views by the end of the project. The high number of visitors proves that there was a high interest in the project and its services.

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

Number of partners' profiles downloaded

Partner	Month 11	Month 23	Month 32
10 - MCC	1543	1813	2147
33 - BAR	354	633	1014

17 - META		638	992
40 - LGMA	239	572	974
MNG	344	619	959
11 - SPK	286	596	927
12 - UNIMAR	235	560	903
8 - NMI	233	549	885
27 - MUO	222	518	881
25 - RA	257	532	874
03 - KMKG	269	560	861
38 - KIK-IRPA	249	538	851
35 - UPMF	249	535	838
19 - LAM	240	532	833
26 - SAM	273	509	821
16 - BNCRM	236	493	820
15 - PIM	233	517	818
01 - ICCU	275	554	813
14 - HMCT	234	504	812
28 - SGDAP	243	494	808
30 - KIS	232	495	805
23 - i2CAT	221	508	791
07 - CIY	234	470	788
31 - EAJC	225	495	767
24 - CT	222	484	762
09 - EVKM	213	458	753
34 - Dedale	254	503	747
02 - UMA	238	484	741
04 - PACKED	230	484	739
HOAM	238	479	735
05 - OKV	233	474	721
06 - MICHAEL	223	468	710
39 - ILS	232	466	707
08 - NM	9	266	514

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

Number of factsheets downloaded

Language	Month 11	Month 23	Month 32
English	357	1225	3901
Italian	341	1143	1988
Czech	300	1083	1863
German	319	1106	1863
Bulgarian	281	1047	1836

Swedish	307	1038	1824
Estonian	257	960	1813
Lithuanian	303	1002	1804
Croatian	307	1028	1782
Spanish	286	982	1778
Romanian	272	1013	1775
Dutch	294	1010	1741
French	301	1019	1727
Hungarian	271	972	1707
Greek	274	983	1684
Polish	280	950	1664
Catalan	253	930	1635
TOTAL	**5003**	**17491**	**32385**

Below we report on the updated statistics for public deliverables downloaded:

Number of deliverables downloaded

Deliverable	Month 11	Month 23	Month 32
D5.2. Report on existing tools and devices related to narrative approaches and requirements (delivered at month 6) D5.2 Addendum (delivered at month 10)	647 56	4791	10848 +653
D7.1 Logo, corporate message, project website, shared dissemination plan, guidelines for Partners (delivered at month 3)	893	4636	5768
D7.2 Analysis, scenarios use cases, opportunities of innovative services for DCH, and future development (delivered at month 11) + Rev. June 2014	41	3692 +191	5444 +561
D3.1 The MINT ingestion platform (delivered at month 8) + Rev. June 214	465	2650	3733 + 506
D7.3 First report on dissemination activities and networking in the European framework (+ rev June 2014)		2227 + 1659	3389 +2435
D4.4 Specialist Training material TMP user manuals and semantic mapping procedures.pdf (delivered at month 10)		3206	4426
D5.4 Training materials for supporting the use of the AthenaPlus tools (delivered at month 14)		1441	3088
D4.1 First release GLAM sector terminologies v1 (delivered at month 6)	597	2198	2984
D4.2 Review on Linked Open Data Sources (delivered at month 6)	468	1433	2215
D5.3 First release of the AthenaPlus tools		1282	2088
D4.3 First Release of the Terminology Management Platform (delivered at month 9)		1447	1939
D3.2 Description of the LIDO to EDM mapping (delivered at month 9)	92	1093	1877
D5.1 Report on the user needs and requirements V1 (delivered at month 4) + Rev. July 2014	682	1201 + 195	1505
D1.2 Terms of reference for the best practice network and the enlargement of the network (delivered at month 3)	433	922	1413
D2. 2 Survey and description of existing mapping models_to_lido (delivered at month 18) + rev.		235	1111 + 143
D6.1 Evaluation framework for the pilots (delivered at month 15)		371	1103

D7.5 Second report on dissemination activities and networking in the European framework (delivered at month 24)			554
D7.4 First Issue of the Uncommon Culture Journal + rev.			433 +167
D6.3 Report with assessment of the pilot actions			130
D6.2 Report describing the pilot on storytelling			113
TOTAL	**4374**	**34.870**	**58.626**

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 were expected to disseminate AthenaPlus activities and outcomes on their own institutional websites in their national language/ languages, periodically updating the web presence with relevant news, and links. The project was disseminated on partners´ institutional websites in the following languages: Catalan. Croatian, Czech, Dutch, Estonian, English, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Spanish, Swedish, and Romanian.

In comparison to what was reported in D7.5, three more partners' websites include pages on AthenaPlus.

Currently, the following pages are active:

Language	URL
English	http://www.scholagraphidis.org/athenaplus.html
Hungarian	http://www.scholagraphidis.hu/athenaplus.html
Hungarian	http://www.mke.hu/athenaplus

In total, at present 43 partners' websites include information pages on AthenaPlus.

4.4 WEB 2.0

The AthenaPlus project results were disseminated through Web 2.0 tools to reach a more wide-ranging, diverse target audience.

AthenaPlus is disseminated via the following Web 2.0 channels:

- AthenaPlus wiki
- Twitter
- LinkedIn
- Youtube
- Vimeo
- Slideshare
- Facebook
- Wordpress
- Wikipedia Croatia
- Europeana Professional Blog

A short explanation for each tool is presented below:

AthenaPlus wiki
http://wiki.athenaplus.eu/index.php/Main_Page

The AthenaPlus wiki has been set up in order to provide a better access for curators and institutions to the AthenaPlus creative tools and training materials. All the manuals and videos about how to use the tools and the software connected to it can be browsed here. At presentthe following training materials are available online:

- MOVIO;

- CityQuest;

- Plan your own schooltrip;

- e-CultureMap;

- Urban Explore.

The content of the AthenaPlus wiki is available under the licence CC-BY-SA.
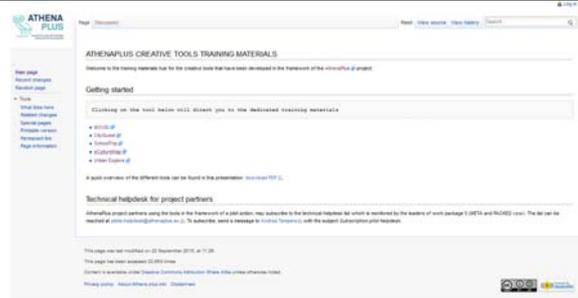
Screenshot of the AthenaPlus wiki starting page:
http://wiki.athenaplus.eu/index.php/Main_Page

AthenaPlus on Twitter
https://twitter.com/AthenaPlusEU

The usage of Twitter to quickly disseminate brief information about relevant events, results and outputs of the AthenaPlus project has proved to be very effective. The interest of the general public in the AthenaPlus information spread via the AthenaPlus Twitter account has been exceptionally great since the beginning of the project. Number of followers and retweets increased significantly over the lifetime of the project. In October 2015 AthenaPlus has attracted more than 525 followers on Twitter, which exceeds by far the number of followers planned for the end of year 3 (160 followers on Twitter). In the lifespan of the AthenaPlus project more than 500 tweets about AthenaPlus and digital cultural heritage have been generated.
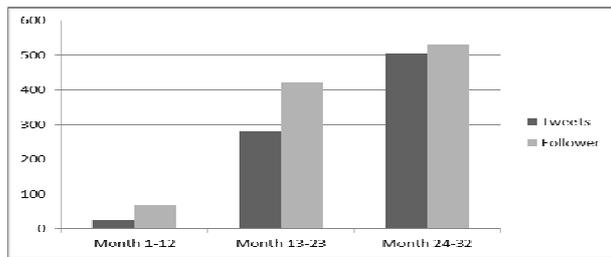
Diagramm: Increase of the number of tweets and the number of followers
on Twitter over the lifetime of the project.
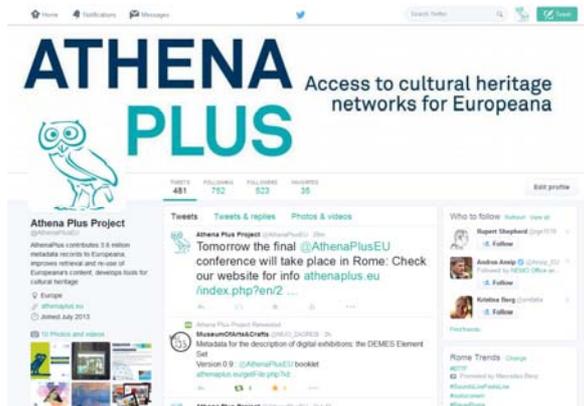
Screenshot of the AthenaPlus Twitter Account, October 2015
https://twitter.com/AthenaPlusEU

AthenaPlus on LinkedIn |
https://www.linkedin.com/groups/AthenaPlus-Coordination-standards-technologies-enrichment-4943167?gid=4943167&goback=.gmr_4943167

The LinkedIn platform allowed us to engage with museum and cultural heritage professionals, researchers and specialists -
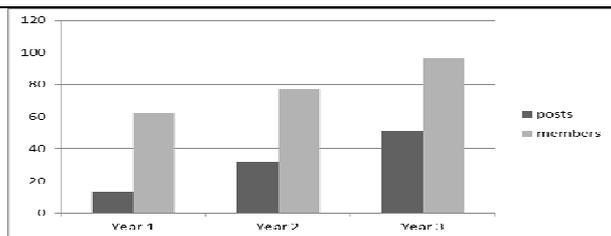
Diagramm: Increase of the number of posts and the number

also from other European projects - and to share AthenaPlus news through the portal. LinkedIn proved to be a moderately effective tool to promote AthenaPlus events, services, tools and outputs. Via the AthenaPlus LinkedIn account we reached mainly individual experts and professionals from the cultural heritage sector. However, a wider audience from different fields of interest could not be reached.

