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EXECUTIVE SUMMARY

This Dissemination Plan provides an overview of the dissemination strategy, activities, and materials the EAGLE Project intends to use over the lifetime of the project with the goal of making it visible and distributing the Project's results as widely as possible.

The EAGLE project results are targeted to: the epigraphy research community, general public, content providers, aggregators, policy groups, agencies and governments, sister projects, national research and management centres in the areas of cultural heritage, and e-Infrastructures, the private sector, the Europeana Foundation (including Network, and Labs).

The Dissemination Plan identifies the different messages to be delivered to each of these target groups; the methods to be employed, and the expected outcome of those activities.

Central to the dissemination of information is the project website, whose pivotal role is described in this document and whose design is discussed in more detail in [D6.1 EAGLE Project Website](#).

In addition, the current document describes how EAGLE intends to capitalize on the potential of social media for sharing information on the project and engaging with a wider audience.

Finally, a series of conferences and seminars will also play a critical role in the dissemination process, and, together with the website anchor, will ensure that the results will reach a broad range of pertinent audiences across Europe and beyond.

This document, targeted towards all sectors of the EAGLE best practice network, serves as an easy-to-use internal guide for the project partners. In addition, this report describes the dissemination methodologies and activities carried out by partners in the project and how these processes will be monitored.

A further aim of this document is to inform, improve, streamline, and standardise the procedures concerning the project's dissemination activities.

The standardisation of procedures will also help the project management in monitoring and reporting activities and outcomes.

We acknowledge that the present document is built on the successful dissemination experiences and strategies of previous European projects such as [Linked Heritage](#) and [ECLAP](#).

STRUCTURE OF THE DOCUMENT

This document features 6 chapters.

Chapter 1, the Introduction, provides a brief overview of the deliverable's objectives.

Chapter 2 describes the four goals that EAGLE intends to reach through its dissemination activities as described in the DoW.

Chapter 3 describes the target audience to be reached. EAGLE addresses the research community, the general public, the content-contributing community (i.e. museums, archives), government and policy bodies.

Chapter 4 analyses the variety of dissemination methods to be adopted with the goal of disseminating outcomes and results.

Chapter 5 describes how the effectiveness of dissemination activities will be continuously evaluated and according to which criteria.

Chapter 6 briefly concludes the topics of this report.

1 INTRODUCTION

Within the EAGLE Best Practice Network the dissemination plan targets:

- All partners
- All WP leaders
- All members of Working Groups
- Coordination staff
- Web site managers

as well as Europeana, particularly the staff responsible for that institution's communication activities.

In addition, as this is a public document and is available on the project's website, the plan will be accessible by external parties interested in the dissemination plan of the EAGLE project.

This deliverable aims to function as an easy-to-use internal guide for the best practice network.

It describes all the elements required for the EAGLE Dissemination Plan's effectiveness:

1. the objectives the project intends to reach through its dissemination activities;
2. the audience, describing the scope and characteristics of the "potential users";
3. the methods and the timetable of the results' dissemination to the target audience.

If necessary, this deliverable could be updated periodically at a later phase of the project in step with the project's activities and achievements.

2 WHY AND WHAT – DISSEMINATION GOALS

EAGLE's main objectives are the following:

- To contribute to Europeana inscriptions and related metadata from 25 EU countries. This will amount to more than 1.5 M images and related metadata, including translations of selected texts for the benefit of the general public. The collection will represent approximately 80% of the total amount of known ancient inscriptions in the Mediterranean area;
- To create a bespoke cloud-based service platform, with innovative tools for image recognition and creative re-use of content to enable meaningful understanding of EAGLE's collection of epigraphy by any member of the public on any device;
- To bring new content providers and users to Europeana;
- To set up a curation service for the enrichment of epigraphic images and texts, with special emphasis on translations. In this way, the project will be providing a basis for future translations of inscriptions in other European languages;
- To validate the project's approach and results with real users coming both from the tourism sector and the epigraphic community;
- To disseminate and communicate the project's outputs to the epigraphic community and related initiatives and agencies, thereby ensuring that the project's results are spread as widely as possible, while preserving and providing visibility to a part of the European heritage that is largely unknown to the public;
- To define a clear exploitation plan to ensure the project's sustainability;
- To coordinate with Europeana and its sister projects to ensure full integration of the out-put.

