



Europeana Space – Spaces of possibility for the creative reuse of Europeana’s content
 CIP Best practice network - project number 621037

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1 EXECUTIVE SUMMARY

1.1 PRESENTATION OF THE CONTENT

This deliverable describes the communication and dissemination plan of the Europeana Space project that is referred also as the E-Space project in the rest of the document.

This plan is intended to clarify the objectives, audiences, messages and channels of dissemination activities related to E-Space, describing the actions and the future activities to endorse the dissemination activity of the project, in order to maximize its outreach towards a wide, differentiated audience. Such audience constitutes both the “Suppliers” and the “Customers” of the project’s outputs, because of the iterative and creative processes that will be carried out during the project, and for this reason it is essential to achieve a powerful dissemination and the widest endorsement possible. The Communication and Dissemination Plan is a key document for the project, as the activity of our Pilots can only be of genuine value to the cultural heritage sector if stakeholders and the public can see what is possible and become inspired to think and use content in new and exciting ways.

The communication and dissemination plan aims to achieve **three main objectives**:

1. The first objective of Europeana Space (621037) Deliverable D6.7 E-Space is **to create and consolidate the E-Space community**, by establishing contacts and dialogue with representatives of targeted external organizations (and related initiatives, networks and stakeholders).
2. The second objective is to **widely and regularly disseminate project results** among the E-Space community, with particular regard to the Technical and Content Spaces developed by the project.
3. The third objectives is **to demonstrate the Pilots and to encourage their exploitation and re-use**, by promoting the activities carried out in the frame of Innovation Space of the project to encourage further entrepreneurial activity..

The following actions will be implemented:

- **Developing a Stakeholders Group**, which is the basis of the Best Practice Network of E-Space; this will be achieved by involving new associate partners during the project’s lifetime and establishing cooperation with other projects (through letters of support, Cooperation Agreements and the Memoranda of Understanding with other projects)
- **Coordinating the dissemination actions carried out by each partners**, in order to generate a harmonized image or the different parts of E-Space, for achieving maximum outreach.
- **Raising awareness about the events organized by the project**, that should always be conceived as open spaces for consultation (e.g. events, workshops and open activities with local stakeholders) in order to feedback the project activities, and to build consensus with external stakeholders
- **Participating in relevant events organized by Europeana and other parties**, to share the evidence of the messages and the results of E-Space
- **Utilizing the existing networks** of people and organizations the project is in touch with, in order to enlarge the audience of E-Space
- **Using both “classical” and “web-based” communication tools** for dissemination, marketing and engagement purposes; in particular the project’s online portal and social media will be exploited to build the E-Space community
- **Boosting the web presence of the project** via the partners’ own channels and particularly via its official media partner digitalmeetsculture.net

- **Implementing specific actions tailored to the needs of the six E-Space Pilots**, including interacting with members of the public and other stakeholders to test our Pilot tools
- **Motivating individuals/teams**, from each of the six Pilot sectors, to participate within the project Hackathons and have the desire to monetize and develop their ideas into valid business models
- **Disseminate our message** to reach schools, universities, museums and the lifelong learning sector, education within its broadest definition, to utilize Pilots' tools and techniques within the future learning activities.

1.2 STRUCTURE OF THE DOCUMENT

The document is composed of five chapters:

Chapter 1 is the present executive summary that also acts as an Introduction

Chapter 2 describes the objectives of the dissemination plan and the communication strategy that is used at its base

Chapter 3 identifies the target audiences to be tackled by the project, their main characteristics and the key messages that E-Space intends/needs to deliver to each audience segment

Chapter 4 describes both the Web-based and non Web-based communication tools implemented/under implementation by the project. Future tools to be developed by the consortium, as long as the project progresses and produces outputs, are also listed here.

Chapter 5 encompasses the conclusions

Then, six Annexes follow:

Annex I – Operational Plan. It provides a synthetic overview of the tools planned to be used, key actions, specific tasks, the responsible partner(s), the expected results and the monitoring instruments

Annex II – Activity Plan. It maps tasks to a timescale in the form of a simple table to be used by the partners to refer to and understand their tasks for this deliverable more easily

Annex III – Dissemination Report Form. This is the form that each partner is requested to provide to the WP6 Leader and to the Project Coordinator after to participation to a dissemination event

Annex IV – Models for Cooperation Agreements and Memorandum of Understanding. These are the templates used to establish the formal agreements with associate partners and linked projects.

Annex V – Venice opening conference. It provides an overview of the Programme of the Conference in Venice and the promotional activities carried out to date (July 2014).

Annex VI – E-Space dissemination booklet. It provides the description of the structure of the E-Space dissemination booklet, which is under development to date (July 2014).

2 OBJECTIVES

2.1 GENERAL OBJECTIVES OF THE COMMUNICATION FOR E-SPACE

E-Space is first of all a Best Practice Network (referred also in the following text as BPN), based on a complex environment to be developed and fertilized during the project's lifetime. Such environment (and its testing activities i.e. the thematic Pilots and the educational demonstrators) has the aim to foster a concrete dialogue between two sectors: the cultural institutions and the wider creative industry.

It is becoming ever more important that Cultural Institutions and the Creative Industries connect, to explore new opportunities and unlock the business potential of digital cultural heritage. The Europeana Space project, including representatives of both sectors, intends to demonstrate this mutual benefit and long-term value, by creating an open, fertile environment where digital cultural content can be re-used entrepreneurially within innovative creative applications and viable products.

In order to establish real communication, i.e. to send messages and to get feedback from our audience, an important component is the dissemination strategy, however, we also recognize the value in 'broadcasting' our messages to our public, without necessarily receiving feedback. These two levels of the communication (sending messages and gathering feedback and sending messages without expecting feedback) are at the basis of the present deliverable and will be improved and monitored along the whole project period.

Core element for the project is a solid dissemination strategy that has specific sub-objectives (extract from the DoW):

- *"To disseminate the project, its progress and outcomes for awareness-raising among the targeted stakeholders in order **to increase engagement**; and to a wider European audience **for general visibility***
- *To **build a community** of external stakeholders (content providers, developers, creative industry entrepreneurs, etc) aiming at facilitating wider deployment and use of the project results, building consensus with external communities and developing and scaling-up the E-Space network in order to attract new members*
- *To provide **demonstrations of innovative applications** and solutions to stakeholders, the commercial sector and potential customers of the E-Space outcomes (cultural industries, education, tourism and culture managers, national and local governments)*
- *To establish **interaction** with other relevant European initiatives including other Best Practice Networks*
- *To **participate in concertation events** organized by the European Commission*
- *To **participate actively in the Europeana Network**, and contribute to Europeana's professional website*
- *To assess the main socio-cultural and economic impacts of E-Space, in particular on the creative industries and on Europeana, with the long-term objective of creative engagement of industry partners with cultural content; and thus **to sustain the network** itself."*

In particular, there is a very special challenge that communication and dissemination of E-Space must take into account which is the wide spread of interests connected with the six Pilots of the project, namely: Europeana TV, Photography, Dance, Games, Open and Hybrid Publishing and Museums.

Due to the very different nature of potential customers, technologies involved, developers and content providers of the six Pilots (as explored in the D5.1 market analysis exercise), it is necessary to plan how to adapt the communication and dissemination of E-Space and establish a customized approach for each of them.

The main focus of the first six months of the E-Space project has been the defining the six Pilot in terms of scope and content; this is detailed in the concurrent submission of D4.2. Now that the Pilots are clearly focused, other project activity can build upon the intended work plans, to disseminate their message. One thing that is very clear is Pilots will need to dedicate to this adaptation and customization of the communication approach and this will receive a great deal of attention.

Another extremely important aspect of the communication and dissemination plan, again influenced by the six very different Pilot sectors, is to cope with the recruitment of participants to the activities foreseen as part of the Innovation Space, in particular the Hackathons and consequently the Monetising Workshops and business Incubation that will be offered to the best performers of the Hackathons.