By October 2015 the AthenaPlus LinkedIn group had 96 members (By the end of year three we expected the LinkedIn group to have 80 members).

of members on LinkedIn over the lifetime of the project.
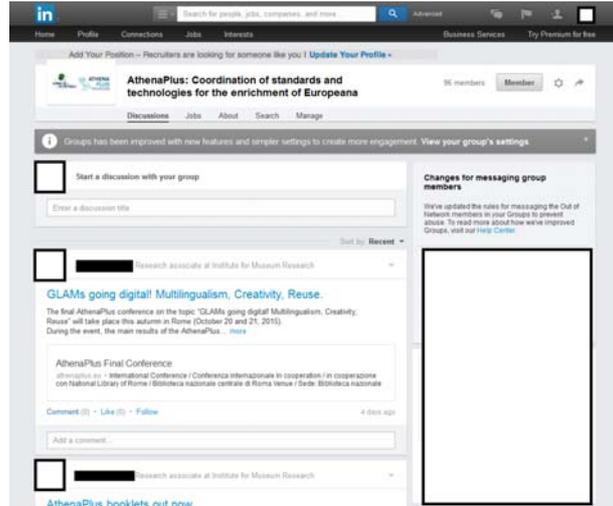
Screenshot of the AthenaPlus LinkedIn group, October 2015.

AthenaPlus on YouTube and Vimeo

In addition to the other training materials that consist of screencasts demonstrating the use of the AthenaPlus tools, video tutorials have been produced by WP5 and were made available on YouTube and Vimeo and embedded into the AthenaPlus website.

On Vimeo 13 AthenaPlus training and information video produced by PACKED, Belgium and Michael Culture are online. The videos provide training for how to use the MOVIO tool and outtakes from workshops on digital storytelling and innovative services for tourism and education.

On Youtube approximately 12 videos about the AthenaPlus project and its tools are accessible. The AthenaPlus videos on YouTube alone were viewed more than 1442 times. Expected for the end of year 3 was a total number of 160 views. Vimeo and especially Youtube were very valuable tools when it came to informing target audiences about the AthenaPlus services and tools as well as instructing them how to use and install them. With relatively little effort users could get information on how to use and work with the AthenaPlus creative tools. The tutorial videos were an ideal addition to our AthenaPlus wiki instruction page.

AthenaPlus on Slideshare

Some partners posted their presentations on the popular sharing platform SlideShare. People from the cultural heritage sector can access and study these presentations to learn more about the AthenaPlus projects its aims and outputs.

http://de.slideshare.net/search/slideshow?searchfrom=header&q=athenaplus
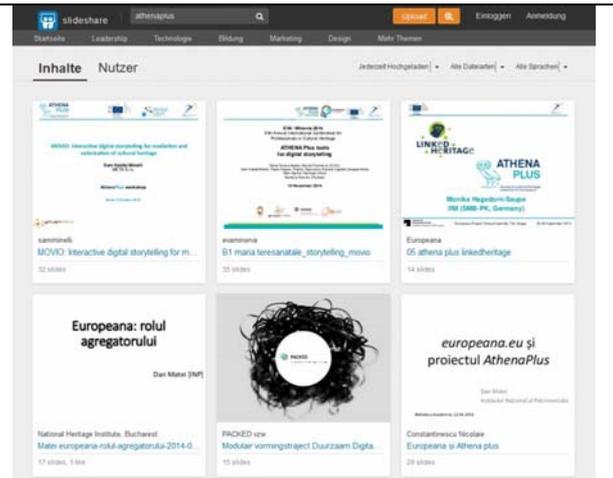
AthenaPlus presentations on Slideshare

AthenaPlus on Facebook

https://www.facebook.com/athenaplusproject

The AthenaPlus Facebook page allowed us to present project´s results and outcomes from the perspective of the general public. It was a very personalized communication tool that made it possible to highlight information that was especially interesting for a wide variety of users. Information about AthenaPlus events, products, services was disseminated in a direct way. Moreover, through connection with other relevant Facebook pages (such as Europeana, Europeana Fashion, Europeana Photography etc. as well as the Facebook pages of partner institutions such as Collections Trust, Museum of Arts and Crafts Croatia, ICCU - Istituto Centrale per il Catalogo Unico etc.) an immediate exchange of news was guaranteed.

The AthenaPlus Facebook page is live since July 2014 and has received 175 likes by October 2015. Altogether more than 180 posts were published on the AthenaPlus facebook page.
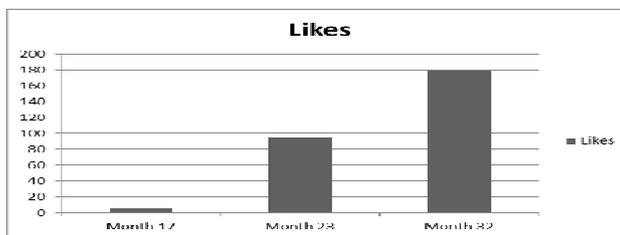
Increase of the number of likes of the AthenaPlus Facebook page.

Screenshot of the AthenaPlus Facebook page, October 2015.

AthenaPlus on Wikipedia and Facebook in Croatian

AthenaPlus project partner MUO (Muzej za umjetnost i obrt/ Museum of Arts and Crafts Croatia) has published an AthenaPlus article on Wikipedia (in Croatian) as well as an AthenaPlus Facebook fan page.
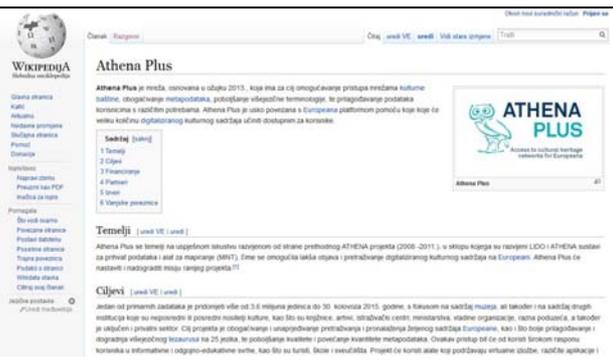
Screenshot of the AthenaPlus Wikipedia page authored by project partner MUO, Croatia.
http://hr.wikipedia.org/wiki/Athena_Plus

Screenshot of the AthenaPlus Facebook fan page created by project partner MUO, Croatia.
https://www.facebook.com/AthenaPlusMUO

AthenaPlus Blog on WordPress

https://athenaplus.wordpress.com/

In order to enhance the AthenaPlus project´s visibility it was decided during the 3rd AthenaPlus plenary meeting in Bucharest in March 2014 to set up an AthenaPlus wordpress blog as well as a Facebook profile.

The AthenaPlus blog was used as a very personalized instrument that enabled readers to bind with the project. The AthenaPlus blog gave project partners the opportunity to report about their high-impact dissemination events and success stories. Also, other Europeana projects were invited to make guest posts on the AthenaPlus blog, for instance about events or publications. The blog also provided a constant up-to-date news flow.

Since the blog has gonelive (May 2014) 33 posts ha been published up to month 23. 16 more have been added in the last 9 months. The total of posts during the project is 49.
Since the AthenaPlus blog was launched in May 2014 its posts were read by about 2374 visitors from all over the world. In total the blog received 5534 views and 20 likes. The AthenaPlus Blog was a highly effective tool of communication and dissemination. The blog posts authored by project partners and representatives of other Europeana projects were accessed by people from all over Europe (UK, Belgium, Croatia, Italy, Lithuania, Czech Republic, Germany, Sweden, Hungary, Spain, France, Poland, Romania…), the USA and Israel. Project partners were asked to promote the AthenaPlus blog via their own

Screenshot of the AthenaPlus wordpress blog, October 2015.

Since May 2014 the AthenaPlus blog had 2374 visitors, 5534 views and 20 likes.

communication network and to share and recommend the posts.
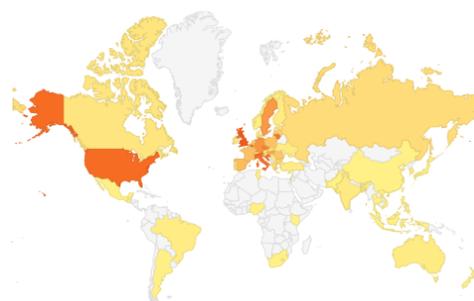
Stats for 2015	
Country	Views
Belgium	350
United Kingdom	307
Croatia	287
United States	273
Italy	263
Lithuania	256
Czech Republic	228
Germany	190
Sweden	177
Hungary	149
Spain	110
France	97

AthenaPlus Blog statistics. Origin of visitors in 2015 (detail).

4.5 PROJECT PRESENTATIONS

In this section, we list PPT presentations given by partners to highlight AthenaPlus activities within dissemination events in the last months of the project. In some cases presentations were devoted exclusively to highlighting AthenaPlus, in other cases they were part of larger presentations with a spotlight on AthenaPlus.

Place and Event	Date	Language	Title	PDF
Roma, Italy, Workshop Accesso aperto al patrimonio culturale digitale e linked open data: strategie, progetti e nuove opportunità	4 March 2015	IT	Accesso aperto al patrimonio culturale digitale nel progetto AthenaPlus (by Marzia Piccininno)	PDF
Cyprus, CIY	11 March 2015	EN	AthenaPlus Creative tools for the reuse of cultural heritage (Maria Teresa Natale)	PDF
Harvard EVA Minerva Conference, Harvard University, Cambridge, MASS, USA	13-14 April 2015	EN	Working with Europeana: Integrated Access to Digital Collections via Judaica Europeana and AthenaPlus (by Lena Stanley-Clamp)	PDF
Zagreb, Museum of Arts and Crafts	9 June 2015	CR	The AthenaPlus Project (Miroslav Gašparović, Vesna Lovrić Plantić, Iva Meštrović, Petra Milovac, Dunja Nekić)	PDF

Berlin, Germany, Berliner Herbsttreffen zur Museumsdokumentation 2015	12-14 October 2015	D	Storytelling mit MOVIO und CityQuest – Tools aus dem AthenaPlus Projekt (by Arlene Peukert)	PDF
Granada, Spain, Digital Heritage 2015	28 September-2 October 2015	EN	Digital exhibitions: a powerful tool for cultural institutions audience development (by Giuliana De Francesco, Monika Hagedorn Saupe, Maria Teresa Natale, Werner Schweibenz	PDF
CIDOC 2015, New Delhi, India Documenting Diversity – Collections, Catalogues & Context	05-10 September 2015	EN	AthenaPlus Coordination of standards and technologies for the enrichment of Europeana (by Monika Hagedorn-Saupe, Regine Stein)	PDF
IBC, Bologna	8 October 2015	EN	IBC, Bologna, The creative museum _AthenaPlus Creative tools for the reuse of cultural heritage_ (by AthenaPlus)	PDF
AthenaPlus Workshop – Fare didattica con le fonti digitali	29 October 2015	IT	Museo Centrale del Risorgimento, Roma I tool per la didattica di AthenaPlus: MOVIO, CityQuest, SchoolTrip (by Maria Teresa Natale)	PDF

The AthenaPlus Creative tool MOVIO was also presented at the last MSEG meeting.