The following are the five four objectives that EAGLE strives to achieve through its dissemination activities:

1. to spread the knowledge of a large amount of high-value visual and textual records in the epigraphic field by:
 - a. making them easily and freely accessible to tourists, interested users, enthusiasts of classical Latin and Greek culture, researchers and scholars, through the EAGLE portal;
 - b. providing highlights of the EAGLE collection by liaising with Europeana in order to set up a dedicated Epigraphy Virtual Exhibition;
 - c. providing highlights on the EAGLE portal in the form of thematic collections of inscriptions, useful narratives produced through the Storytelling Application (see EAGLE DoW, B2.3.3), and short commentaries by luminaries in the field;
 - d. developing an inscription-themed documentary series and producing a related teaser video to exploit and give visibility to the vast repertory of human characters and dramatic events evoked or portrayed in the various EAGLE items;
 - e. integrating EAGLE collections with Wikipedia through the publication of the EAGLE collections on Wikimedia Commons; this will allow users of Wikipedia to directly access a plethora of new significant historical sources while



simultaneously enabling Europeana to tap into the large user base of Wikipedia;

2. to promote progressively increasing access to and usage of the EAGLE portal by featuring links to the EAGLE portal on other popular online resources for culture, and leveraging online resources such as social networks and popular blogs and fora;
3. to foster the enlargement of EAGLE's network;
4. to encourage the launch of a programme for curation and further translation, based on a systematic approach that organises epigraphic content that has already been digitised and makes it accessible via a dedicated curation and translation wiki;

Through this dissemination plan, WP6 intends to facilitate the achievement of the above-mentioned purposes, including all the while the contributions of all EAGLE partners, WP Leaders and Working groups.

All dissemination activities will be conducted under the coordination of UNIROMA1, which will ensure the delivery of a consistent message to the outside world.

3 WHO – THE EAGLE AUDIENCE

The target audiences for EAGLE are quite specific. The main targets are the research community, the general public, Europeana, the content-contributing community, government and policy bodies, the private sector.

After analysing the stakeholders we have identified the main target users of the EAGLE project:

3.1 THE EPIGRAPHY RESEARCH COMMUNITY

This community is represented by institutions, scholars, researchers and experts working in the field of digital cultural heritage who can benefit from all results on the project, mainly in the field of aggregation, standards, terminology, linked data, persistent identification, good practices. We also consider national groups, European and International organisations working for the standardisation and sharing of knowledge among cultural institutions (professional associations, EPIDOC, CIDOC, IFLA, ICOM, LIBER, Eblida, etc.) to be a part of this community.

3.2 GENERAL PUBLIC

The focus of EAGLE dissemination is to increase awareness among epigraphy stakeholders, but also within the wider public. This community is represented by tourists, students and enthusiasts of classical culture who may be interested in widening their knowledge of the large amount of high-value visual and textual records that EAGLE will feature.

3.3 CONTENT PROVIDERS

Content providers are cultural institutions that provide metadata to the EAGLE project for harvesting by Europeana. They will be informed throughout the duration of the project of EAGLE's ongoing activities and input so that they make good use of both its recommendations and the tools developed by the project.

Effective dissemination activities are also intended to encourage new cultural institutions to join the network and become additional EAGLE content providers (see also *D2.1 Networking infrastructure and terms of reference*).

3.4 AGGREGATORS

"An aggregator in the context of Europeana is an organisation that collects metadata from a group of content providers and transmits it to Europeana. Aggregators gather material from individual organisations, standardise the file formats and metadata, and channel the latter into Europeana according to the Europeana guidelines and procedures. Aggregators also support the content providers with administration, operations and training".¹

Example of aggregators are the National aggregators in each Country.

¹ <http://pro.europeana.eu/documents/858566/858665/Aggregators+Handbook>, p. 8.

EAGLE aggregators will be consistently informed for the full duration of the project about ongoing activities and input in order to exploit recommendations and make use of the tools developed.

3.5 POLICY GROUPS

This target group includes policy makers at the national and European levels.

At the European Level the target is mainly represented by:

- The Member State Expert Group, set up by the European Commission in 2006, which is made up of representatives from the national ministries and/or national cultural institutions of all EU countries. Its purpose is to monitor progress on the implementation of the [Commission Recommendation of 24 August 2006](#) on digitisation and digital preservation and the related [Council Conclusions of 13 November 2006](#); to exchange information and good practices of Member States' policies and strategies on the digitisation and online accessibility of cultural material and digital preservation.
- The *Comité des Sages*, set up in April 2010 by the Vice President responsible for the Digital Agenda and Commissioner in charge for Education and Culture, whose task is to make recommendations to the European Commission, European cultural institutions and any stakeholders on ways and means to make Europe's cultural heritage and creativity available on the Internet and to preserve it for future generations. The group looks in particular at funding sources, how cultural organisations and the private sector can interact in the digital age, and responsibilities and solutions for digitising public domain or still-in-copyright material.

Dissemination targeted to these users is crucial for the sustainability of the Project. Disseminating EAGLE results among government ministries and agencies, which control or lobby for funding memory institutions of all sorts, is valuable in order for the EAGLE content providers to be supported in the future at the national government level.

3.6 EUROPEANA SISTER PROJECTS

Collaboration with sister projects is crucial in order to avoid duplications and re-use sharable solutions.

Many EAGLE partners take part in one or more of the projects related to Europeana. The European Commission has co-funded, mainly through its CIP ICT-PSP Programme (Competitiveness and Innovation Framework Programme), a number of European projects².

The Europeana family of projects (in which EAGLE partners are also involved) that could benefit from the results of EAGLE include:

- Digitising Contemporary Art
- Europeana Photography
- Europeana Fashion

² The list of sister projects is updated in the Europeana Professional Knowledge Sharing Platform (<http://pro.europeana.eu/projects>) where the projects are categorised as either Content and Technology providing projects, Technology providing projects, or Content providing projects.