One big challenge of the project, where the partners are already committing to find effective mechanisms is how to get enough people to attend the Hackathons (again, this has been considered on a Pilot by Pilot basis within D4.2). A beneficial decision made by project partners is to move the TV Hackathon forward to Month 15/April 2015, although this will bring forward, our initial dissemination work, there will be valuable lessons that we can learn and apply to each of the other five Hackathons.

The basic answer to this question is twofold:

- to promote, as soon as possible, the project as an open network; the E-Space website/portal aims to this
- to advertise the wide range of Pilots and educational demonstrators; these should be presented as a platform of opportunities, offering a unique possibility for developers and creative professionals to meet with content providers, technology providers and business developers and for cultural institutions to discover many new ideas for the innovation of their cultural activities.

2.2 STRATEGY FOR ACHIEVING IMPACT

The strategy for achieving a high impact of the dissemination activities is based on the following approaches:

1. Identifying precisely the target audience(s) and developing the tools to approach them
2. Establishing the messages to be delivered to the different audiences
3. Utilizing partner networks to maximize dissemination actions.

These three steps will be implemented taking into account the specificity of the E-Space project, which includes several areas of work:

- The Technical Space
It will be necessary to establish a network of developers and technology providers, who will be informed about the achievements of the project in terms of new software solutions, new digital platform made available to access content and software libraries,

new APIs and new apps. This network of technical targets will also be invited to the technical workshops and meetings organized by WP2.

- The Content Space

The most important targets will be the content providers, e.g. cultural institutions owning a digital repository (museums, libraries and archives), private archives (photographic archives, foundations and image banks etc.). Specific sub-targets of the content providers are the audiovisual archives, even if in several cases the cultural institutions have (small) audiovisual archives too.

Another group of targets comprises intermediary organizations, those who provide advisory services to content providers with regard to the issues connected with rights management, e.g. associations of creative enterprises, universities and professional SMEs.

In order to foster the access to the recommendations about rights management contained in the Content Space, a Scribble game will be produced in the second year of the project by COVUNI, in cooperation with the WP3 Leaders UNIEXE and PACKED.

- The Pilots and the Innovation Space where the results of the Pilots will be exploited

The targets are more vertically defined, i.e. they are connected with the specific themes addressed by each Pilot (Europeana TV, Photography, Dance, Games, Open and Hybrid Publishing and Museums) and by the 'educational demonstrators'.

As a Best Practice Network, E-Space intends to build a solid community; this can be done with regular communication to people and organizations.

For E-Space it is crucial to build consensus and to share the project's progress and achievements, particularly with the relevant stakeholders such as software developers, content providers, creative entrepreneurs, public and private institutions, Europeana, other creative open labs and policy makers.

2.3 THE STAKEHOLDERS GROUP

The Stakeholders Group, as foreseen in the DoW, to be built as the initial core of the E-Space BPN, is essential to enable the project partnership to experience, evaluate and validate the project results, and to disseminate them widely.

Moreover the Stakeholders Group will guarantee that followers and experts, active and influential in the field, are aware of project activities at every stage, and can evaluate - and possibly ameliorate - the project outputs.

To build the Stakeholders Group and the wider E-Space community, focused networking actions are necessary, from direct mailings such as eNewsletters and eFlyers, to online video demonstrations and guidelines.

It is also important to raise awareness of the BPN and to attract new organizations from the Cultural Institutions and Creative Industry. These are the main beneficiaries of the E-Space environment (of which the Pilots and the demonstrators will be proven examples of successful results).

In order to create the Stakeholders Group first and then a larger community later, advantage must be taken of the current networks in which project partners are involved. For this reason, all the project's partners are strongly invited to disseminate the E-Space project towards their networks of activities and other projects.

Providing an overview of the existing networks that are available for the partners to disseminate details about the project to and to possibly attract new members in the E-Space BPN, in the DoW, a list of immediately available contacts is given:

*“The contacts immediately available through the **EC-funded projects in which the partners are involved** are:*

- 62 total partners in M3I+, Replay, Bonfire and Experimedia, Maxiculture (through IN2, project partner)
 - 41 partner and associate partner organisations of Europeana INSIDE (through POSTSCRIPTUM project partner)
 - 38 partner and associate partner organisations of EUscreen (through NISV Project Coordinator)
 - 38 partner and associate partner organisations of Linked Heritage (through PROMOTER Technical Coordinator and SPK, EVKM, LAM, LGMA project partners)
 - 33 partner and associate partner organisations of LOCloud (through NTUA and CUT project partners)
 - 26 partner organisations of Europeana Creative (through NISV, Work Package Leader)
 - 25 partner and associate partner organisations of DCA (through PACKED Project Coordinator)
 - 19 partner and associate partner organisations of EuropeanaPhotography (through KU LEUVEN Project Coordinator)
 - 19 partner and associate partner organisations of EAGLE (through PROMOTER Technical Project Coordinator)
 - 18 partner and associate partner organisations of APPS4EUROPE (through WAAG Project Coordinator)
 - 13 partner and associate partner organisations of DCH-RP (through PROMOTER Technical Coordinator of the project)
 - 17 partner and associate partner organisations of DM2E (through NTUA’s membership)
- The **networks and initiatives** in which partners and Associate partners are members include:*
- DARIAH, a research infrastructure of the ESRFRI Roadmap
 - Michael Culture Association
 - Italian Platform for Cultural Heritage - IPOCH2
 - Creative Industries Knowledge Transfer Network
 - Networked Electronic Media community”

In addition, the new projects where E-Space partners are involved are more source of contacts, e.g.: RICHES (involving 10 partners), CIVIC EPISTEMOLOGIES (involving 12 partners), PREFORMA (involving 14 partners), Europeana Sounds (involving 24 partners), Ambrosia-Europeana Food and Drink (involving 29 partners).

The abovementioned consortia and networks will be engaged by the respective partners involved, which will provide E-Space with a base of high-profile audience, already involved in the field of digital cultural heritage.

Organisations and institutions interested to participate to the E-Space community are invited to sign a Cooperation Agreement with the project. Other projects interested to cooperation with E-Space are invited to sign a Memorandum of Understanding. Models of the Cooperation Agreement and of the Memorandum of Understanding are provided for information in Annex IV.

2.4 USING DIGITALMEETSCULTURE.NET

To reach an audience beyond the project's partners' contacts, E-Space will make use of an efficient web-presence, boosted by www.digitalmeetsculture.net: the online magazine produced by Promoter.

Digitalmeetsculture.net is a rather well-known e-magazine which addresses audience in the sectors explored within the project: by giving visibility to projects, organizations and events linked to digital culture, it gathers the attention of professionals, artists, curators, companies and institutions involved with cultural heritage as well as with the arts and digital technologies. Digitalmeetsculture.net reaches about 16.000 visitors per month and has about 700 registered users.

2.5 MAIN CHALLENGE IN E-SPACE

As already mentioned above, E-Space is more than an EU-project dealing with "normal" dissemination needs. E-Space contains 6 separate Pilots that are virtually sub-projects in their own right however, this certainly doesn't mean that E-Space is just a container, as it will develop an environment where these 6 Pilots (and related activities) grow together, share ideas and resources and produce optimized outputs.

As detailed previously, next to the necessary dissemination and endorsement for the project as a whole, the greatest challenge in this project is to develop effective dissemination and endorsement for the very different Pilots. The project has a wider strategy to use project events and participate in other project's activity, but must, at the same time, preserve and enhance the differences and specialties of each one.