4. 6 NEWSLETTERS

As foreseen in the DoW, the partner EAJC published three newsletters during the project. The first two were published before month 24, The third was published before the end of the project.
Moreover, partner UniSav published a second newsletter on the TMP.

	Language	**Date**	**Title**
Judaica Europeana Newsletter	EN	2015	Digital innovation - interactive maps, exhibitions and thesauri from AthenaPlus http://www.judaica-europeana.eu/Newsletter.html
TMP Newsletter	EN/FR	2015	TMP & AthenaPlus newsletter http://www.condillac.org/athenaplus/TMP2-Newsletter-2-2015-07.pdf

Here some more information on the two newsletters:

Judaica Europeana Newsletter	
In the lifetime of the project three joint AthenaPlus and Judaica Europeana newsletters were issued. The newsletters are published and archived online under the following link: http://www.judaica-europeana.eu/Newsletter.html. The newsletter was also sent to subscribers signed up to the	

Judaica Europeana email server and to a number of European scholarly networks.

Target groups of the newsletter are:
- Humanities teachers, and researchers in Europe and the US
- Culture sector professionals: museums, libraries and archives
- Others with interest in Jewish culture
- Judaica Europeana partners
- AthenaPlus partners
- DM2E partners.

In addition to that, the Judaica Europeana newsletter was distributed via the following channels and networks

- AthenaPlus blog: https://athenaplus.wordpress.com/2015/06/01/out-now-newsletter-judaica-europeana-jewish-collections-online/
- 2x on Facebook: https://www.facebook.com/athenaplusproject/
- AthenaPlus LinkedIn:
- https://www.linkedin.com/groups/4943167/4943167-6009981757430972420
- AthenaPlus website:
- http://www.athenaplus.eu/index.php?en/163/news/91/out-now-judaica-europeana-newsletter-2015
- AthenaPlus twitter: https://twitter.com/AthenaPlusEU/status/604214795634610176
- Europeana Communications email list
- Jewish Heritage Europe http://www.jewish-heritage-europe.eu/2015/08/04/judaica-europeanas-new-newsletter/%E2%80%9D
- Goethe University Library, Frankfurt/Main http://www.ub.uni-frankfurt.de/judaica/judaica_europeana.html
- Posted on Jewish heritage and family history groups on Facebook.

The topic of the main AthenaPlus page titled "Digital innovation – interactive maps, exhibitions and thesauri from AthenaPlus" were new tools and possibilities of creative use and reuse of digital cultural content. Other pages focussed on a number of collections of AthenaPlus data providers.

The newsletter was distributed via email to 3853 recipients. Since its publication in June 2015 was viewed by 1379 single visitors.

Third AthenaPlus and Judaica Europeana newsletter, date of publication 2015.

Third AthenaPlus and Judaica Europeana newsletter, date of publication 2015 | Digital innovation – interactive maps, exhibitions and thesauri from AthenaPlus

TMP Newsletter

The second newsletter of the Thesaurus Management Platform (TMP) updates readers to the services of the TMP and gives an insight into its approaches. The newsletter was released in July 2015 in English and French.

TMP & AthenaPlus newsletter, July 2015 – English and French

4.7 SCIENTIFIC ARTICLES & PAPERS

The following scientific papers have been produced and published to date (the articles published in the 2 issues of Uncommon Culture and listed in dedicated deliverables, are not included here).

Language	When	Where	What
EN	2015	Technological and Economic Development of Economy Journal Impact Factor & Information	Cultural Heritage and Modern Information and Communication Technologies, by Florin Gheorghe Filip, Cristian Ciurea, Horațiu Dragomirescu, Ion Ivan
EN	2015	Technological and Economic Development of Economy Journal Impact Factor & Information	A Business Model for the Interaction Between Actors of Cultural Economy, by Cristian Ciurea, Florin Gheorghe Filip
RO	2015	Colecțiile de patrimoniu în era digitală	Colecțiile de patrimoniu în era digitală; în loc de o cronică a unui workshop, by Florin Gheorghe Filip
EN	2015	Proceedings of the IE 2015 International Conference	Cristian Ciurea, Florin Gheorghe Filip. A business model for the interaction between actors of cultural economy

MOVIO quoted as good practice for realising digital exhibitions |

4.8 PUBLICATIONS

4.8.1 BOOKLETS

The booklets were published in the framework of of WP7 in cooperation with WP1 in order to disseminate to a wider public the outcomes achieved by different work packages.. The AthenaPlus publications expand the series of publications produced during the ATHENA and Linked Heritage projects. In the DOW the publication of at least two booklets was foreseen.

In the final phase of the project, four booklets have been published, as well as a checklist to be used for the production of digital exhibitions.

All booklets are available under the Creative Commons Attribution Non-Commercial Share Alike Licence (CC-BY-NC-SA).
Further information on the AthenaPlus booklets can be found in the Deliverable 7.6. The booklets can be downloaded from the AthenaPlus website: http://athenaplus.eu/index.php?en/169/publications.

A short description of the four booklets follows:

	Metadata for the description of digital exhibitions: the DEMES Element Set **Version 0.9 (August 2015)** authored by AthenaPlus Digital Exhibitions Working Grouptexts by Giuliana De Francesco (MIBACT), Arlene Peukert (SPK), Stefan Rohde-Enslin (SPK), Werner Schweibenz (BSZ) *This innovatory publication describes a set of 30 descriptive elements specific to digital exhibitions, grouped into seven semantic sections based on existing standards The seven sections, including the elements, are packaged together in a wrapper called Digital Exhibition Metadata Elements Set (DEMES).* http://www.athenaplus.eu/getFile.php?id=557 Printed in 1000 copies
	Digital storytelling and cultural heritage: stakes and opportunities published by AthenaPlus WP5 "Creative applications for the reuse of cultural resources"; texts by Julien Brouillard & Claire Loucopoulos, Dédale (France), Barbara Dierickx, Packed (Belgium) *What is digital storytelling? What tools, devices and services are available? What are the recommendations and technical guidelines for GLAMs wishing to carry out digital storytelling projects? The aim of this publication is to inform cultural institutions on stakes and opportunities of digital storytelling and provide answers to their questions.* http://www.athenaplus.eu/getFile.php?id=556 Printed in 1000 copies

	Implementing LIDO text by Gordon McKenna (Collections Trust), Regine Stein (Bildarchiv Foto Marburg) *A methodology for implementing LIDO (Lightweight Information Describing Objects), and to give help and advice to potential and new users of LIDO seeking to use it.* http://www.athenaplus.eu/getFile.php?id=559 Printed in 500 copies
	eCultureMap: how cultural institutions can benefit from geolocalised content text by Franc J. Zakrajsek (IPCHS), Vlasta Vodeb (UIRS) *The eCultureMap is created as a simple, interactive geographical map and is ready for use by the general public and professionals on mobile devices as well as on desktops. The booklet presents the guidelines for use and reuse of the eCultureMap content.* http://www.athenaplus.eu/getFile.php?id=561 Printed in 500 copies

Moreover, the Digital Exhibitions working group has published a Checklist "Things to consider before creating a digital exhibition".

	Checklist: Things to consider before creating a digital exhibition". This checklist (version 1.0 - 10/06/2015) consists of guiding questions for planning and realising digital exhibitions. The guiding questions may correspond to phases of an exhibition project. These five phases – concept, resources planning, outreach and evaluation phase – are marked as headings in order to help to structure the work process. Each of the guiding questions contains a key word that is written in italics and for each question some explanatory statements are provided. http://www.athenaplus.eu/getFile.php?id=586 Printed in 1000 copies

Here we are also giving some download statistics:

Publication	Publication date	Downloads
Demes	October 2015	303
Digital Storytelling	October 2015	304
Implementing LIDO	October 2015	157

E-CultureMap	October 2015	Not yet available
Checklist	October 2015	Not yet available
Digital cultural heritage and tourism Recommendations for cultural institution	October 2014	ENG 2307 ING 1505

4.8.2 UNCOMMON CULTURE

Within the scope of the AthenaPlus project two publications of the scientific journal "Uncommon Culture" were foreseen. The journal, edited by partner ICIMSS, was born in the framework of the former Athena project. "Uncommon Culture" is a peer-reviewed journal providing unique perspectives on a rich variety of cultural activities in Europe. Examining cultural institutions and their collections, this magazine gives new insights into diverse cultural activities. "Uncommon Culture" deals with issues connected to digitization of cultural heritage in Europe.

The two issues are presented under sections D7.4 and D7.8.
We summarise some information below.

Vol. 6, no. 1 (11) (2015): Virtual Exhibitions

Printed in 500 copies

Online version

http://journals.uic.edu/ojs/index.php/UC/issue/archive

All contributions are downloadable in PDF.

The first AthenaPlus issue of "Uncommon Culture" looks into the highly relevant topic of digital and virtual exhibitions. This choice was a consequence of the work carried out by the AthenaPlus Digital Exhibitions working group and the MOVIO tool for virtual exhibitions being under development within WP5 activities. This issue of "Uncommon Culture" presents, analyses and compares web services and innovative tools for creating digital exhibitions; European cultural heritage institutions report on their own as well as users' experiences with digital exhibitions.

In the "Interviews & Projects" section of "Uncommon Culture" readers are presented with noteworthy reports and statements of people involved in the creation and realization of digital exhibitions. In the "Short Articles" section a wide range of different topics related to digital and virtual exhibitions is featured. Authors from Belgium, Bulgaria, Croatia, the Czech Republic, Germany, Hungary, Lithuania, Romania, Spain, and Sweden report about recent developments in the field of digitisation and online exhibition creation in their countries, inform about promising projects, address the opportunities digital exhibitions offer for education and learning in museum environments and beyond, and compare tools and applications for the creation of online exhibitions.

This AthenaPlus issue of Uncommon is completed by book reviews, conference and exhibition reports. The issue was first widely distributed at the Final Conference of AthenaPlus.