- Europeana Newspapers
- Europeana Cloud
- Daguerreobase
- EUScreenXL
- Europeana Collections 1914-1918 / EFG1914
- LoCloud

3.7 NATIONAL RESEARCH CENTRES IN THE AREAS OF CULTURAL HERITAGE AND E-INFRASTRUCTURES

Like the previous target, this group may also benefit from EAGLE's scientific results by reusing them at national level. Considering that several partners are also involved in European projects dealing with e-Infrastructures (like DC-NET, <http://www.dc-net.org>, and Indicate, <http://www.indicate-project.org>), the transparent sharing of information serves to inform these groups as well as e-infrastructure providers and managers.

3.8 PRIVATE SECTOR

The private sector is an important new addition recently introduced to the Europeana ecosystem by projects like [Linked Heritage](#). The presence of two SMEs in the EAGLE consortium, PROMOTER and EUREVA, is very important to target this group so that interested parties become aware of the opportunities provided by Europeana for the private sector.

3.9 EUROPEANA FOUNDATION, EUROPEANA NETWORK, EUROPEANA LABS

Our dissemination strategy geared towards Europeana is crucial from many points of view:

- From a **political point of view**, so that Europeana will be able to adopt and integrate EAGLE results. Therefore a subcontracting process with Europeana is currently being finalised.
- From a **strategic point of view**, because dissemination of EAGLE outcomes among experts in the Europeana Network (formerly named CCPA - Council of Content Providers and Aggregators) means that the project outcomes may reach a pan-European forum where the views of content holders can be reflected, from the main aggregators to individual institutions. The Europeana Network represents museums, libraries, archives as well as the audio-visual sector across a wide range of Member States. The Europeana Network represents one of the main channels of knowledge transfer between different institutions, domains and countries. It is a crucial institution for the sharing of best practice and common standards and demonstrating the relevance of cultural and scientific heritage institutions to new generations of users.
- From a **technical point of view**, because dissemination of EAGLE results with Europeana Labs will support the workflow across all of its activities. Moreover the main results could enrich the online Europeana's ThoughtLab, where all parties concerned can discover more about the work of Europeana's partners.

3.10 AUDIENCE GENERAL OVERVIEW

The following table summarizes the type of audience, the messages to be communicated, the impact foreseen, and the partners' involvement.

AUDIENCE	MESSAGE TO BE COMMUNICATED	MAIN IMPACT	EAGLE ACTORS INVOLVED
Epigraphy research communities	Raise awareness of the project Stimulate interest in project technologies Encourage to use and validate EAGLE outcomes	National, European, International	All partners, WP Leaders and Working group experts
General Public	Raise awareness of the project Stimulate interest in project content Encourage to use and validate EAGLE outcomes	National, European, International	All partners, WP Leaders and Working group experts
Content Providers	Raise awareness of the project and of Europeana Stimulate interest in project technologies Validate and encourage the use of EAGLE outcomes Recruit new members to join the network	National	All partners
Aggregators	Raise awareness of the project Stimulate interest in project technologies Validate and encourage the use of EAGLE outcomes Disseminate best practices and project results	National	All partners derive direct benefit from their national aggregator
Policy groups, agencies and governments	Raise awareness of the project	National	All partners
Sister projects	Raise awareness of the project Stimulate interest in project technologies Disseminate best practices and project results	European	All partners, but mainly WP leaders
National research and competence centres in the areas of cultural heritage and of e-Infrastructures	Raise awareness of the project Stimulate interest in project technologies	National	All partners

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	Encourage to use and validate EAGLE outcomes		
Private sector	Raise awareness of the project Encourage to use and validate EAGLE outcomes	European	Mainly WP4
Europeana Foundation	Raise awareness of the project	European	Mainly WP1 and WP Leaders
Europeana Network	Disseminate best practices and project results	European	All partners
Europeana Labs	Stimulate interest in project technologies Encourage to use and validate EAGLE outcomes	European	Mainly WP2, WP5, WP6 and technological partners

4 HOW - METHODOLOGY

The EAGLE project will make use of a variety of dissemination methods.

Messages will vary throughout the lifetime of the project. In the initial phases, dissemination will be more focused on encouraging awareness of the project, while in the last phase the project will focus on 'selling' its major achievements.

The following paragraphs briefly summarize our approach.

4.1 EAGLE BRANDING GUIDELINES

When we say the 'branding guidelines' of the project, we mean a set of elements and guidelines that should characterize the institutional communication of the project in order to simplify and make recognizable our communication activities (project visual identity, in short, see also [D6.1 EAGLE Project Website](#)).

Given the particular nature of the EAGLE content, we feel it is important to pay attention to our communications to both a specialised audience and an external, non-specialised audience. In particular, the development of the following elements has been considered for EAGLE's branding efforts:

1. Basic Elements (see also: [D6.1 EAGLE Project Website](#))

- Brand Logo
- Branding architecture, meaning a cohesive system of typographical rules, visual relations and hierarchies between the brand-logo and the (typo)graphical elements connectable to it (e.g. the EAGLE brand-logo and event titles. All of this should comply with Europeana branding guidelines.)