To this end, there are different macro-objectives tackled by each partner/group of partners in the project:

Who?	Macro-Objectives
WP6 central team (Promoter + COVUNI)	(according to the DoW): To guarantee appropriate dissemination of the project as a whole To support the creation of the Stakeholders Group To foster the Best Practice Network's enlargement (by attracting new members), to encourage people and organizations to use and experiment with content/data/tools offered by E-Space To provide assistance for the dissemination/endorsement of local events
Every partner	To actively promote the project in third party events both at national and international level To cooperate to the general dissemination of the project as a whole
Pilot Coordinators/local team	To guarantee appropriate dissemination/endorsement of the Pilot's events and particularly of the Hackathon To engage possible investors who believe in the Pilot's

	output and are inclined to further progress with it, in order to launch a real new product/service on the market
Event leaders/local team	<p>To guarantee appropriate dissemination/endorsement of the event</p> <p>To follow up after the event in order to feed the contacts and relationships started thanks to the event</p>

In order to guarantee overall success, and particularly:

- a. to foster awareness-raising of E-Space in the digital cultural heritage community,
- b. to attract Stakeholders to join our project and,
- c. later, to attract new members to join the BPN,

it is important that the general dissemination (i.e. the dissemination of the project as a whole) is coordinated at central level by the WP6 team, according to the guidelines described in the following chapters (and in the DoW). The partners with the lead responsibility for dissemination general actions and coordination are Promoter and COVUNI, with the support of a Group of Editors (cfr. E-Space Deliverable D6.7, par. 6.1), that contribute on a voluntary basis, and other partners in relation to their specific area of the projects work.

In order to guarantee success and the visibility of each Pilot and project event, it is crucial to take into account their individual communication needs and objectives: it will not be possible, to expect that a single, central, top-down strategy applies to the dissemination of such a heterogeneous number of activities. On the other hand, as far as the Pilots are concerned, deep understanding of the Pilots' themes and of the audience(s) to be addressed for each relies on the knowledge and in the networks of the Pilot Coordinators. For this purpose, a specific 'Pilots Communication Team' is established including a representative from each Pilot (nominated by each Pilot Coordinator), the task leader of the 'Educational demonstrators', the WP6 Leader and the Project Coordinator to study how to adapt and customize the general communication and dissemination strategy of E-Space to the specific needs of each Pilot.

Moreover, for the success of each Pilot's linked Hackathon, it is crucial that local dissemination and endorsement is organized by the local team that will host each Hackathon event, in cooperation with the Hackathons' leader WAAG and in coordination with the WP6 Leader. In this respect, support is also necessary from CULTURE LABEL in order to provide advice on the business aspects connected to the prototypes and the Hackathons' results. The WP6 central team therefore has here a supporting role. This model is also to be replicated for other project's event such as the thematic workshops.

The following table illustrates the responsibilities of the different partner responsibilities involved in the communication and dissemination activities illustrated above.

Who?	Responsibility
WP6 central team (Promoter + COVUNI)	<p>General dissemination actions, for the project as a whole, according to the present dissemination/communication plan</p> <p>Developing the dissemination tools; management of the project's website and social media</p> <p>Advertising and awareness-raising about project's events and local events (conferences, Hackathons and workshops etc)</p> <p>Cooperation with Pilot/event leaders for the dissemination of the</p>

	<p>events they organize</p> <p>Advertisement and/or reporting of any dissemination activity by the partners in third party events (via the project's blog and social media)</p> <p>Interaction with Europeana Foundation for dissemination purposes (e.g. Europeana Pro Blog and Europeana events), interaction with Europeana Labs</p> <p>Interaction with EC</p>
Group of Editors	<p>Cooperate with WP6 central team to search for news for the project's blog</p> <p>Cooperate with WP6 central team to text editing/revision</p>
Every partner	<p>Always inform in advance WP6 central team of any planned dissemination activity</p> <p>Always report the results of any dissemination activity by using the dissemination reporting form (attached as Annex III), and possibly by providing materials about the event (e.g. photos, the slide presentations and copy of the conference proceedings etc)</p> <p>Always cooperate with the dissemination of project's articles and events (e.g. sharing blog posts via social media, distribution of dissemination materials when it is possible etc)</p>
Event leaders	<p>General dissemination actions, specific for the event, possibly developing an event-specific dissemination/communication plan</p> <p>Interacting with Promoter to develop possible event-specific dissemination tools</p> <p>Endorsement and awareness-raising actions for the event (with support from Promoter)</p>
Pilot Coordinators/local team	<p>General dissemination actions, specific for the Pilot, possibly developing a Pilot-specific dissemination/communication plan</p> <p>Interacting with Promoter to develop possible Pilot-specific dissemination tools</p> <p>Endorsement and awareness-raising actions for the Pilot's local events and the Hackathon in particular (with support from WAAG and Promoter)</p>
WAAG	<p>Providing support and advice to the Pilot Coordinator/local team in the organization of the Hackathons, including endorsement actions</p>
CULTURE LABEL	<p>Providing support and advice to the Pilot Coordinator/local team in the follow up of the Hackathons, including business advice on the Hackathons' outputs</p> <p>General dissemination actions for the monetizing workshops, possibly developing a dissemination/communication plan for them and interacting with Promoter</p>

3 TARGET AUDIENCE AND KEY MESSAGES

The main audience of the project is composed of 4 groups, which correspond to the “direct” Stakeholders involved/to be involved in the project:

1. Internal audience and EC:

The partners of E-Space (i.e. beneficiaries of the EU funding)

The associate partners of E-Space (i.e. those who joined the BPN)

The EC representatives involved in the project (i.e. Project Officer and reviewers)

2. Cultural institutions:

Public and private bodies, holders of cultural collections

3. Creative industry professionals and entrepreneurs:

This term normally refers to a range of economic activities concerned with the generation or exploitation of knowledge and information. What we intend to address in E-Space is the sector that utilizes digital cultural heritage to develop new products/services which find a position in the market.

4. Education:

Schools, Universities and vocational/lifelong learning. Moreover, we can include in the Education audience also other community groups and online learning sites.

Next to them, there are other 2 groups that, although not representing “direct” stakeholder categories, certainly need to be addressed and involved in the dissemination/communication activities of the project:

5. Europeana and Europeana-related projects

The big family of the Europeana ecosystem is extremely important in order to empower dissemination via the Europeana network of contributors represented by a wide range of museums, libraries and (audio-visual) archives across Member States.

Collaboration with other projects contributing to Europeana is also crucial in order to avoid duplications and to re-use sharable solutions. Many partners in E-Space take part in one or more projects related to Europeana (as detailed in section 2.3 above) and they can act as a bridge between the two, by circulating information and initiatives that they are involved in. A mutual enrichment will derive from such cross-actions.

6. General public/End users/Wider community:

This group includes all end users of Europeana, (digital) cultural heritage, creative industry products and other parties that will be interested in the project’s results, in areas that have not yet been defined. Although the generic qualification of ‘General public’ might be applicable in this context, it is important to keep in mind that this is also a qualified and experienced group of users with a genuine interest and/or stake in some of the project’s focal points

3.1 INTERNAL AUDIENCE

3.1.1 Partners of the consortium

This group represents a considerable number of people, being the consortium of the E-Space composed by 29 partners, each involving in the project many employees.

The first priority of the project is therefore to establish an effective internal communication flow. It is the responsibility of the coordination team (the Project Coordinator and the Technical Coordinator) to ensure the smooth interaction between the partners, in order to further the progress of the project as a whole.

Sub-groups of partners with shared objectives (e.g. a Pilot, activity or a specific topic) will be led in their communication efforts by the respective Pilot Coordinator/task leader in close consultation with the coordination team. Specific “temporary” working groups with the responsibility to act on particular topics will be established, as required.