	Vol. 6, no. 2 (12) (2015): Creative digital
	Online version http://journals.uic.edu/ojs/index.php/UC/issue/archive The second AthenaPlus issue of the "Uncommon Culture" journal is dedicated to the topic "Creative Digital" and summarizes the results and outcomes of the international AthenaPlus conference "The reuse of digital cultural content in education, tourism and leisure: an opportunity for cultural institutions and creative industries, an investment for the future". This issue of the "Uncommon Culture" journal gave cultural institutions from all over Europe the opportunity to share their ideas on how digital cultural heritage can be utilized in enriching and enhancing education, learning, and tourism. What is more, the second AthenaPlus issue of "Uncommon Culture" also focusses on the reuse and discoverability of the digital cultural heritage and presents good practices in the fields of education, edutainment and tourism. Representatives of institutions involved in European projects (Europeana Creative, LoCloud, Europeana Food and Drink) and creative industries contributed articles, reports and interviews to the journal that further enrich the scope of texts on creative use and reuse of digital content. The second AthenaPlus issue of the "Uncommon Culture" journal also features country reports by authors from Belgium, Cyprus, France, Germany, Hungary, The Netherlands, Poland, Romania, Russia, and Spain on developments in the field of use and reuse of digital cultural content. They also present promising projects and tools put forward in their country. Conference reports and a book review further enrich the issue on "Creative Digital".

4.9 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. External institutions have also picked up and shared news about AthenaPlus services, results and outputs.

Below is the list of short articles and news feeds published in the last nine months of the AthenaPlus project. Please note that in this list we do not include short mentions of AthenaPlus events.

Language	When	Where	What
EN	2015	AthenaPlus Blog	AthenaPlus Publications
EN	2015	AthenaPlus Blog	GLAMs going digital! Multilingualism, Creativity, Reuse
EN	2015	AthenaPlus Blog	Athena Plus Conference "National aggregator in the world of eCulture"
EN	2015	AthenaPlus Blog	2015 EVA/Minerva Jerusalem International Conference on Advanced Technologies for Culture
EN	2015	AthenaPlus Blog	Cultural Heritage and Virtual Exhibitions	recent publications by BAR, Romania
EN	2015	AthenaPlus Blog	MUO Croatia celebrates the results and achievements of AthenaPlus
EN	2015	AthenaPlus Blog	Look behind the scenes	AthenaPlus plenary meeting in Barcelona
EN	2015	AthenaPlus	Digital: opportunity or necessity?

		Blog	
EN	2015	AthenaPlus Blog	Recent Europeana Publications | Content Reuse & Metadata Quality
EN	2015	AthenaPlus Blog	Out now: Newsletter Judaica Europeana | Jewish collections online
EN	2015	AthenaPlus Blog	AthenaPlus national conference: "Digitisation and Dissemination of Lithuanian Cultural Heritage"
EN	2015	AthenaPlus Blog	New version of 2_0 AthenaPlus GISPilot | eCultureMap
EN	2015	AthenaPlus Blog	AthenaPlus creative tools – "MOVIO" and "Plan Your own school trip" – were presented to teachers and educators in Lithuania
EN	2015	AthenaPlus Blog	Case study: "Making a big impact on a small budget"
EN	2015	AthenaPlus Blog	MOVIO pilot exhibitions | Part II
IT	2015	SulRomanzo	MOVIO – Mostre virtuali online
IT	2015	Mediascuola	Movio, il kit Open Source per Mostre Virtuali
IT	2015	Archivio-roma	Giuseppe Gioachino Belli e il sogno del posto fisso e della pensione (MOVIO exhibition)
LT	2015-03	LM ISC LIMIS	Penktasis projekto „AthenaPlus" partnerių susitikimas Rygoje
LT	2015-05	LM ISC LIMIS	Tarptautinio projekto „AthenaPlus" įrankių kūrybinės dirbtuvės Vilniuje
EN	2015-05	LM ISC LIMIS	5 Reasons for Excitement while Creating Virtual Exhibition Using "MOVIO": Lithuanian Art Museum's Experience
LT	2015-07	LM ISC LIMIS	Šeštasis projekto „AthenaPlus" partnerių susitikimas Barselonoje
LT	2015-10	LM ISC LIMIS	Baigiamasis projekto „AthenaPlus" partnerių susitikimas Romoje ir konferencija „Kultūros institucijos skaitmeninasi! Daugiakalbiškumas, kūrybiškumas ir pakartotinis panaudojimas"
LT	2015-10	LM ISC LIMIS	Užbaigtas tarptautinis projektas „AthenaPlus": svarbiausi rezultatai
UK	2015-10	UK	Free digital tools for content reuse available
SW	2015-10	Digisam	Digitala utställningar och digitala berättelser
LT	2015	Online news portal Etaplius.lt	Information about "Design Week" events and the opportunities to try new interactive route "The modern architecture of Siauliai city in 1930's" using the "CityQuest" app has been published.
LT	2015	Siauliu televizija TV broadcast	Information about the presentation of „City Quest" interactive route and „Athena Plus" project has been mentioned in a TV broadcast (see from 12:20).
LT	2015	Siauliai Ausros museum's portal	Information about the digital exhibition "The modern architecture of Siauliai city in 1930's" and the the opportunities to try new interactive route "The modern architecture of Siauliai city in 1930's" using the "CityQuest" app has been published.
LT	2015	Siauliai Ausros museum's portal	The presentation of "Athena Plus" project and creative tools that were developed during the project.
LT	2015	Siauliai Ausros museum's portal	AthenaPlus" national conference "Digitisation and Dissemination of Lithuanian Cultural Heritage: Innovative Initiatives, Experience, and Possibilities of Society and Memory Institutions" in Siauliai Ausros museum.

LT	2015	Siauliai Ausros museum's portal	The invitation to the "AthenaPlus" national conference "Digitisation and Dissemination of Lithuanian Cultural Heritage: Innovative Initiatives, Experience, and Possibilities of Society and Memory Institutions" and the detailed agenda of the event.
LT	2015	Etaplius.lt TV broadcast	"AthenaPlus" national conference "Digitisation and Dissemination of Lithuanian Cultural Heritage: Innovative Initiatives, Experience, and Possibilities of Society and Memory Institutions" in Siauliai Ausros museum has been mentioned on TV broadcast (see from 11:48).
LT	2015	Siauliai Ausros museum's portal	Information about the presentation of „Athena Plus" project and the special teacher's training with "School Trip" tool.

In the last nine months of the project, 34 short articles in different languages were published via the AthenaPlus communication network, including the AthenaPlus blog.

4.10 EVENTS

4.10.1 AthenaPlus international and national events

Here is a list of workshops and conferences organised by AthenaPlus in the last phase of the project to present the project ouputs.

YYYY-MM-DD	Country, Town	Event
2015-03-11	Toruń, Poland, , ICIMSS	**Workshop devoted to MOVIO – virtual exhibitions (Trainers: Piotr Kozurno, Sebastian Michalek)** Participants: 6 trainees, 5 students of the Third Age University, 1 senior librarian This resulted in establishing a new virtual exhibition devoted to cook books, and an idea of another exhibition devoted to fashion hidden in old photographs which is also under way.
2015-10-06-08	Cyprus, CIY, STARC	**AthenaPlus Workshop, Shaping together the future of heritage sciences - Use and reuse of digital data: from research to archive to public dissemination** The aim of the workshop was to disseminate and valorize the AthenaPlus research activities and best practices for digital cultural heritage, as well as to network for future collaborations. Participants: 30 professors, researchers, museum professionals, post graduate students
2015-10-20/21	Roma, Biblioteca nazionale centrale	**AthenaPlus Final Conference "GLAMs going digital! Multilingualism, Creativity, Reuse"** http://www.athenaplus.eu/index.php?en/202/athenaplus-final-conference Final event of the European project AthenaPlus, coordinated by the Union Catalogue of Italian Libraries, with the participation of almost all partners of the project. During the event, the main results of this project were presented, as well as tools and opportunities for cultural institutions in the field of multilingualism, creativity, reuse. The European Commission was represented by Federico Milani, DG CONNECT- Creativity Unit. Presentations and videos are available on the project website.

		 Participants: 218 GLAMs experts, researchers, teachers.
2015-10-29	Roma, Museo centrale del Risorgimento	**AthenaPlus workshop: Fare didattica con le fonti digitali** The aim of the workshop was to analyse how to teach/learn in schools using digital resources, and to present the main results of AthenaPlus in this field. Participants: 70 teachers, students, historicians

Several workshops were organised in the last nine months of the project specifically to train on the AthenaPlus tools and softwares.

Date	What	Town	Participants	Open/Reserved to AthenaPlus partners
2015-02-03	Training on *MOVIO*	Brussels, Belgium	5 (Musical Instrument Museum)	O
2015-02-10	Training in MOVIO and CityQuest	Brussels, Belgium	2	R
2015-02-17	Training on CityQuest and SchoolTrip	Over Skype	2	R
2015-02-20	Training on CityQuest	Over Skype	2	R

2015-02-24	Training on MOVIO, CityQuest and SchoolTrip	Riga, Latvia	40	R
2015-03-12	Training on MOVIO and CityQuest	Tallinn, Estonia	27 (Glams experts, mainly museums)	O
2015-03-18	Training on MOVIO	Italy, Roma	85 GLAMs experts	O
2015-03-26	Training on MOVIO	Brussels, Belgium	15 (Flemish Heritage cells)	O
2015-05-04	Training on MOVIO	Italy, Roma	15 (Scientific museums)	O
2015-05-18	Training on MOVIO and CityQuest	London, UK	12 (CH professionals)	O
2015-07-01	Training on AthenaPlus GIS Pilot eCultureMap 2.0	Barcelona, Spain	60 (GLAMs experts)	R
2015-07-09	Training on MOVIO	Rome, Italy and streaming	40 MIBACT trainees	O
2015-07-23	Training on MOVIO and CityQuest	Dublin, Ireland	24 (GLAMs experts)	O
2015-07-24	Training on MOVIO and CityQuest	London, UK	13 (CH professionals)	O
1015-09-16	Training on MOVIO	Ascea, IT	30 trainees on vocational course "TECNICO PER LA VALORIZZAZIONE E PROMOZIONE DEI BENI E DELLE ATTIVITA' CULTURALI"	O
2015-09-23	Training on SchoolTrip	Over Skype	2	R
2015-09-30	Training on MOVIO and CityQuest	London, UK	15 CH professionals)	O
2015-10-09	Training on MOVIO-HUB	Italy, Roma	80 (GLAMs experts)	O
2015-10-09	Training on TMP2	Italy, Roma	25 (GLAMs experts)	O

2015.10.0 9	Training on CityQuest	Italy, Roma	10 (GLAMs experts)	O
2015-10-21	Training on GIS Pilot eCultureMap 2.1	Rome, Italy	30 (GLAMs experts)	O
2015-10-13	Training on SchoolTrip	Over Skype	3 (school teachers)	O

4.10.2 Other events where AthenaPlus was disseminated

The AthenaPlus partners presented the project´s results at several international and national events in the final phase of the project. Participation in these events has been monitored by the coordinator and the WP7 leader. Reporting was made via e-mails and reporting forms stored in the reserved area of the project website. The most relevant presentations are also listed in paragraph 4.5 and are available on the project website.