2. Web (see also: [D6.1 EAGLE Project Website](#))

Templates for the webpages (that are compatible with the CMS of the portal) in particular:

- main portal page;
- general page template, e.g. Get Involved;
- events pages template; news template, partners' page template;
- contacts page template/ Who We Are, e.g., etc.

3. Printed material³

- Templates for the proceedings;
- 3-sided foldable brochure for conference and workshop programs;
- Small formal cards for invitations and courteous communications;
- Flyers for events, available by laser print so that typography is unnecessary;

³ A detailed description of EAGLE Dissemination material will be provided in *D6.3 Dissemination material*.

- Templates per poster/totem or roll-up.

4. Ready-to-use layouts

- Electronic communication documents (e.g. outreach toolkits);
- PowerPoint/Keynote for presentations;
- A4 templates for letters/ communications.

4.2 LINGUISTIC REGISTER

The EAGLE project aims to develop knowledge and tools that can be seen as technically complex and challenging. The language we use in order to communicate these ideas is therefore critical. The same messages could be targeted at different audiences but essentially need to be expressed in different ways, the language utilized must become more or less technical according to the intended audience it is addressing. Writing a short paper for the institution's newsletter or website, for example, needs to be expressed in non-technical terms using language that the audience is familiar with; writing a paper for a scientific journal demands a more technical language, facilitating the reading with images, schemas and tables. Writing for the general web needs to present ideas clearly, and concisely.

4.3 DISSEMINATION CHANNELS

Here we summarise the main dissemination channels foreseen by the project:

- **EAGLE Project Website:** the main dissemination channel of the consortium is the project website: www.eagle-network.eu. The website has already been described in [D6.1 EAGLE Project Website](#), which illustrates the website's aims, the users that it targets, the software used, the structure of the public and the reserved areas, the implementation work, the services, the editorial board, and the tools for monitoring the website.

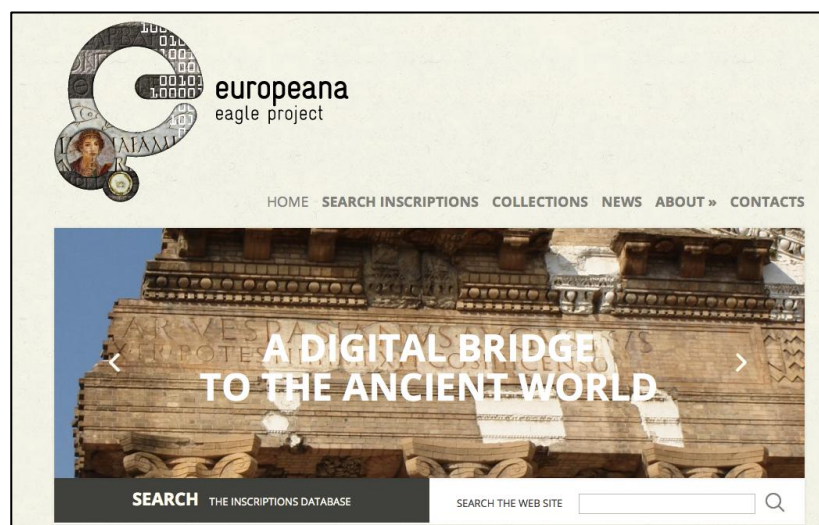


Figure 1 The EAGLE Website - Snapshot

- **Partner institutions' websites:** partners are encouraged to disseminate EAGLE activities and outcomes on their own institutional websites, periodically updating news, and links to relevant documentation.
- **Online fast communication:** Partners are encouraged to promote EAGLE activities and outcomes on their institutional newsletters, e-bulletins and social media marketing tools. EAGLE itself will release a periodical newsletter containing all the relevant info and updates about the project.



Figure 2 The EAGLE Newsletter – Snapshot

Social Networks: Given the limited budget that EC projects are able to allot to Dissemination efforts, promotion of EAGLE through traditional mass media is not economically viable. The adoption of Social Networks profiles will allow the project to support viral visibility of the EAGLE website content and help spread online word-of-mouth about the research progress and wealth of materials available.

To this end, we just activated an EAGLE profile on the main Social Networks (Facebook, LinkedIn, Twitter, Google+, Pinterest, see also DE2.1).