Tools for internal communication encompass:

- A project repository;
- General and dedicated mailing lists
- Google Docs and Basecamp for specific work packages and tasks;
- Skype or other online communication (virtual meetings);
- Periodically organized project plenary meetings and dedicated workshops

Key message for this audience: good communication guarantees the smooth progress of the project and effective / efficient internal collaboration

3.1.2 Associate partners

These are those individuals or institutions that will join the E-Space Best Practice Network throughout the project term. There are different ways and levels of association, currently two:

- **Project’s Stakeholders Group:** this group will be an important interface between the smallest of the creative industries and the larger companies with an interest in creative innovation; members of this group will be invited to participate in the project’s events and consultation activities. From the point of view of the members, this is a noncommittal and non-exigent way of following E-Space; from the point of view of E-Space this group is key in terms of advice and knowledge exchange. To become member of the Stakeholders Group, interested persons and institutions are simply requested to fill in the form available on the project’s website.
- **Project’s Affiliate Partners:** institutions and private bodies that, next to being part of the Stakeholders Group, are also willing to access and experiment with the tools and the “spaces” created by E-Space to develop new ideas and products; they can participate in the project as content provider, also by contributing to the ingestion of new items to Europeana; and most of all: affiliate partners can be an active part of an innovative network of allied partners, who share the same big mission of unlocking the potential of digital cultural heritage in Europe. To become an Affiliate partner, it is necessary to sign a Cooperation Agreement (or a Memorandum of Understanding in case of affiliation between projects). The two models, to be customized according to the other party’s data and specific agreements, are provided as Annex IV.

The tools that will mainly allow communication with the associate partners are:

- Newsletters
- A dedicated mailing list: associate-europeanaspace@promoter.it
- The project's blog and the social media channels

Key message for this audience: joining E-Space means being part of a new and business-oriented Digital Cultural Heritage community, with special focus on Creativity and Re-Use of digital cultural content.

3.1.3 EC Representatives

The project needs to ensure an active communication flow towards EC representatives, i.e. the Project Officer and (at the time of the review) the reviewers.

Regular communication with the PO is normally carried out by the Project Manager (COVUNI). A dedicated space in the reserved area of the project repository will be set up for the use of the reviewers appointed by the EC for the technical review of the project. This space will give access to all the documentation that is prepared by the project to be reviewed, i.d.: agenda of the technical review meeting, updated Description of Work, all the Deliverables under review, possible complementary information (e.g. links to demos).

Furthermore, the PO and other EC representatives will always be personally invited to participate in E-Space public events and will regularly be encouraged to follow the project's blog and any other communication channel of the project.

E-Space will also try to establish contacts with other offices of the European Commission, particularly those concerned with the implementation of ICT-E-Infrastructures&Cultural Heritage and the Reflective Society topics in Horizon 2020.

Key message for this audience: E-Space is progressing and delivering good outcomes

3.2 CULTURAL INSTITUTIONS

The cultural domain is one of the two main interlocutors of the project.

Next to being "disseminators of culture", cultural institutions are ever more feeling the need to exploit their holdings, both in-house and in a broader commercial environment. They thus need services/support to clear their content rights and to be able to cooperate with creative SMEs in the light of developing new products and services (e.g. services and shop products for museum visitors and web applications for internauts etc).

To reach this wide and varied audience, next to the media communication channels, E-Space intends to utilize the vast potential of networks in which the project partners are involved. Key national and international events will be attended by the project's representatives: speeches, presentations, exhibition and demonstration booths, poster sessions, articles in academic journals and conference proceedings will also be used for an effective communication with cultural institutions.

The development of the Content Space will be very important to this regard.

It will include a platform of recommendation, guidelines, and references to the matter of IP and management/clearance of rights.

People will be encouraged to come to the E-Space BPN in order to use and re-use data and metadata. To this aim, a Scribble game will be developed to assist with an innovative approach

providers and consumers of digital cultural content in the use and re-use of data and meta-data.

Key message for this audience #1:

The potential of digital cultural content for content holders is underestimated. The benefits of the creative re-use of digital collections for the development of new products/services are:

- **a heightened commercial exploitation of cultural holdings, both in-house and on the public market, generating revenues to finance the institution's activities**
- **an increase of the relevance of the institution in the digital space and age**
- **the engagement of new users with the existing collections**
- **the fulfillment of the mission to make cultural heritage more accessible to society**

Key message for this audience #2:

The cooperation with the creative industry is a win-win opportunity to be explored, not only in terms of business but also for integration and cross transfer of best practices, skills, knowledge and expertise.

3.3 CREATIVE INDUSTRY AND PROFESSIONALS

The Creative Industry sector includes a wide range of businesses, from multi-national corporations to small and micro-companies. There is a growing acknowledgement of the business potential of digital cultural heritage, but the SMEs (which represent around an 80% of the sector) in particular need guidance for content use and re-use, and networking and Incubation support for developing new products/services.

Moreover, this sector is characterized by a traditional approach of closed innovation and strict confidentiality policies; for reasons of competitiveness, companies that operate in this sector are not very inclined to considering the concept of "open innovation", and often deem opportunities of open environments irrelevant or even dangerous for their business.

E-Space intends to reach the creative Industries by a vast dissemination programme, mostly focused on organizing Hackathons and monetizing workshops, next to participating in relevant events and business fairs.

Key message for this audience #1:

The potential of digital cultural content for the development of new products/services is underestimated. E-Space helps to foster a dialogue with the content holders, provides networking activities to experiment with prototypes, and will support new business by offering a fertile environment and efficient tools.

Key message for this audience #2:

Due to its open, safe environment and by fostering dialogue with other actors in the market, E-Space demonstrates that an open innovation approach, where the creative companies exchange internal and external ideas to build a business, will empower them to successfully cope with the changing digital world.

3.4 EDUCATION

As indicated in E-Space Deliverable D4.2, Pilots coordination - information on technical planning, par. 4.8:

“One target group for the further use and valorization of the pilot outcomes in this project is the educational field¹. As part of WP5, a dedicated task will look into best practice and demonstration of innovative access to content for education (T5.6). In this task, current best practices for environments/applications to facilitate re-use of digital cultural heritage content in an educational context will be examined.

This will result in:

- *The development of four demonstrators;*
- *Deliverable report, based on desk research and further enquiry into the educational aspects of the WP4 pilots (D5.6);*
- *Educational workshop + hackathon in Athens (Greece) in M24.*

(Omissis)

The presentation and discussions of demonstrators using content innovatively will have a dual impact:

- *students, teachers and other education professionals will acquire creative and technical skills through learning how to work with the tools/applications that are offered*
- *they will also become more aware of the vast and diverse repository of digital cultural heritage content that Europeana and the providing cultural heritage institutions can offer as a basis for teaching and learning materials that they can assemble or develop for use of Europeana data in an educational context.”*

For E-Space to succeed in its objectives, it is important that its message is shared with the widest audiences. Educational institutions will benefit from new creative products for teaching and learning, based on the use of digital cultural content in general, and the re-use of content accessible via Europeana.

In addition to the work of the Pilots, E-Space intends to involve the educational sector by means of the implementation and massive dissemination of four educational demonstrators, and a dedicated workshop to be held at M24. The four demonstrators are:

(from E-Space Deliverable D4.2)

- **“The Cavafy literature library (leader: OCC):** *a digital application comprising multiple thematic layers will be created to showcase the work of the important Greek poet Cavafy to a larger audience. Within the scope of the project, a web-based application based on a small selection of material from the Cavafy Archive will be developed to showcase the potential of the archive (readings of the poems, facsimiles of the manuscripts, video recordings of the poems and commentary by leading scholars accompanying the poems) in an online educational context.*

¹ It should be noted that throughout this text, ‘education’ does not only refer to the general (traditional) school system but also to educational services in museums or lifelong-learning programmes.