Some events not listed in the previous deliverables are reported here.

YYYY-MM-DD	Country, Town	Event
2013-11-25/26	**Ukraine, State Polytechnic Museum, Kiev**	First International Scientific and Practical Seminar "Digitized Heritage: Preservation, Access, Representation" Subject: Preservation and use of digital collections of photographic documents Participants: 140 experts and heads of archives, museums, libraries, publishers, owners of private collections, scientists
2014-03-18	**Ukraine, Kiev, Research Library of The National Pedagogical University**	The Scientific and Practical Seminar "The Integration of Theme Digital Collections into National and International Information Systems" In Ukrainian: http://www.ula.org.ua/ua/pro-uba/270-konferenciyi-seminari-treningi/ seminari/1066-naukovo-praktichniy-seminar-integraciya-tematichnih-cifrovih-kolekciy-u-derzhavni-ta-svitovi-informaciyni-sistemi-18032014 Presentation by Olga Barkova. "The Integration of Theme Digital Collections into Local and Global Information Systems" Participants: 30 librarians, universities

2014-12-16/17	**Ukraine, State Polytechnic Museum, Kiev**	II International Scientific and Practical Seminar "Digitized Heritage: Preservation, Access, Representation" http://museum.kpi.ua/conferences/digital-heritage-2014/ Digital-Heritage-Seminar-2014-Aenda-ua.doc (in Ukraine) Subject: Digitizing as an Information Production and a Service Presentation by Olga Barkova, Nataliia Pysarevska Participants: 80 experts and heads of archives, museums, libraries, publishers, owners of private collections, scientists, IT-specialists
2015-01-30	**Croatia, Museum of Arts and Crafts**	Night of Museums | Digital exhibition „A century of the Wristwatch" / Presenting MOVIO tool for making digital exhibitions (presentation) Participants: 50
2015-03-25/27	**Croatia, Split, City Museum of Split**	8th Conference of Museum Educators, Interaktivna aplikacija kao dio izložbe / Interactive App as Part of an Exhibition, presentation by Petra Milovac http://hrmud.hr/raspored-predavanja-8-skupa-muzejskih-pedagoga-relacije-i-korelacije/ Participants: 100 museum educators, curators Dissemination of material on MOVIO at the info-corner set-up at the main seaside promenade.
2015-03-11	**VideoConference with Cyprus, CIY**	EAGLE Conference Maria Teresa Natale presented the *AthenaPlus Creative tools* *for the reuse of cultural heritage* Audience: 80 DCH experts
2015-03-31	**Croatia, Zagreb, FFZG**	Faculty of Humanities and Social Sciences in Zagreb, MOVIO and MOVIO training, Petra Milovac & Iva Meštrović http://inf.ffzg.unizg.hr/index.php/hr/11-nastava/nastava-diplomski-studij/226-virtualni-muzej (course: Virtual Museum) MUO presented MOVIO to students who enrolled the course Virtual Museum. The students are going develop three digital exhibitions and test all functionalities Participants: 28 students
2015-04-13/14	**USA, Harvard University, Cambridge, MASS,**	Harvard EVA Minerva Conference *"Working with Europeana: Integrated access to digital collections via Judaica Europeana and AthenaPlus"* by Lena Stanley-Clamp

		http://www.digital-heritage.org.il/eva-harvard2015/#section-Conference
		Participants: 50 librarians, archivists, academics, digital heritage and arts professionals
		The presentation increased interest in Europeana as a sister platform of DPLA and in AthenaPlus creative tools and content, especially TMP and MOVIO. It facilitated useful networking with DPLA.
2015-05-12	**Croatia, Student Center Zagreb**	MOVIO – A Century of the Wristwatch, presentation by Petra Milovac & Iva Meštrović
		http://www.min-kulture.hr/default.aspx?id=12294
		Participants: 40 students and children
2015-05-22	**Ukraine, Scientific-Research, project-design and technological Institute of Micrography (Kharkiv); Odesa A.V.Bleshchunov Municipal Museum of Personal Collection (Odesa)**	International Scientific and Practical Workshop "Establishment of Insurance Funds for Cultural Heritage, which is stored in Libraries, Museums, Archives and Private Collections"
		Session 1
		Participants: 30 experts and heads of archives, museums, libraries, scientists, civil organization, massmedia, universities, private collections
2015-06-09	**Lithuanian Art Museum, Vilnius, Lithuania**	Vilnius University Faculty of Communication modular training of museum specialists "Specialių poreikių turinys vaikai muziejuje" (English: "Children with Special Needs at the Museums"), Lithuania
		http://www.kf.vu.lt/naujienos/bendrai/2016-mokymai-muzieju-specialistams
		Results of AthenaPlus and tools created within the project for the creative reuse of DCH (SchoolTrip, CityQuest) were presented as possibility for involvement of children with special needs at education activities of Lithuanian museums. Also, Lithuanian Art Museum's CityQuest pilot "Crime Stories of Vilnius Picture Gallery" was introduced. Museum specialists tried the pilot Quest for themselves at Vilnius Picture Gallery and it was very well received by the participants. Several museums expressed their interest in using AthenaPlus creative tools in the future
		Participants: 25 specialists of Lithuanian museums
2015-06-09	**Croatia, Museum of Arts and Crafts Zagreb**	The AthenaPlus project, outputs and results, presentation by Miroslav Gašparović, Vesna Lovrić Plantić, Iva Meštrović, Petra

		Milovac, Dunja Nekić https://www.facebook.com/media/set/?set=a.917560624971372.1073741963.144568925603883&type=3 http://www.culturenet.hr/default.aspx?id=65394 Participants: 70 Colleagues, curators, students, faculty professors, journalists On June 9, the Museum of Arts and Crafts in Croatia organized an event that promoted the results and outcomes of the AthenaPlus project: the repository, exported data, and the open-source tools. Digital exhibitions realised within AthenaPlus were shown on tablets. The project was featured on local television (HTV1), in a newspaper article (Novi list), and on 4 radio segments (HR) in the following days.
2015-06-2010	**Croatia, HRT Croatian Radiotelevision**	Live Broadcast Interview http://djh.hrt.hr/ On Wednesday, June 10, Vesna Lovrić Plantić promoted the results and outcomes of the AthenaPlus project, and spoke about the open-source creative tools, MOVIO and CityQuest, developed within the project.
2015-06-23	**Ukraine, Scientific-Research, project-design and technological Institute of Micrography (Kharkiv);** **Odesa A.V.Bleshchunov Municipal Museum of Personal Collection (Odesa)**	International Scientific and Practical Workshop "Establishment of Insurance Funds for Cultural Heritage stored in Libraries, Museums, Archives and Private Collections" Session 2 The Europeana project, AthenaPlus activities and the experience of participation Ukraine in them were presented, MINT tools was shown, the use of LIDO standard for metadata for Europeana was demonstrated by Olga Barkova. Participants: 35 experts and heads of archives, museums, libraries, scientists, civil organization, massmedia, universities, private collections
2015-07-09	**Roma, Italy, Ministry of cultural heritage and activities and tourism**	Introduction to Europeana and the AthenaPlus project, presentation of the AthenaPlus tools by Marzia Piccininno and Maria Teresa Natale Participants: 40 young trainees of the Ministry ("500 giovani per la cultura") + live streaming
2015-08-10	**Eisenstadt Austria, eLearning Conference 2015**	Workshop and presentation of AthenaPlus Creative Tools, CityQuest and School Trip, by Bianca Pospischek and Lore Felmayer, UMA

		300 participants
2015-09-2/5	**University of Glasgow, UK, EAA Glasgow 2015 21st Annual Meeting of the European Association of Archaeologists**	"The 3D Replica of the Kazafani Boat. A Case Study of a Fragile Archaeological Artefact" by N. Amico, S. Hermon, G. Iannone, F. Niccolucci, P. Ronzino, V. Vassallo, The Cyprus Institute Dissemination of the AthenaPlus results, both as consortium and as Content Provider. Dissemination of the tools developed within the project. 50 participants
2015-09-17	**Fondazione Alario, Ascea (SA), Italy**	Introduction to the AthenaPlus project, creative tools and tourism guidelines to the vocational course "TECNICO PER LA VALORIZZAZIONE E PROMOZIONE DEI BENI E DELLE ATTIVITA' CULTURALI" by Marzia Piccininno (30 attendees) 30 trainees
2015-09-20	**Roma, Parco della Caffarella**	Park exploration with children 8-12 years old using CityQuest Participants: 12 children + one parent
2015-09-24	**Toruń, Poland, Association of Polish Libraries conference on 10th anniversary of creation – conference devoted to "Innovative forms in education supported by libraries"**	Virtual exhibitions as a support in education. Lecture by Maria Sliwinska 50 participants – including library directors, and members of national commissions
2015-10-6	**The Cyprus Institute – Science and Technology for Archaeology Research Center (STARC)**	AthenaPlus Workshop - Shaping together the Future of Heritage Sciences. Dissemination and valorisation of the AthenaPlus research activities and results. Discussion and dissemination of the best practices for digital cultural heritage. Networking for current and future collaborations. 30 participants
2015-10-10	**Bologna, Regione Emilia Romagna**	The creative museum Workshop, by MuseoMix project Dissemination of the *AthenaPlus Creative tools for the reuse of cultural heritage* by Maria Teresa Natale 80 museums experts
2015-10-12	**Torun, Poland, Third Age University**	Introduction to Europeana and the AthenaPlus project, in addition to history of photography, as a valuable content delivered to Europeana, and used for the creation of a virtual exhibition. Lecture by Maria Sliwinska

		350 participants – Third Age University students
2015-10-14	**Berlin, Germany, ZUSE Institute, Herbsttreffen zur Museumsdokumentation**	Storytelling mit MOVIO und CityQuest – Tools aus dem AthenaPlus Projekt by Arlene Peukert Participants: 250 museum specialists, museologists, students
2015-10-27/28	**Deutsche Nationalbibliothek Frankfurt/Main**	16. DINI Jahrestagung (e.g. the annual conference of the "Deutsche Initiative für Netzwerkinformation e.V.") Conference title: "Linked Data - Vision und Wirklichkeit" Conference programme: http://dini.de/veranstaltungen/jahrestagungen/2015/programm/ Participants: 120

4.10.3 Future events

Even though the project is finished, AthenaPlus partners have already planned to attend and present AthenaPlus outputs at the following events:

- November 2015: Kiev, III International Scientific and Practical Seminar "Digitized Heritage:Preservation, Access, Representation

- July 2015: Rome, IAML International Conference

Fall 2015: Milan, European Storytelling Forum

5   NETWORKING

Networking is a key strategy for communication and dissemination and this is 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 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 wishing 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.