Here are the links:

Facebook

Page: <https://www.facebook.com/EAGLEuropeana>

Twitter

Page: https://twitter.com/Eagle_Project

LinkedIn

Page: <http://www.linkedin.com/groups?home=&gid=4721635>

Google +

Page: <https://plus.google.com/u/0/100976832846535223203/about>



Figure 3 The EAGLE Facebook Page – Snapshot

- **Wikimedia:** EAGLE collections will be published also into Wikimedia Commons thanks to the support of Wikimedia Italia; this will give to the general users of Wikipedia the possibility to directly access (and reference in articles) a plethora of significant historical sources and, on the other hand, it will allow Europeana to tap into the large

user base of Wikipedia (see also *D2.1 Networking infrastructure and terms of reference*);

- **Digital meets Culture:** an online magazine in the digital cultural heritage area dedicated to the themes of the digital technologies applied to cultural heritage and the arts. It is becoming increasingly popular, with over 50,000 visitors and 100,000 pages visited in the last year. EAGLE has a button permanently featured on the homepage (www.digitalmeesculture.net), providing easy access to information and news about the project. Short articles, interviews, showcases will be published on this online portal, thanks to the collaboration of our partner *Promoter* (see also *D6.Eagle Project Website*);



Figure 4 The EAGLE Showcase on Digital Meets Culture– Snapshot

- **Europeana tools:** EAGLE Consortium will also use Europeana dissemination tools to promote the following activities: Europeana Group pages and Europeana eNews;
- **Events:** other important methods of disseminating the project results include national networks, European and International workshops, seminars and conferences organized by other institutions, Europeana (and other European projects), as well as national and international fairs and exhibitions;
- **Scientific papers:** all partners are encouraged to author papers in national and European journals, as well as conference proceedings where partners are invited to present their papers;

- **EAGLE publications:** printed online proceeding, produced by WP6 in cooperation with WP2, in order to disseminate the outcomes achieved by the various WPs to a wider public.

Additional dissemination channels include:

- **EAGLE Events:**
 1. six dedicated EAGLE Workshops, scheduled to work in synergy with major conferences held by sister projects within Europeana;
 2. two training events on the use of the tools and services developed by EAGLE;
 3. two dedicated EAGLE Conferences, scheduled to dovetail with major 'sister' conferences;
 4. participation of individual EAGLE members in relevant conferences and sister-project events;
 5. academic publications and articles in the journals of the sector;
 6. deployment of specific promotional materials:
 - a. conference posters;
 - b. flyers;
 - c. EAGLE video giveaway, consisting of the video teaser available either on credit-card-sized DVD or USB flash drive.

EAGLE List of Events & Meetings

Meeting	Date	Participants	Location
Kick-off	M1	All partners	Rome
WG Workshop 1-2-3 Training Event	M9-M12	WG members + experts	Ljubljana
First International Conference	M15-18	Representatives of target users + Europeana + EC	Paris
WG Workshop 4-5-6 Training Event	M21-24	WG members + experts	Nicosia
Final International Conference	M33-M36	Representatives of target users + Europeana + EC	Rome
Project plenary meeting	Twice per year	All partners	To be defined
Project review	M12-M24- M36	Management Team + WP leaders	Brussels



- **EAGLE Teaser Video:** according to the DoW, an inscription-themed documentary with a related teaser video tailored for the Web and the integration of EAGLE collections into Wikipedia are geared towards maximizing the impact and visibility of EAGLE. The web-tailored teaser video will be produced in two versions. It will feature fresh insights into the content of some of the inscriptions in order to show how EAGLE can really open windows into the personal lives of people who existed two thousand years ago. This illustrates how the role of EAGLE goes well beyond that of a convenient repository of useful snippets of historical information; it provides everyone with a channel into the mindset and daily life of ancient Rome, a remote world that is at the very root of our present civilisation. The (approximately) 4.5 minutes of animation will result in two commercials tailored for a specific target audience – for instance, tourists and schools. The commercials will be mastered in HD; this will be done chiefly in preparation for their web delivery, but will also afford them the possibility of being integrated into theatrical and broadcast exhibitions. A lower-definition version for mobile devices will also be rendered. All IPR associated with the promo will be cleared to allow for its free distribution; more precisely, the makers will grant a non-exclusive license to the EAGLE Consortium, so that the video can be distributed as widely as possible via embedding, DVD giveaways, and - if possible- broadcast and theatrical exhibition. A single Vimeo page used for all embedding will provide a set of useful metrics to measure the video’s impact (number of embeds, number of total and partial plays, geographical spread of users, etc.). The plethora of human stories and rich emotional tapestry brought into focus by the various EAGLE inscriptions naturally lends itself as the subject of a narrative documentary. The latter will be centred on the life stories of ordinary Romans, with the seed of each story being an inscription featured in EAGLE. Both the project leader, Prof. Silvia Orlandi, and the director of the teaser and documentary, Dr. Luca Giberti, have long-established working relationships with many stakeholders in the broadcast industry worldwide (commissioners, producers, presenters, directors of funding bodies). In particular, Silvia Orlandi has contributed significantly to the development and production of the BBC series *Meet The Romans*, which has met with great success. All this will facilitate the pitching process and make the garnering of an eventual commission for broadcast more likely. A commission for a TV documentary would be a great opportunity for the successful exploitation of EAGLE content, as well as a tremendous vehicle for the overall visibility of EAGLE.
- **EAGLE Virtual Exhibition:** a dedicated Epigraphy Virtual Exhibition will be organised in collaboration with Europeana to bring highlights of the EAGLE collections to the attention of a wider audience (see also *D2.1 Networking infrastructure and terms of reference*).
- **EAGLE Mobile Flagship Application:** The Flagship Mobile Application will allow access at item level to the comprehensive EAGLE collection of images, texts and translations, as well as to selected flagship content which will be specially prepared for the App. This will enable users to automatically identify a given inscription and access its translation. Everyone will be able to download the application for free on their mobile devices. Appropriate cross-linking to the download URL will be posted on the relevant user groups, social networks, specialist mailing lists, bulletin boards, while being encouraged for inclusion on institutional websites. Integration of EAGLE with Wikipedia will allow remarkable ease of access to EAGLE for the tourist looking for info ahead of her/his trip. This will also have the non-negligible effect of boosting