- **Irish poetry and folk tales (leader: LGMA):** this content will be presented in a number of formats– an audio recitation, a song version and interactive app with user generated content. Development will take place working with teachers and local history enthusiasts in terms of lesson plans, interpretations, image and video footage.
- **Archaeological, built and 3-dimensional heritage (leader CUT):** this demonstrator will use a proprietary prototype software developed by the research team at the Cyprus University of Technology, which is ready for use and which is able to build a 3D geometrical model, based on 2-D images collected into a database, of a selected monument or object (or even persons). The resulting prototype tool may be used on a non-commercial (free) basis by the primary, secondary, tertiary educational levels, and also to support vocational training (for archaeologists, preservation, protection of monuments and sites).
- **The photographic investigation of works of art (leader iMinds):** this will be based on the website ‘Closer to Van Eyck – Rediscovering the Ghent Altarpiece’ which presents the Ghent Altarpiece (1432) in visual light macrophotography, infrared macrophotography, infrared reflectography and X-radiography (clostertovaneyck.kikirpa.be). The immense data storage allows for very thorough studying of the work of art.”

Relevant Pilot outcomes and prototypes will be tailored to the needs of the educational sector. The Open and Hybrid Publishing Pilot will propose an innovative structure for publishing, in a low-cost sustainable manner; the Photography Pilot can explore how early photographs can be used to support learning and update books, the TV Pilot will be able to access video clips that relate to specific areas of learning; the Games Pilot will provide educational content and learning in a way that is second nature to young people. A growing area of education using cultural heritage objects is in Museums and again elements such as Blinkster could be used to establish treasure hunts to aid learning, as part of a fun activity; with Dance equally encouraging healthy activities through the use of the dance step tools.

One of the established objectives of the project is to engender the entrepreneurial spirit for the reuse of content in interesting and innovative ways. As well as planning to achieve our project targets through Hackathons and Monetisation, by disseminating our finding into the wider education sector, there is the potential to make an impression and inspire creativity and enhance skill and jobs in the years to come.

Because of the different liaisons that exist between the actions of the projects and the dissemination to the educational sector, a dedicated group of partners will be established, under the initiative of the WP6 Leader, the Task 5.6 Leader and the Project Coordinator, with the aim to create a communication campaign targeted specifically to the educational sector.

Key message for this audience:

digital cultural heritage is a powerful and intellectually leading instrument in regards to the high goals of education and research; to empower this, E-Space is developing demonstrators and creative new applications in an open environment, to be shared with the whole community.

3.5 EUROPEANA AND EUROPEANA-RELATED PROJECTS

Cooperation with other Europeana-related projects

Cooperation with other projects of the Europeana family is an important element in the dissemination strategy of the E-Space project. Relationships with other Europeana-related projects are very useful to empower the activities of E-Space and to allow for cross dissemination and cross-participation in events.

For this reason, E-Space will participate actively in the Europeana Network, and contribute to Europeana's professional website where these projects are represented.

Monitoring and fostering the engagement with other projects, particularly those under the same funding stream of CIP ICT-PSP, is a task of the WP6 Leader (Promoter).

Cooperation with Europeana Foundation

A close collaboration with Europeana Foundation is also essential to E-Space.

The Europeana Foundation attended the E-Space kick-off meeting to outline their activities and how they can be integrated with those of the E-Space project.

E-Space representatives have and will continue to attend Europeana Foundation events and details of activity is outlined in section 4.2.4.

Relationships with the marketing area and the responsible contacts for Europeana Pro blog are a task for WP6 coordination team.

Actions include:

- E-Space profile to be added in the "Projects" section of Europeana Pro blog
- Publication of E-Space related articles on Europeana Pro blog
- Announcing and advertising E-Space events on Europeana Pro blog and on social media channels of Europeana Foundation (Twitter, Facebook.)
- Promotion of the Pilots and their results via Europeana and Europeana Labs websites

Europeana Labs

A very important action item in terms of cooperation and dissemination is related to the participation with the new Europeana Labs website.

E-Space is likely to interact with the Europeana Labs website by:

- Utilizing the sample data available in the E Labs website
- Adding the developed apps in the top Apps section
- Adding the announce of the Hackathons to the "locations" section
- Actively participating in the Blog
- Cooperating to the "online documentation" repository.

The contributions to Europeana Labs will be managed by WP2 Leader, under the coordination of the Project Coordinator (COVUNI) and the Technical Coordinator (Promoter).

3.6 GENERAL PUBLIC/END USERS/WIDER COMMUNITY

As a project funded by public money, E-Space considers it as a crucial aspect of its policy to disseminate its endeavors and results to the widest possible community of end users and to assess the impact of those efforts, as well as that of the project on society.

The general public is also an important interface for the evaluation of the prototypes and Pilot outcomes; in fact the Pilots are targeting the end users as a segment to be addressed by their outcomes. The Publishing Pilot, the Blinkster app in use for the Photography and Museums

Pilots, the tool DancE Spaces for casual users and the educational Games all exactly tackle this audience segment, and necessarily need to involve the end-users in their dissemination and evaluation activities.

Although media communication and social networks are the leading tools to reach this audience with general communication actions, it is also necessary that the Pilot Coordinators address it with Pilot-specific and focused dissemination and engagement activities, of course in coordination and with the support of WP6 team.

Once this test end user group has been engaged, their participation will have spread our message and the potential for the reuse of content in innovative ways.

4 DISSEMINATION TOOLS

4.1 WEB BASED COMMUNICATION

The Internet has become the primary medium for communication and advertising, not only in business, but in every other aspect of our lives. Internet communication tools have increased the impact of reaching a very wide, and mostly self-segmented audience, and to be extremely cost-effective - as websites, blogs, e-mailing and social networking environments are all free and widely used. In fact, communities of users with shared interests tend to spontaneously grow and contribute to spreading information – especially through social networks.

Moreover, advertising on a website allows for great flexibility to convey the message, which can be refined, changed or modified according to growing/changing needs.

4.1.1 The project's portal

Target audience: All

A pivotal role in the dissemination of the project lies in web presence. Normally, a powerful web presence allows the raising of awareness of the project's progress and achievements to a wide global community. What is necessary to E-Space, next to this general visibility, is to utilize the web for engaging stakeholders.

For this reason, rather than a "classical" project website, a structured portal was created very early in the project's lifetime (i.e. M3), as described in D6.7 E-Space portal online:

"The portal is the essential tool for the internal and external communication of the project; it is the keystone for dissemination actions towards stakeholders and followers.

*The **landing page** is intended to provide access to the information about the project, its structure, its activities and its outcomes. Dedicated subpages, designed each as a small website inside the website, are intended to widely disseminate the Pilots and the project's events.*

*The **blog** is intended to collect information of a more general interest, certainly still related to the project topics but not strictly produced by it. This way, the blog will be an element of attraction towards a more general audience, thus addressing potential followers who are not reached through the project's "direct" dissemination activities. The blog will be constantly updated with articles, news, events, calls for papers, downloadable documents and other news.*

*The **reserved area** is accessible only to the partners and represents the knowledge base of the project."*

Planned actions:

The project's portal will play a central role in the project, both for the partners, who will use the services available here, as for the other audiences, for whom the portal will act as a platform and gateway to learn about the project and to interact with the BPN.

In particular:

- the landing page will be upgraded by hosting, as they were genuine sub-sites, dedicated pages for the Pilots, the Demonstrators and the upcoming events; in order to increase the usability of the landing page, multilingual sections will be created;

- the blog will be continuously updated with news and articles, and highlight relevant upcoming events such as conferences to be attended or calls for paper which may be of interest;
- The reserved area, including the Calendar and the Repository, will be kept updated as well.

The portal will include the possibility to download the Scribble game about IPR that will be developed by COVUNI on the basis of the recommendations from the Content Space.

4.1.2 Social Media

Target audience: All

Social media is acknowledged to be effective referrals for a website, and allow for direct interaction with the wider community.