The current list of NCPs is available on the AthenaPlus website:

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

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 agreed to contribute to AthenaPlus:

COUNTRY	INSTITUTION	DESCRIPTION	CONTRIBUTION TO THE PROJECT
Croatia	Faculty of Humanities and Social Sciences, University of Zagreb	Department of Information and Communication Science of the Faculty of Humanities and Social Sciences, University of Zagreb is supported by the Vesna Lovric Plantic- AP National Contac Point in Croazia. The purpose of collaboration with the Athena Plus project is testing MOVIO tool for making digital exhibition at the course Virtual Museum.	Testing MOVIO in a Faculty Course creating a new Digital Exhibition
Germany	FHXB Friedrichshain-kreuzberg, Berlin	It is a regional museum dedicated to the preservation and presentation of the history of Friedrichshain-Kreuzberg in Berlin. Founded in 1990, the FHXB Museum considers itself the memory of the district, offering permanent and temporary exhibits about the discrict's history since	Content provision

		1945. Its archive contains material from both Friedrichshain and Kreuzberg, with special attention to the areas of immigration, urban development, social history, and industrial history. The DARCHIM project aims to digitize archival material in five areas: immigration, International Architecture, Exhibition, contemporary history of Friedchshain, Jewish life in Kreuzberg and the Kreuzberg Bohemians.	
Ireland	Trinity Long Room Hub, Trinity College Dublin, Dublin	The Arts and Humanities Research Institute of Trinity College Dublin is one of the five flagship research institutes of the University, and the one dedicated to promoting and facilitating innovative research across its nine Arts and Humanities member Schools.	Creation of two virtual exhibition using MOVIO
Italy	Conservatorio statate di musica Nino Rota, Monopoli	It is an Institute of High Education and depends of the Ministry of Education, University and Research. The conservatory has joined the circuit of international mobility "Erasmus" enabling profitable international experiences to its students, faculty exchanges and discussions with institutions in and outside Europe. The Conservatory has classrooms for educational activities, a multimedia room, a library with a collection of over 9000 bibliographic units.	Creation of a virtual exhibition using MOVIO
Italy	ISIA Roma Design	ISIA Roma Design, a state school of design under the aegis of the Ministry of Public Education, was founded in 1973 by Giulio Carlo Argan. It sprang from the need to train highly professional designers who would uphold the fine European intellectual and teaching tradition, following in the footsteps of the Bauhaus and the Hochschule fur Gestaltung of Ulm. From these schools it inherited and developed a methodological framework of excellence which it combined with Italians' great talent for creativity and innovation. After forty years of activity, based on research and experimentation, the school today can boast of a rich cultural heritage as well as	Testing MOVIO in a Faculty Course for the design of new templates

		scientific and teaching experience practically unequalled in Italy.	
Italy	Università La Sapienza di Roma – Dipartimento di Studi Greco Latini, Italiani, Scenico Musicali	It has been founded in 1982, focusing on different research fields, from Italian Literature, to Theory and Literary Criticism, Comparative Literature, Italian Philology, Theatre and Cinema. It offers courses both to the undergraduate and graduate level, and a unique PhD in *Italian Studies*, founded in 1983. A special focus is devoted to Editorial Studies in order to publish the Department's Research products.	Creation of two virtual exhibition using MOVIO
Italy	Fondazione Alario per Elea-Velia ONLUS, Salerno	It is a non profit Institution accredited in the register of the Region of Campania concerned with education.. It has been acting for 15 years in the field of the continuous and high education, and permanent education, representing a referential point of a territorial network among enterprises, and institutions of educational and university system. Its activities range from the sector of education to the cultural promotion and enhancement of the goods of artistic and historical value, of the environment, from the scientific research for the development of the territory, and technological transfer and diffusion of the innovation to the promotion and diffusion of the relational goods.	Creation of a virtual exhibition using MOVIO
Lithuania	Antanas Baranauskas Antanas Vienuolis-Žukauskas Memorial Museum	It is considered to be founded in 1927. It collects, preserves, and promotes museum valuables, reflecting Anyk ciai region's culture, literature, history, agrarian culture and development of technology	Content provision
Lithuania	Samogitian Museum "Alka"	It was established in 1932. It is the main historical museum of Samogitia region. The museum offers the most comprehensive exhibit of Samogitian cultural development in Lithuania. It also introduces the visitors to the natural sites of Samogitia. Samogitian daily life, and the rich heritage of Samogitian artists.	Content provision

Lithuania	Biržai Region Museum "Sėla"	It was established in 1928. The Museum has accumulated about 133.000 exhibits and over 18.000 publications in its scientific library. The main collections of the Museums are: archeological findings of Birzai Castle and Old-town, writings and documents of 16th-20th centuries, Fine and Applied Art of Lithuanian manors, Publications of Birzai printing-house, old and new folk art, collection of historic musical instruments, numismatics, documents and publications of Protestant Movement, documents of the Lithuanian Reformed Church Synod	Content provision
Lithuania	Kaunas City Museum	It is the oldest museum in Kaunas. It presents the history of Kaunas, shows political and cultural life and tells the visitors the most important and interesting facts about the city. The Museum was re-established in 2005 as a Kaunas city municipal public institution.	Content provision
Lithuania	Kaunas 9th Fort Museum	It was established in 1958 Its mission is to present to the public the history of Kaunas 9th Fort, the crimes of the Nazi and the Soviet occupations, mass massacres, exiles, imprisonment in concentration camps. In the museum commemoration programme, evening concerts related to these events are constantly organized.	Content provision
Lithuania	Lithuanian Sea Museum	It is a marine fauna and history study complex located in Kopgalis- a unique place of the Curonian Spit. The museum was opened in the restored in 19th-century Nerija Fort in 1979. Its collection comprises about 80.000 exhibits. These include the preparation of the sea fauna, and exhibits of geology,archaeology, ethnography, numismatics, cartography, naval engineering, writings, photo material, philately, philocarty. The museum has a special collection of live exhibits: sea mammals, birds and fish. There are about one thousand live exhibits in the museum.	Content provision

Lithuania	Maironis Lithuanian Literature Museum	It was founded in the later baroque style mansion located in the Town Hall Square in Kaunas, in 1932. The first and the main collection of Museum is the creative, archival and memorial heritage of Jonas Maciulius that has been preserved in this memorial apartment since the poet's death. There is also the place of storage and collection of the archives of other Lithuanian writers. The excursions to the places where the writers used to live are constantly arranged.	Content provision
Lithuania	M. K. Čiurlionis National Museum of Art	It was established in 1921. It has turned into one of the oldest and largest art museum in Lithuania. Subdivisions of the Museum: Mykolas Zilinskas Art Gallery, Kaunas Picture Gallery, Antanas Zmuidzinavicius Memorial Museum and Devil's museum, Historical Presidential Palace of Lithuania, Museum of Ceramics ,Adele and Paulius Galaunè House, Liudas Truikys and Marijona Rakauskaitè Memorial Museum, Juozas Zikaras Memorial Museum; also Mikalojus Konstantinas Ciurlionis Memorial Museum and Vytautas Kazimieras Jonynas Gallery in Druskininkai.	Content provision
Lithuania	Rokiškis Regional Museum	It was established in 1933. Currently the Museum houses more than 100.000 exhibits. It is also an educational institution, place for entertainment and leisure. Around 40.000 people visit Museum annually.	Content provision
Lithuania	Zarasai Area Museum	It was established in 1934. It has accumulated over 18.000 exhibits. The main collections of the Museum are: history, writings and photography, ethnography, art, folk art, and numismatics. The main activities of the Museum are: museology, education, various events and exhibitionprojects and publishing.	Content provision

5.2 COOPERATION WITH OTHER PROJECTS

Besides Memoranda of Understanding already described in the previous deliverables, cooperation was carried out with the following projects for the use of MOVIO in the production of digital exhibitions:

- The European project **"Library. I love it!",** funded by the Grundtvig programme (within the Lifelong Learning Programme 2013-2015), which produced the digital exhibition "A panorama of European Libraries: An exhibition about the project "Library. I love it!" for an exchange of good practices, thinking about the library of the future.
- The European project **"Cities across Europe. 1880-1914"** with the Leonardo Da Vinci Programme for the production of a digital exhibition on "Cities across Europe. 1880-1914: Girona - Gävle - Schiedam – Budapest".
- The European project **"DariahTeach"**, which is interested in developing a teaching module on Digital Exhibitions with materials produced by the AthenaPlus community.

5.3 UNIVERSITY THESES

In Italy, two theses have been or are under preparation on the AthenaPlus creative tools. Students come from the University of Bologna and the University of Roma La Sapienza.

6   DIGITAL EXHIBITIONS WORKING GROUP

The Digital Exhibitions Working Group was established in 2011 within the frame of the former Linked Heritage project. From March 2013 the research work of partners from Germany, Greece, Hungary, Israel, Italy, Poland, Romania, and Sweden has continued under the patronage of the AthenaPlus project. The Digital Exhibitions Working Group explores current practices, searches through recent bibliography and identifies key questions in order to develop a simple set of effective guidelines for the use of memory institutions.