the PageRank of the EAGLE Portal, which will in turn cause EAGLE to feature more prominently in related Google searches. Additionally, contacts are under way with a number of Museums for a pilot deployment of the Flagship App through their website and possible further (=post-EAGLE) integration with access to their collections.

- **EAGLE Storytelling Application:** The EAGLE Storytelling Flagship Application will allow the project to provide the audience with highlights of the EAGLE content in the guise of thematic collections of inscriptions, useful narratives and short commentaries by luminaries in the field.

The following table schematises the methods employed by EAGLE to disseminate its activities and outcomes:

- The first column lists the type of methods selected within the project
- The second column lists the reason for which a certain method is considered appropriate
- In the third column are the suggestions
- The fourth column lists practical references
- The fifth column includes guidelines that should be followed by partners.

METHOD	PURPOSE	SUGGESTIONS	REFERENCES	GUIDELINES FOR PARTNERS
Project website	<i>Raise awareness</i> <i>Engage</i> <i>Promote</i>	The project website is one of the most versatile dissemination tools. It should 'speak' to different audiences in the appropriate linguistic register.	See D6.1 EAGLE Project Website: this deliverable describes the website developed for the project, in particular the aims it intends to reach, the users for which it is targeted, the software used, the structure of the public and the reserved areas, the implementation work, the services, the editorial board, the tools for monitoring the website.	Partners are advised to send all their relevant information and documentation to enrich the project website and to be shared by all.
Partners' institutional websites	<i>Raise awareness</i> <i>Engage</i> <i>Promote</i>	Pages or dedicated pages on these websites are important for the dissemination of the project's results at a national level and to direct traffic towards the project website		Partners are advised to include a page or a section describing the project's activities and results on their institutional website
Social networks groups, Online professional	<i>Raise awareness</i> <i>Engage</i>	All these tools are an opportunity to be proactive and reactive, share one's knowledge		Partners are encouraged to follow EAGLE Social Networks profiles.

<p>lists</p> <p>Blogs</p>		<p>with the community, develop a profile for EAGLE and to help spread online word-of-mouth about the research progress and the wealth of material available</p>		<p>Partners who manage a professional blog or who are active on social networks are encouraged to promote and disseminate the Project and its results to their own audiences.</p> <p>Partners are encouraged to sign up to the relevant lists in order to discuss the work taking place in their own WP on their own topic.</p> <p>Partners are encouraged to announce their achievements publications etc. in order to promote the success of the EAGLE results.</p>
<p>Wiki & Wikimedia</p>	<p><i>Raise awareness</i></p> <p><i>Engage</i></p> <p><i>Promote</i></p>	<p>Partners are encouraged to launch a programme for curation and further translation, based on a systematic approach that better organises epigraphic content.</p>		<p>Opening up the wiki to experts interested in translation issues</p>
<p>Press releases and Newsletters</p>	<p><i>Raise awareness</i></p>	<p>A press release is a formal announcement to the national press. Partners are encouraged to issue press releases to announce any event or important EAGLE achievement. We appreciate, however, that it does take skill to write a press release and have it accepted</p>		<p>Partners are encouraged to liaise with the EAGLE coordinator before issuing a press release and to include the EAGLE logo, e-mail and link to the website.</p>

		by the media in a timely fashion.		
Brochures and other promotional material	<i>Raise awareness</i>	Though communication channels are often electronic, we believe that it is still useful to circulate printed dissemination materials at meetings and events	<p>The following materials will be available:</p> <ul style="list-style-type: none"> • EAGLE Flyer • EAGLE Poster • EAGLE Roll-up <p>Dissemination material may be downloaded from a dedicated page in the project website.</p> <p>A detailed description of EAGLE Dissemination material will be provided in <i>D6.3 Dissemination material</i>. This document will be structured as an easy-to-use internal guide describing dissemination materials that have been completed or will be available in the near future, as well as guidelines on how, where and when to distribute them.</p>	<p>Partners are encouraged to disseminate EAGLE promotional material at their professional events</p> <p>All promotional material will be available for customisation and translation into their own language</p>
Sister projects and cluster meetings	<i>Raise awareness</i> <i>Engage</i> <i>Promote</i>	Sister projects and cluster meetings are excellent opportunities for projects to learn from each other, discuss common issues, and receive feedback on their work. Partners may be asked to give a presentation, participate in a workshop, give a demo, etc. As there may be many projects on the agenda, we encourage partners to make an impact and engage the audience.	<p>Events archive on EAGLE website</p> <p>http://pro.europeana.eu/web/guest/news</p> <p>Messages circulating in professional mailing list</p>	<p>Partners are advised to use the project's website and internal mailing lists to inform all partners about professional meetings. Some of EAGLE's experts could be interested in participating in one of them.</p> <p>Partners are required to always to include the corporate image when presenting or speaking about EAGLE.</p>
Conference presentations	<i>Raise awareness</i> <i>Engage</i>	National and international conferences are an excellent	<p>Events archive on EAGLE website</p> <p>http://pro.europeana.eu</p>	Partners are advised to make sure they have something to