Initially the existing accounts of the project partners were engaged to communicate about E-Space through Facebook, Twitter and LinkedIn, as the Pilots were still defining their scope, use of content and proposed prototypes, a decision was taken not to establish project level accounts. However, the project as such will be present on these platforms as well. In the case of Twitter, a specific hashtag for E-Space (#Europeanaspace) has been created, to be used by everyone to launch project's related tweets.

As the project progresses and the Pilots produce, tools methodologies, prototypes and outcomes, the need for penetrative interaction with social media increases. However, there still needs to be careful consideration, as different Pilot accounts would be needed to reach stakeholders within each of the six Pilot areas e.g. a person that visits museums, may not necessarily be a dancer.

It is also important to consider that these social media are self-segmented and their effectiveness is different according to different target areas. For example, Linked In is a platform widely used by professionals, while Facebook collects a very wide a varied audience (thus addressing primarily the potential end users of the Pilots outcomes; young people in particular). Twitter is a very quick tool to spread news and can create a different impact. So, on the basis of the different communication needs, these social networks can serve different scopes. E-Space will certainly need to utilize these three main platforms. Other channels will be considered as well, such as YouTube and Pininterest, another possibility is the development of discussion forums in the lead up to Hackathon events.

In any case, social networks are extremely useful for spreading news of the most important project events; at such occasions, partners will be actively encouraged to share the project posts through their own/their institution's accounts.

Each news item on the blog is automatically published on the digitalmeetsculture.net's social media channels (Facebook, LinkedIn and Twitter) as well, thus allowing for partners to share, like and re-tweet from that angle too. Partners are also kept informed of every newly-published article about the project on digitalmeetsculture.net, so that they can share and like and tweet these too.

Planned actions:

All the partners are invited to use their individual social media accounts to promote the E-Space activities and results.

On the basis of the results achieved in the first eight months, and in consideration of the fact that the Pilots are beginning to finalise their scope, the project will discuss at its first plenary meeting in Venice in October 2014 the opportunity to create project-specific or Pilot-specific accounts on social media.

4.1.3 Mailing Lists

Target audience: Internal audience

The mailing lists govern the communication inside of the consortium; currently the following mailing lists are available:

General ML including all partners: europenaspace@promoter.it

Group of Editors: europenaspace-editorsteam@promoter.it

WP4 (all the Pilots): euspace-wp4@promoter.it

WP5: euspace-wp5@promoter.it

Pilot-specific mailing lists including the members of each individual Pilot are under creation at the time of the delivery of this document.

Other mailing lists, such a list dedicated to the Technical Space and to the Content Space can be created on demand, on the basis of the actual requests coming from the WP Leaders.

Moreover, the dedicated mailing list associate-europenaspace@promoter.it collects the email addresses of the Stakeholders Group's members and Affiliate partners too (cfr. par. 3.1.2).

For specific work package and or task orientated discussions, both Google Docs and Basecamp have also been used for partner communication/editing of shared documents.

Planned actions:

Mailing lists are the principal communication tool for everyday interactions among the project partners and subgroups. Promoter is in charge of keeping the mailing lists updated and working, and of creating new ones if needed.

All the partners are invited to use the appropriate mailing list for any project's related communication.

WP Leaders are invited to consider the need of creating new mailing list and to interface with Promoter to have the new mailing lists generated.

4.1.4 e-Newsletters

Target audience: Internal audience, Cultural Institutions, Creative Industry and Professionals

The e-Newsletters provides information to potential and actual E-Space stakeholders in a most direct way. An appealing format, well curated from a graphical point of view, and containing concise, relevant messages will efficiently convey the message. Each newsletter will contain one to three articles linked to the project's blog and/or website (thus generating traffic and user engagement).

Planned actions:

Dedicated eNewsletters will be frequently sent to the following lists of addresses:

- The Stakeholders Group

- The registered users of digitalmeetsculture.net (about 700)
- Individual lists of addresses of the partners; e.g. Promoter holds a database of nearly 5.000 genuine email addresses of company contacts; the partners will be invited to share their lists of contacts in order to address also to them the E-Space eNewsletters.

The first e-newsletter of the project was sent on 9th July 2014 and reached 5.772 people.

[The Newsletter is also available for download from the E-Space portal in the 'Press room' area.](#)

Europeana Space Newsletter, June 2014 [View this email in your browser](#)



Co-funded by the European Union



E-SPACE OPENING CONFERENCE
Venice, 16-17 October 2014, Ca' Foscari University

A rich program of speakers plus inspiring creative sessions to build bridges between Cultural Institutions and Creative Industries

Stay in touch for more news coming soon, join the E-Space Network!

Spaces of possibility for the creative re-use of digital cultural content

Europeana Space aims to increase and enhance the creative industries' use of digital cultural content and Europeana by delivering a range of resources to support their engagement.

The use of content is still limited by factors including the issue of IPR status and the need for robust business models that demonstrate... [view all](#)

4.1.5 Digitalmeetsculture.net: Official Media Partner

Target audience: All

As explained in E-Space Deliverables D6.7 Europeana Space portal online:

“Digitalmeetsculture.net is the official media partner of the project and with over 15,000 visitors per month will act for empowering the web-presence of Europeana Space and for redirecting traffic to the blog and the landing page.”

Digitalmeetsculture.net will disseminate the activities, plans and results of E-Space in several respects:

- by announcing upcoming events (both the ones to be attended and those to be organized by the partners)
- by widely promoting E-Space relevant events (conferences, Hackathons, workshops etc.) with banners and dedicated newsletters
- by reporting about events attended by the partners or where the partners are involved in
- by publishing articles, interviews, focused issues about the project’s progress and after the project’s meetings and reviews
- by rebounding the articles on Facebook- and Twitter-posts

Planned actions:

Digitalmeetsculture.net will provide active, consequent and regular promotional activities to support E-Space throughout the project’s lifetime, lending visibility to the project events and initiatives. Articles, interviews, focused issues will be written by Promoter and the other partners (especially the Group of Editors) and published frequently.

Currently (July 2014), digitalmeetsculture.net features already 24 articles about or related to E-Space (out of which 16 dedicated explicitly to E-Space activities).

4.2 NON WEB-BASED COMMUNICATION

This section addresses a selection of “classical” ways of communicating and interacting both internally - to guarantee a smooth project workflow - and externally, to raise awareness of the project and to attract new members for the Best Practice Network.

4.2.1 Plenary meetings, Topic-specific meetings and Review meetings

Target audience: Internal audience

Plenary meetings take place twice a year, and are - whenever possible - attached to project-related public events (e.g. the first plenary meeting after the kick-off takes place on 15 October in Venice, a day before the project’s Opening conference).

Topic-specific meetings are organized on demand (e.g. the very recent Pilots’ meeting series of Brussels in March 2014, Amsterdam in May 2014 and Brussels again in June 2014; the meetings organized by each task to progress on the implementation – e.g. the Photography Pilot met with members of Europeana Photography, the Greek partners met for the Cavafy

demonstrator, the Dutch partners met for the TV Pilot, UNIVE and Culture Label met for the Marketing Study Pilot; although physical meetings can be very useful, with virtual meetings (i.e. Skype calls) are also encouraged.

Review meetings called by EC take place once a year.

Planned actions:

Organization of the opening conference and plenary meeting in Venice is ongoing. At that occasion, the next plenary meeting will be scheduled.

4.2.2 Events organized by the project

The project foresees a wide range of events, described in the following paragraphs. Efficient dissemination and endorsement are necessary to guarantee the success of these events, and therefore a double approach will be taken: the hosting partner will advertise the event on a local level, by using any means they feel appropriate and by developing - in cooperation with Promoter and the coordinators - an event-specific dissemination plan if needed; at a central level, the project's dissemination tools will be used to enlarge the audience base to be tackled.