The Digital Exhibitions Working Group meets regularly to discuss recent developments in the field of digital exhibition creation. Monitoring and discussing the progression of the MOVIO tool as well as analyzing the pilot exhibitions created with this service, are key aspects of the Working Group within the frame of the AthenaPlus project.

The Digital Exhibitions Working Group met three times in 2015.

Date	Place	Agenda
02-2015	Berlin	checklist for the creation of digital exhibitions promotional material
03-2015	Riga	Preparation of AthenaPlus booklet on DEMES
09-2015	Berlin	Finalization of AthenaPlus and DEWG outputs (poster, checklist for the creation of digital exhibitions)

Website of the Digital Exhibitions Working Group

The website of the Digital Exhibitions Working Group features a valuable definition of what constitutes a digital exhibition. It was developed by ythe members of the working group through intensive research of guidelines, definitions, and best practice directories. The centerpiece of the website are its resource databases. The thematic databases (literature, tools, guidelines, trainings) provide access to print and online resources from the field of libraries, archives, and museums.

The Working Group has also set up a digital exhibition database. Working Group members and AthenaPlus project members collect and enter into the database examples of digital exhibitions. The website of the Digital Exhibitions Working Group is a work in progress. Interested parties will find there useful information and material connected to digital exhibitions. The website can be accessed under this URL: www.digitalexhibitions.org
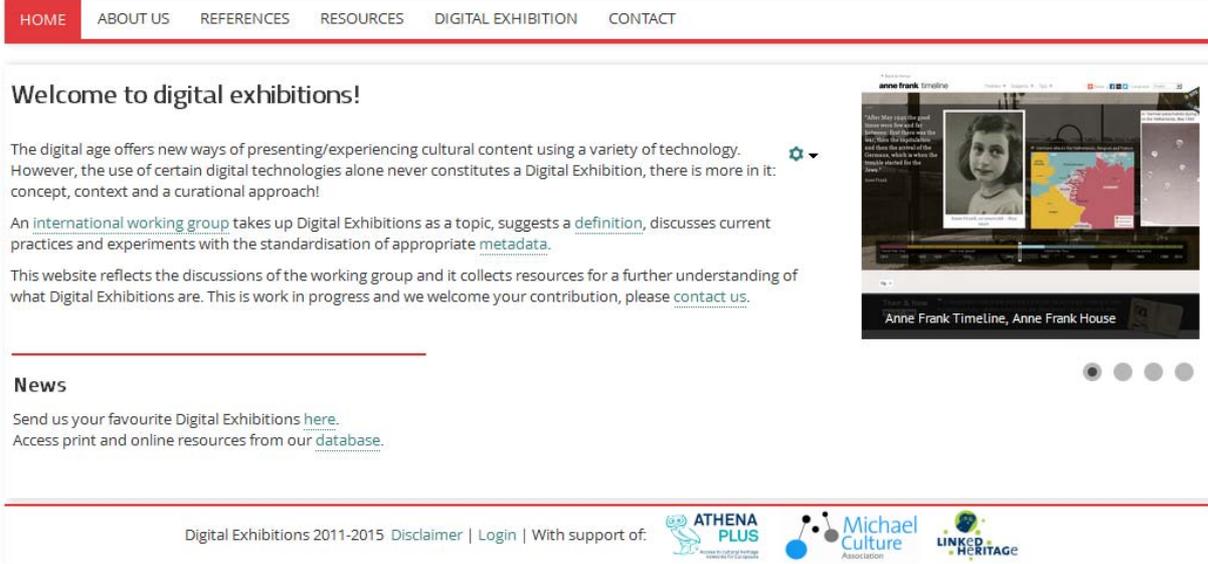
Screenshot of the website Digital Exhibitions, October 2015.
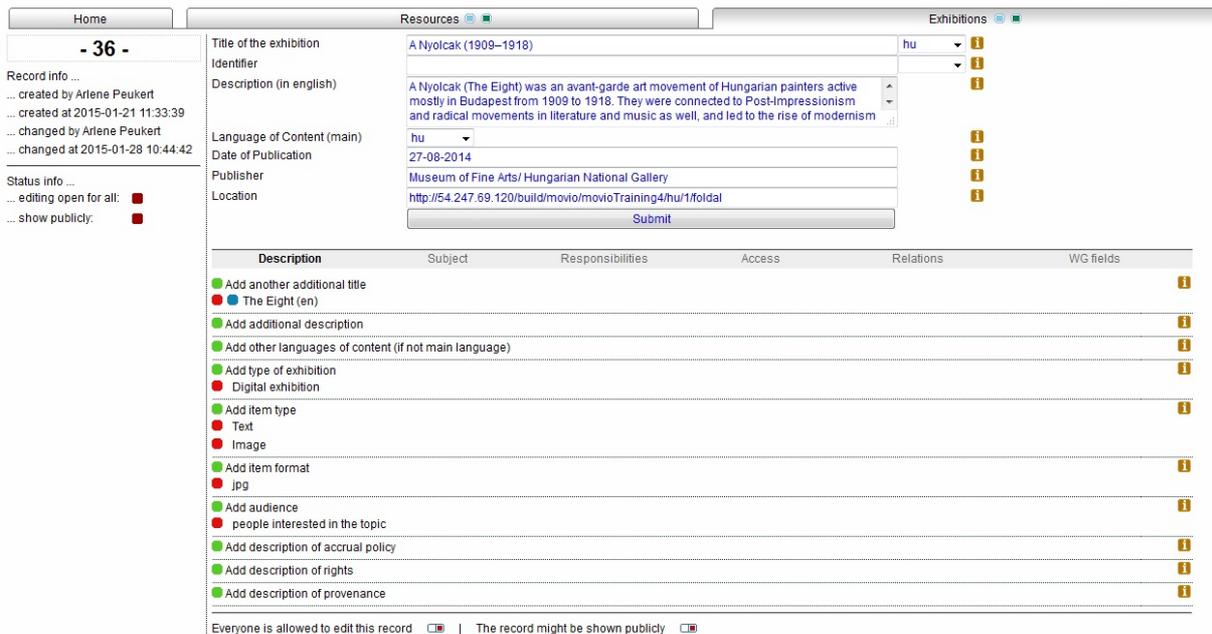
Screenshot of the Digital Exhibitions database, October 2015.

Dissemination and printed material produced by the Digital Exhibitions Working Group

The working group produced the following materials:

Booklet "Metadata for the Description of Digital Exhibitions: The DEMES Element Set" (image listed before)	Image and description was already provided in previous chapters
Checklist "Things to consider before creating a digital exhibition"	Images and description was already provided in previous chapters

Poster accompanying the checklist "Things to consider before creating a digital exhibition"	The poster was produced in order to illustrate the Checklist "Things to consider before creating a digital exhibition". Furthermore, the poster stresses that the process of creating a digital exhibition is not a strictly linear one, but that certain conceptual phases can appear at different moments in the curation process. The poster on the Checklist can be downloaded from the project website and was also made available in postcard format and in an A4 poster format.
Promotional poster for the Digital Exhibitions Working Group	The poster produced by the Digital Exhibitions Working Group can be used to promote the working group and its services. at. It is designedto draw attention to the activities of the working group as well as to expand the network of professionals involved in the field of digital exhibition making, the poster and other dissemination material is distributed at relevant professional group events.
Enhancement of the Digital Exhibitions database	The digital exhibitions database is one of the main components of theis website. Working Group members and partners from the AthenaPlus project collected information on digital exhibitions that were put forward either by their own institution or by cultural heritage institutions from their city/ region/ country. The metadata information helped not only in improving the database, but was also used for the development of the DEMES metadata schema which was published in the form of an AthenaPlus booklet. Screenshot of the digital exhibitions database's starting page (overview of digital exhibitions already in the database).

7 REQUIREMENTS FOR VISUALIZATION AND INDEXING OF MUSEUM CONTENT

As stated in the Technical Review Report for the period from 1 March 2014 to 28 February 2015, this deliverable should include the results of the analysis of the initial requirements for better access to museum materials with verification against the AthenaPlus collections (see Annex 1). This material was presented as a contribution to the Europeana Community within the Europeana DSI project. Europeana asked that the new proposal of LIDO Core Elements be mapped for the Delivery of Metadata to Europeana in EDM. Partner UNIMAR accepted to make this mapping which is currently under preparation and should be delivered by the end of November.

As described in D5.5, "according to the requirements provided within WP7, an exhibition was set up using the MOVIO Technology to show museum objects with higher density and refined organization (following LIDO) of information. 'Musem' is a compound AthenaPlus exhibition, re-using partners' collections, enabling to further test MOVIO and its elastic capabilities. Thus, Musem Collections Pilot belongs to the MOVIO ecosystem and application cases: the pilot showcases museum collections with a new presentation model. This pilot demonstrates the interoperability and opportunities to customize MOVIO into many other specialised tools for creating diverse cultural exhibitions. The enhanced quality metadata produced by museum curators for the LIDO metadata model is generated by MINT and elaborated inside MOVIO. The resulting resources are over 1,000 items from over 20 museum institutions that have been organized according toa thesaurus navigation (similar to Getty's AAT).

Musem is not meant to be just 'another museum portal' (as pointed out by the project reviewers): Musem is a MOVIO application which (thanks to the internal collaboration among different WPs - NTUA, UNIMAR, META) re-uses and enhances the user experience shown on a relatively small number of partners' collections. Musem responds successfully to the demand for quality metadata and a better navigation method for these resources.

8   CONCLUSIONS

In the dissemination plan delivered at month 3 (D7.1) we stated that the project´s objectives within Work Package 7 were to:

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

After 32 months of the project, the project consortium reached all the foreseen objectives.

The AthenaPlus communication network is well established and reached a wide range of audience:

- GLAMs professionals
- New content providers and aggregators
- Governmental bodies
- Researchers
- University faculties and students
- Digital cultural heritage and cultural heritage competence centres
- Tourism sector
- Educational sector
- Schools
- Local cultural associations and foundations
- Citizens
- Europeana ecosystem projects
- Other EU projects

The AthenaPlus website acted as the central information point for the project, encouraging collaboration and acting as an access point and hub for AthenaPlus. It will be maintained by the project's coordinator after the end of the project.

Furthermore, the AthenaPlus wiki has been set up to provide training materials for users wishing to learn and use the AthenaPlus tools. Partner Packed will maintain the wiki after the end of the project,

The website created by the Digital Exhibitions Working Group will be maintained by partner SPK.