	<i>Promote</i>	opportunity to share the network's achievements with experts in the field (teaching/ learning, digital libraries, aggregation, digitisation, standards etc).	eu/web/guest/news Call for papers circulating in professional mailing list	say; select conferences where their presentation will have an impact, and will attract the experts they want to speak to. Partners are directed to always use the corporate image when presenting or speaking about EAGLE Partners are encouraged to distribute EAGLE promotional material
Conference posters	<i>Raise awareness</i>	A poster session at a conference may be more appropriate when there is work in progress. Posters may be presented to delegates who attend the session. It may not be as engaging as doing a presentation in the auditorium, but it's an excellent way to attract people and get one-on-one feedback. Often conferences do not foresee calls for papers, but do foresee poster sessions.	Events archive on EAGLE website Call for posters circulating in professional mailing list	Partners are advised to always include the EAGLE corporate image
Workshops	<i>Engage</i>	Workshops are small interactive events held to achieve a specific objective. A workshop could be used to receive feedback from users on a demo or on a particular issue. The	Events archive on EAGLE website http://pro.europeana.eu/web/guest/news Call for papers circulating in professional mailing list.	Partners are encouraged to make sure they have something to say, select workshops where it will have an impact, and ones that will attract the experts they wish to speak to.

		emphasis here would be the opening up of a discussion to inform future development.		Partners are advised to always include the corporate image when presenting or speaking about EAGLE. Partners will be advised to distribute EAGLE promotional material on these occasions.
EAGLE Mobile Flagship Application Storytelling Flagship applications	<i>Engage</i> <i>Promote</i>	Partners are encouraged to provide content (photographs, narratives) to feed the applications.	Mainly documentation and tools produced by WP2 and WP5	Partners are advised to consider a demo of the applications for stakeholders at their own institution to keep them informed about what EAGLE is doing and what has been developed. They should seek to receive feedback on functionality, usability, look-and feel.
Journal articles	<i>Raise awareness</i> <i>Promote</i>	Partners are encouraged at every opportunity to author articles on the EAGLE project. During the project, partners may wish to contribute to electronic newsletters, blogs, portals. Peer reviewed journals in relevant disciplines in an advanced phase of the project, when there are data and results to report, are a		Partners are advised to frequently include references to the EAGLE results. We advise sending in a copy of any journal article or academic paper to the project's coordinator so that it may be published or linked on the EAGLE website.

		very important opportunity.		
EAGLE Teaser Video	<i>Promote</i> <i>Engage</i> <i>Raise awareness</i>	Eagle teaser video is geared towards maximizing the impact and visibility of the EAGLE project.		Partners are encouraged to distribute the videos through channels at their disposal, eg: - DVD give-aways - embedding on websites - organizing dedicated broadcast during seminars or conferences.
Publications	<i>Raise awareness</i>	Partners are encouraged to prepare deliverables on specific topics, the content of which could be included in specific publications.	EAGLE Conference Proceedings	Partners are encouraged to distribute printed/online copies, according to targets.

5 SUCCESS INDICATORS AND MONITORING

The following table lists the **success indicators** described in the DoW regarding the project's dissemination efforts.

Indicator No.	Objective/expected result	Indicator name	Expected Progress		
			Year 1	Year 2	Year 3
Usage indicators					
1	Wider deployment and use	Increase in use of the content on the institutional websites (number of unique accesses)	Baseline Measurement (at M12)	>30%	>60%
2	Wider deployment and use	Increase in use of the content on the EAGLE Portal (number of unique accesses)	-	Baseline Measurement (at M24)	>50%
3	Wider deployment and use	Increase in use of the content on the social sites (number of embeds)	Baseline Measurement (at M12)	>30%	>60%
4	Wider deployment and use	Increase in downloads from the institutional repositories	Baseline Measurement (at M12)	>20%	>50%
5	Wider deployment and use	Increase in downloads from the shared (EAGLE) repositories	-	Baseline Measurement (at M24)	>50%
BPN success indicators					
6	Networking success	Number of new providers	-	2-4	4-8
7	Networking success	Number of public events organized by EAGLE	5	10	11
8	Networking success	Number of participants in the events organised by the BPN	100	200	300
9	Dissemination success	Number of visits to the EAGLE portal	4000	10000	20000

10	Dissemination success	Number of 'share' actions on social networks	1000	2000	3000
11	Dissemination success	Total number of plays of the teaser video	-	2000	5000
12	Dissemination success	Number of quotations of the EAGLE project (in papers)	1	15	30
13	Dissemination success	Number of quotations or links or embeds of the EAGLE project (Web, including social networks)	30	100	500
14	Dissemination success	Number of dissemination events held or participated in by the partners	5	10	15
15	Dissemination success	Quantity of content enriched in Wikipedia Commons	-	2000	5000

The effectiveness of dissemination activities will be evaluated constantly using the following criteria:

1) Statistical analysis of the project website with the following indicators, in order to follow up on users' interest in website contents:

- 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.