As reported in D6.7 "Europeana Space portal online", the website is a gateway for the users to reach information related to each event organized by the project.

A dedicated page (or sub-site) for every event will be created by Promoter and managed by the event hosting partner:

"For each activity the responsible partner is provided with dedicated credentials, which allow him/her to:

- *upload documents for the preparation of the event (e.g. the agenda, the venue and the registration form/tool etc.),*
- *upload photographs and videos taken during the event,*
- *provide follow-up to the readers by uploading the event's results, such as proceedings, guidelines or any other outcome.*

Moreover, for each activity it will be possible to create a blog, and/or chat rooms available for the registered participants to foster discussion and exchange of ideas before, during and after the event. Each page is intended again to be a self-standing element, curated by the event leader in collaboration with the management/communication team."

The same approach is used for other project activities:

"Each Pilot and each demonstrator has an individual page that provides general information about the scope, target users, content, technologies, exploitation plan and expected outcomes."

4.2.2.1 Conferences

Target audience: Cultural Institutions, Creative Industry and Professionals, Internal Audience

Three international conferences are planned during the project's lifetime:

- Opening event in Venice (M9), actually already announced to take place on 16-17 October 2014, hosted by Ca' Foscari
- Mid-term event in cooperation with Europeana Foundation (date to be confirmed). This conference is likely to be organized around October/November/December 2015 (instead of July 2015 as initially planned in the DoW), in order not to overlap with Europeana Creative final conference that takes place in July 2015
- Final conference to be held in Berlin.

Planned actions:

The main aim of this Venice Opening conference is to launch the project, share our message, goals and vision and reach potential new members for the Stakeholders Group. The conference will take place on 16-17 October preceded by a plenary meeting for E-Space partners on the 15th. The organization of the conference is well underway: the venue has been fixed and the dates agreed upon, the draft programme is also agreed, promotion of the conference has started online, and a dedicated URL is created (veniceconference2014.europeana-space.eu). In Annex V the current status of the programme and organization of the Venice Conference is provided.

The other 2 conferences are under development.

4.2.2.2 Hackathons and Monetizing Workshops

Target audience: Creative Industry and Professionals

6 Hackathons, one for each Pilot, will take place in different locations: Amsterdam (Europeana TV), Athens (Open and Hybrid Publishing), Coventry (Games), Leuven (Photography), Prague (Dance) and Venice (Museums).

As described in D4.2 "Pilots coordination - information on technical planning", the Amsterdam Hackathon dedicated to the Europeana TV Pilot is moved forward to M15, and will act as a pathfinder for the other Hackathons. The other Hackathons are planned to take place in the period from M22 to M30.

Monetizing workshops, to be held in London, will then follow, with the aim to enhance industry awareness of the range of possibilities for experimenting with cultural content developed by E-Space. The Monetisation workshops are planned to take place in the period from M25 to M33.

The primary communication objective is to generate enough interest from developers and similar individuals in order to ensure that the Hackathons are well attended by a good number of skilled, motivated and creative individuals. The more entrants we get at Hackathon stage, the more likelihood there is of ensuring a high quality benchmark for the winning teams, and then for those that progress onto the Monetisation workshops and then Incubation.

Although the planning for the Hackathons is only at an early stage, a model under consideration is:

1) Messaging for the process of Hackathon, Monetisation workshops and then Incubation is likely to be based around a competition mechanic.

Guideline example for communication messaging:

Technologists, developers, entrepreneurs and dreamers are invited to compete against Europe's best talent for a chance to build a new business with support from leading business figures. Join one of six Hackathon heats held across Europe, where the three most promising ideas from each heat go head-to-head in a day's intensive workshop with business pioneers to hone their ideas. From that day, the six best ideas will be intensively incubated and coached over the following months, before ultimately pitching for investment from an audience of some of Europe's leading financiers.

2) In line with the competitive messaging, it is appropriate that a bold, contemporary brand is developed for the competition (incorporating Hackathons, workshops and Incubation process). This includes a name and visual identity, which is then rolled out for each of the Hackathons - used both centrally and by local organisations to promote the events.

3) it is necessary to explicitly make an action for either each Pilot or host organisation to target all local developer groups, startup hubs, etc with information on the Hackathons. Ideally they would negotiate a reciprocal communications partnership with each of them, where the groups agree to publicise the event in return for crediting on communications material as a 'Media Partner' or 'Community Partner'.

Planned actions:

Although at a central level these events will receive the maximum promotion and visibility, it is essential that the responsible partners provide adequate dissemination and announce the event on site as well, in order to raise awareness and attract participants. Wherever possible, an event-specific communication plan should be produced.

Each Pilot coordinator will identify the target audiences/end users that the Pilot prototype should address, in order to have a focused Hackathon rather than an event with no restrictions in terms of outputs. These Hackathons are intended both for experimenting with the Pilot outputs for educational or social purposes, and/or to create or ameliorate usable software to be incubated and monetized.

To have a successful event, it is necessary to involve professionals such as computer programmers and software developers, graphic designers, interface designers and project managers, to cooperate with the Pilot team in empowering the Pilot outputs. Next to them, it is also important to involve potential end-users, in order to allow immediate early evaluation and feedback.

WAAG will support all the Pilot Coordinators and local organizers to create a successful event. Possibilities of sponsorships/incentive will be considered case by case, in order to attract participants; each Hackathon can be or not competitive, by foreseeing a selection process, a jury, awards (depending on the final choice of overall branding, although it is envisaged that each Hackathon will differ.).

Evaluation criteria will be developed within Task 5.4 and will be used to drive the selection among the ideas of the participants (e.g.: Originality, Usability & user friendliness, Degree of elaboration and social and economic value of the potential application, Viability of the solution even after the event, applicability in other regions; follow-up until monetization workshops and Incubation of the ideas will then complete the cycle of the Hackathon and open the next phases.

Key questions to be addressed then are how the local Hackathons and results match with the London monetizing workshops, and how to ensure participation to the latter. This is essential part of the Task 5.3 and charge of the task leader CULTURE LABEL with the support of WP6 coordination team.

As for dissemination actions, dedicated webpages and communication on site will be developed by the involved partners with the support and coordination of Promoter, while as said above the project's communication channels will be used to boost the visibility of each event.

4.2.2.3 Demonstrators and Workshops

Target Audience: Education, Cultural Institutions, Creative Industry and Professionals

The following thematic events and workshops are scheduled:

- Technical workshop (*)
- IPR workshop (*)
- Online Creative Marketing workshop around month 18, in Florence (a possible shift to M19 is under consideration, if the E-Space workshop ties with the Social Media week that is planned in September 2015)
- Demonstration of Educational Creative Products in month 24, in Greece

(*) Planning and location of the two Thematic workshops is under discussion at the time of delivery of this document. The Description of Work indicates that the Technical workshop is expected to take place in Brussels and the IPR workshop in London, both at month 12. The consortium is discussing the possibility to join the two events in the same location at around March/April 2015. Final agreement about date and location of the workshops will be taken at the plenary meeting in Venice, in October 2014.

Moreover, for each thematic area, demonstrations of Pilot results will be organized, hosted by the Pilot Coordinator and possibly co-located with other (major) events, in order to be able to attract more attendees.

Planned actions:

Dissemination of each event will be organized by the local partner and endorsed with the project's communication channels.

4.2.3 Dissemination material

Most of the dissemination and training material will be designed to facilitate multilingual implementation. Translations from English to the partners' languages will be managed by the partners if needed.

The same principle applies to the training material that will be developed as part of the activities of T6.2.

Factsheet

Target Audience: all

A project factsheet containing general information about the project has been available in PDF form since March 2014 in the project's website (http://www.europeana-space.eu/?page_id=87).

Partners can also download and print the PDF for dissemination purposes.