The promotional material and the publications were distributed among the AthenaPlus National Contact Points and they will continue to be distributed at national level and during future events. Similarly, the two issues of "Uncommon Culture" will continue to be distributed.

Summing up, here are some AthenaPlus achievements:

Activity	Year 1	Number of participants	Year 2	Number of participants	Year 3	Number of participants	overall	N. of participants
A+ trainings	2	107	31	950	22	548	**55**	**1605**
A+ events			8	740	4	324	**11**	**1058**
External events	13	1500	33	2420	25	2070	**71**	**5990**
Short articles	45	/	51	/	35	/	**131**	
Scientific papers	2	/	6	/	4	/	**12**	
newsletter	1	/	2	/	2	/	**5**	
Memoranda of understanding			5	/			**5**	
Cooperation agreements	/	/	24	/	17		**41**	

As regards the milestones related to WP7, we have achieved all the milestones.

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

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

N.	Related to:	Indicator	Method of measurement	Expected Year 3 Total of 32 months)	Reached at month 23	Reached at month 32	Comment
8	DISSEMINATION	Number of Athena Plus dissemination and training events	Event report filled in by the organiser of the event	28	39	65	The expected number of AthenaPlus internal dissemination and training events (workshops) was met and exceeded already before the intermediate review.
9	DISSEMINATION	Number of people participating in events	Event report filled in by the organiser of the event	1300	4150	8653	The expected number of people participating in internal AthenaPlus events was met and exceeded already before the intermediate review. We have included here 1605 participants to AthenaPlus trainings, 1058 participants to

							AthenaPlus workshops, seminars and conferences, 5990 participants where AthenaPlus speakers were invited.
10	VISIBILITY	Number of unique visitors on AthenaPlus website and service pages (wiki)	Websites statistics tool	70.000	87.400	59389 unique visitors on the website; plus more than 200.000 page views of the wiki	The expected number of unique visitors to the AthenaPlus website and service pages (wiki) was already met before the intermediate review.
14	DISSEMINATION	Number of national and international events where AthenaPlus was invited to participate	Partner reports to coordinator	50	33	25	We exceeded the expected target of 8 events
16	NETWORKING	Networking Europeana Office arranged events (consultations and workshops)	Number of events attended	8	6	Only virtual meetings	The target was reached. Nevertheless, due to new EC regulations, neither the coordinator nor the partners were allowed to participate and claim costs for the participation in Europeana AGM or other Europeana events, if a project presentation was not foreseen. For this reason, communication with Europeana Offices was made mainly by e-mail and Skype calls.

17	DISSEMINATION	Number of scientific articles produced	Partner reports to coordinator	10	6	12	We exceeded the expected target of 8 papers
18	DISSEMINATION	Number of news posts in newsletter, blogs, e-bulletins, social media channels etc.	Partner reports to coordinator	340	520	965 in total (445 for M24-32)	Including: 34 short articles (fast online communication), 29 news items published in the AthenaPlus project website news section, 2 AthenaPlus newsletters, 18 news posts on LinkedIn, 254 tweets on the AthenaPlus Twitter page, 108 posts on the AthenaPlus Facebook page.

9 ANNEX 1

<u>Requirements for Visualization and Indexing of Museum Content</u>

This document describes the requirements for visualization and indexing of museum metadata:
- Descriptive and administrative information about the cultural heritage object: Minimum information based on the LIDO metadata standard and related to selected controlled vocabulary
- Visual surrogates of the cultural heritage object: JPEG or PNG image in the best possible size for display

Each partner is asked to contribute a selection of 100 high quality metadata records related to 100 objects for further analysis and development. The selection should be made according to the following criteria:
- The objects should be representative for the collection: Please indicate whhat kind of cultural heritage objects you have selected.
- The available descriptive information about the object should be as rich as possible. Notice that the MINT instance allows adding further information to import records by using its annotation function. Restricted rights on the metadata can be kept.
- The available visual surrogates for the object should be of as the best quality possible: For each object, one or multiple visual surrogates can be provided with related specific information.

WP2 / Task group "visualization and indexing of museum content"
v2015-05-19

Overview of the LIDO Metadata Elements – Mandatory | Mandatory if applicable | Recommended

Mandatory elements
These elements are mandatory in each metadata record and the information is used for browsing the objects in a museum-specific view
Metadata language   Object / Work Type   Classification   Object Title   Location   Event Information
Record Information   Resource Set

Mandatory if applicable elements
These elements are mandatory if applicable for the described object and the information is used for browsing the objects in a museum-specific view
Repository Name
Event Information ->   Actor   Cultural Context   Date   Period   Place   Material / Technique
Subject Information ->   Theme-Concept   Actor   Date   Place

Recommended elements
These elements are recommended if applicable and the information is used in addition to the mandatory and mandatory-if-applicable elements for displaying the object information in a museum-specific view
Inventory Number   Object Description   Object Measurement
Event Information ->   Event Name   Actor->Role   Actor->Attribution   Actor->Extent   Method   Material/Technique->Extent
Subject Information ->   Extent Subject
Related Works
Rights Work
Resource Set ->   Date Taken   Creator of Resource   Resource Description

N.	Mandatory? M = Mandatory M/A = Mandatory if applicable R = Recommended	Repea-table? R = repeatable NR = not repeatable	Element	LIDO path	Vocabulary to be used - How to record instructions All vocabularies to be used are implemented in MINT as target vocabularies for the bookmarks: m = use of vocabulary is mandatory i/p = use the vocabulary if possible (if it contains the concept, actor, or place) / provide the information if possible
1.	M	NR	Metadata language for descriptive metadata	lido:descriptiveMetadata@xml:lang	ISO 639-1:2002 standard for representation of names of languages (m)
2.	M	R	Object / Work type	lido:objectWorkType	AAT (i/p) – use only concepts from the Object Facet
3.	M	R	Cultural Heritage type	lido:classification with @lido:type="object classification"	AAT (m) – use only top-level hierarchy names from the Object Facet
4.	M	R	Thematic context	lido:classification with @lido:type="universal classification" and @lido:source="UDC"	UDC Summary (m)
5.	M	R	Title	lido:titleSet	
6.	M/A	NR	Repository name	[lido:repositorySet@lido:type="current"] lido:repositoryName	

7.	R	NR	Inventory number	[lido:repositorySet@lido:type="current"] lido:workID	
8.	M	NR	Location	[lido:repositorySet@lido:type="current"] lido:repositoryLocation	TGN (i/p) TGN Nations for the country level (m)
9.	R	R	Object description	lido:objectDescriptionSet - lido:descriptiveNoteValue	
10.	R	R	Object measurements	lido:objectMeasurementsSet - lido:displayObjectMeasurements	
11.	R	R	Inscriptions	lido:inscriptions	
12.	M	R	Event set with event type and at least one sub-element	lido:eventSet with - lido:eventType	For multiple entries provide sort order (i/p) At least one of the following sub-elements must be provided: Event actor or cultural context or event date or period or event place or material/technique
13.		R	- Event Actor	[lido:eventSet with lido:eventType] - lido:eventActor	Provide display and index element (i/p) For multiple entries provide sort order (i/p)
14.	M/A	NR	-- Actor	[- lido:eventActor] - lido:actor	ULAN (i/p)
15.	R	R	-- Role Actor	[- lido:eventActor] - lido:roleActor	
16.	R	R	-- Attribution Qualifier	[- lido:eventActor] - lido:attributionQualifierActor	

17.	R	R	-- Extent Actor	[- lido:eventActor] - lido:extentActor	
18.	M/A	R	- Cultural context	[lido:eventSet with lido:eventType] - lido:culture	AAT (i/p)
19.	M/A	NR	- Event Date	[lido:eventSet with lido:eventType] - lido:eventDate	Provide display and index element (i/p)
20.	M/A	R	- Period	[lido:eventSet with lido:eventType] - lido:periodName	AAT (i/p)
21.		R	- Event Place	[lido:eventSet with lido:eventType] - lido:eventPlace	Provide display and index element (i/p) For multiple entries provide sort order (i/p)
22.	M/A	NR	-- Place	[- lido:eventPlace] - lido:place	TGN (i/p) TGN Nations for the country level (m)
23.		R	- Event Materials/Technique	[lido:eventSet with lido:eventType] - lido:eventMaterialsTech	Provide display and index element (i/p) For multiple entries provide sort order (i/p)
24.	M/A	R	-- Materials/Technique	[- lido: eventMaterialsTech] - lido:materialsTech -> lido:termMaterialsTech	AAT (i/p)
25.	R	R	-- Extent Materials/Technique	[- lido: eventMaterialsTech] - lido:materialsTech -> lido:extentMaterialsTech	
26.	M/A	R	Subject	lido:subjectSet with - lido:subjectConcept or lido:subjectActor or lido:subjectDate or lido:subjectPlace	
27.	R	R	Related works	lido:relatedWorkSet with	

				- lido:relatedWork-> lido:objectWebResource and lido:objectNote - lido:relatedWorkRelType	
28.	M	NR	Metadata language for administrative metadata	lido:administrativeMetadata@xml:lang	ISO 639-1:2002 standard for representation of languages (m)
29.	R	R	Rights work	lido:rightsWork -> lido:creditLine	
30.	M	R	Record identifier	lido:recordID	
31.	M	NR	Record type	lido:recordType	
32.	M	R	Record source	lido:recordSource	Data provider
33.	M	NR	Record rights	lido:recordRights	Record rights according to Europeana Rights Statements -> allows to keep rights on the delivered metadata
34.	R	R	Record Info Link	lido:recordInfoSet with - lido:recordInfoLink	Backlink to provider's object description
35.	M	R	Resource set	lido:resourceSet	For multiple entries provide sort order (i/p)
36.	M	R	- Link resource	[lido:resourceSet] - lido:resourceRepresentation -> lido:linkResource	
37.	R	R	- Resource description	[lido:resourceSet] - lido:resourceDescription	

38.	R	NR	- Date taken / recorded	[lido:resourceSet] - lido:resourceDateTaken	
39.	R	R	- Creator of the resource / photographer	[lido:resourceSet] - lido:resourceSource	
40.	M	R	- Rights resource	[lido:resourceSet] - rightsResource	Rights resource according to Europeana Rights Statements