[Google Analytics](#) will be the main tool to collect fresh insights into how visitors use our site, how they arrived at our site, which parts of our website are performing well, which pages are most popular and how visitors interact with sharing features on our site.

In addition, the EAGLE social network profiles will be managed by [Hootsuite](#), a social media management tool that will allow the EAGLE dissemination team to efficiently track conversations and measure our dissemination campaign results (see also *D2.1 Networking infrastructure and terms of reference*).

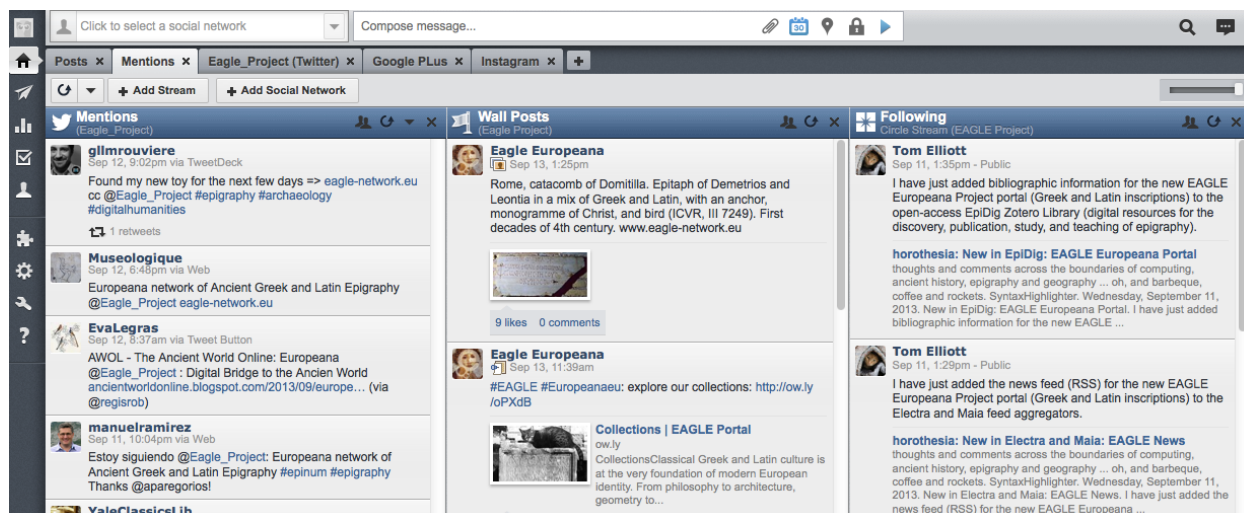


Figure 5 The Hootsuite Dashboard - Snapshot

2) Events reporting forms, filled in by partners after each event.

A reporting form has been prepared in order to report on participation in events. This form must be used when a partner is presenting and disseminating EAGLE outcomes in events organised by other institutions. The form template is available in the reserved area of the project website: <http://www.eagle-network.eu/about/reserved-area/>

The reports will be carefully analyzed in order to evaluate if target groups are reached, and if definitions of main target groups need to be adjusted.

A list of attended events is available on the website here: <http://www.eagle-network.eu/about/events/>

Articles about EAGLE that appeared on the web may be monitored on the website at page: <http://www.eagle-network.eu/about/eagle-on-the-web/>

6 CONCLUSIONS

The dissemination plan will ensure that:

- the programme maintains a high profile;
- the community learns from its achievements;
- outcomes are integrated in work flows and taken up.

The project's coordinator, together with WP6 leader, will share the strategy with all partners, WPs, and working groups and task forces, inviting them to contribute ideas for the duration of the project.

Thinking early in the programme about the 'overall plan' will maximise the impact of dissemination and the sustainability of its outcomes.

In order to make this dissemination plan effective we emphasise the main elements:

Goals: Determining the goals of our dissemination effort for EAGLE.

Objectives: Associating each goal with one of several objectives in order to clarify what the EAGLE project aims to accomplish throughout all dissemination activities for the duration of the project.

Users: We have described the scope and features of the "potential users", to be reached.

Content: We have identified the basic elements of the content to be disseminated to each of the potential user groups that have been identified.

Methods: We have described the medium, or media through which the content of the EAGLE message can be best delivered

Success: we have listed how we will monitor expectations described in the DoW.

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