Planned actions:

More thematic factsheets will be produced as the project progresses and produces outputs. (e.g. one for each Pilot, for the Technical Space, the Content Space and the Innovation Space, etc.).

Project's Dissemination Booklet

Target Audience: Cultural Institutions, Creative Industry and Professionals

This tool is under development and will be completed and printed in time for the Venice Opening Conference.

The booklet is composed of 36 pages, in an attractive graphic and visual layout and is intended for attracting Stakeholders from the 2 main target audiences.

The booklet contains general information about the project, plus an insight in each Pilot. It will convey the key messages towards these audience segments (cfr. chapter 4).

Planned actions:

A description of the booklet structure is attached as Annex VI.

The booklet will be ready for distribution at the Venice Opening Conference. All partners will be provided with a quantity of copies to be used in their dissemination activities.

As with the factsheet, also the PDF of the dissemination booklet will be available in the repository.

Posters

Target Audience: all

A project poster is a useful tool for advertising the project during events organized by third parties (e.g. poster sessions during a conference) or by the partners (e.g. during dissemination events organized for other purposes). It will be ready and printed in time for the Venice Opening conference.

Planned actions:

A first, general poster is under development and will be produced as a self-standing banner to be available on time for the Venice Conference. Further, topic-focused posters can be produced on demand. As with the factsheet, also the PDF of the posters will be available in the repository.

Event-specific dissemination materials

Target Audience: depending on the target audience of the event

Postcards, leaflets, bookmarks and other small dissemination materials will be used for dissemination of the project's events.

Planned action:

Event-specific dissemination materials can be designed by Promoter and/or by the event-leaders with the support of Promoter (or on their own with the supervision of Promoter). For the Venice conference a printed bookmark is under development.

4.2.4 Project's presentations during relevant events

Target Audience: all, depending on the theme of the attended events

International events are selected and indicated in the DoW to be interesting for the dissemination of E-Space and to be attended by project representatives wherever this is appropriate. The list represents an indicative selection and is not exclusive: the consortium and the individual partners may decide to attend other relevant events both locally and internationally.

Participation in any event includes the distribution of the dissemination material. The approach of the attendee should always be to seek for potential new members of the Stakeholders Group (i.e. Best Practice Network).

Where possible, a project presentation and/or Pilots presentations and demonstrations will take place. Presenting papers for the conference proceedings will be actively encouraged.

A template for the presentation layout is available in the repository.

The participating partner is committed to deliver a dissemination report to the Project Coordinator and to the Technical Coordinator providing information about the nature of the event and the results achieved.

A general presentation of the project is available for download from the project's website. The partners can re-use this to be adapted for the specific events where they deliver their presentation for the dissemination of E-Space.

In addition to the E-Space Conference in Venice, participation to the following events is foreseen by E-Space partners in 2014:

- Europeana Foundation-specific events:
 - the coordination team already attended the Europeana New Projects meeting in March 2014
 - Europeana Project Group Assembly, The Hague, 25-26 September 2014
 - Annual General Meeting, Madrid 30-31 October 2014. Beside the coordinators, several partners are planning to attend and if possible we will participate in the poster session
- EuroMed 2014, in Cyprus, 3-8 November 2014. A paper was submitted by Promoter, entitled "The Digitization Age: Mass Culture is Quality Culture. Challenges for cultural heritage and society." The paper includes a paragraph dedicated to E-Space. One of the conference's workshops dedicated to European projects will be attended by E-Space representatives who will deliver a speech about the project. A poster will also be present in the poster session.

- RICHES Conference, in Pisa, 4-5 December 2014. E-Space will participate to the poster session and will distribute its booklet to the participants in the Conference bag.

Planned actions:

Participating in events is a key element in the project's dissemination, awareness and stakeholder-building work.

Relevant/interesting calls for paper and announcements of upcoming conferences are collected by digitalmeetsculture.net and rebounded in the project's blog. All the partners are invited to share information concerning relevant events with the consortium.

Partners are invited to inform in advance about events they plan to attend and to provide feedback after the event by completing the dissemination form (Annex III). Photos of the event are always very welcome in order to produce good reporting articles for the project's blog.

In order to facilitate partners to produce their own slides, in the repository it is available a model of PowerPoint, to be used in the project's general presentations.

4.3 FUTURE TOOLS TO BE DEVELOPED

In a more advanced stage of the project, the tools described in the following paragraphs will be developed.

4.3.1.1 Videos and YouTube channel

As the project will produce a set of teaser videos, these will be published on the project's portal. The consortium will decide later if it is necessary to open a specific channel on YouTube or to disseminate the videos individually.

4.3.1.2 Scribble Game

As foreseen in the DoW, the project will develop "a Scribble game about rights management and open content. The Scribble game will use MATRIX1, the games based learning platform of the Serious Games Institute of COVUNI. The game will combine the science of e-learning with the fun, graphics and compelling qualities of video games to create a tailored product that will drive knowledge, increase user engagement and ultimately deliver increased ROI from the project's resources allocated to training. The Scribble game will be distributed via multiplatform technology."

The game will be reachable via the project's portal and will be properly advertised.

4.3.1.3 Subpages in the website, dedicated to project's events and activities

As explained in the D6.7 "Europeana Space portal online" responsible partners of the events, Pilot Coordinator, and the coordinator of the educational demonstrators will be provided with a "sub-site" in the project's portal. For the Venice event a page is already available (cfr. Annex V) and will be empowered and kept updated as long as the programme of the event is advanced.

4.3.1.4 Media / Press Room

A press area has been installed on the project's landing page. Here, press releases, newsletters and "raw materials" to be used by the consortium partners and the media for creating/disseminating articles and posts about E-Space, will be posted. This area will be very useful for the partners/media to quickly access relevant material about the project and its Pilots.

4.3.1.5 Scientific journals

Partners of the consortium will identify and select relevant journals in the fields of digital cultural heritage, economics, CH research, IPR and legal issues etc. and propose articles or papers about a particular theme or topic, in English and/or other languages. Each publication will be advertised and disseminated through the project's communication channels.

4.3.1.6 Multilingual pages on the website

Partners will be requested to translate the main pages of the website in their mother language. By end of year 1, the website will be upgraded to support multilingualism and translations will be on line.

First sections to be translated are those in the main root of the website:

- Home
- Project
- Partners
- Pilots & Demonstrators
- Activities
- Outcomes
- Network

The subpages related to each section could also be translated in the future.

5 CONCLUSION

From the earliest stages of its development onwards, E-Space has been conceived as a creative, iterative and open ecosystem - much more than a project. The communication and dissemination task, which will be run throughout the project duration, is a core element in ensuring the success of the project and its Best Practice Network, ideally intended to outlast the funding period and to produce benefits in a broader perspective.

The project will involve many different audience segments, of which the Cultural Institutions and Creative Industry are both at the core and at the user end of its working process. E-Space strongly believes that fostering a dialogue between the two by offering tools, models, best practices and genuine examples of new creative products re-using digital cultural heritage, will generate considerable added value within the broader mission of unlocking the (business) potential of digital cultural heritage.

With this in mind, E-Space and its partners will deploy any effort to ensure a good endorsement and dissemination of the project's activities and outputs. As the project is so complex and composed of different building blocks (which in some way operate independently, although coordinated at central level), this initial plan is not to be considered exhaustive or complete, but as a guideline and a starting point for further differentiated and efficient communication actions.

One of the biggest challenges of the communication and dissemination of E-Space is to prepare and support the participation to the activities organized within the Innovation Space. A particular attention will be devoted in this light to the promotion of the Hackathons, the Monetising Workshops and the successive Incubation phase devoted to the most promising results emerged during the project.

During the first six months of the project a great deal of work has taken place; this infrastructure will now be built upon and the communication and dissemination channels are available to share the project's message with key stakeholders and the general public. Due to the design of the project's website/portal, which will be customized and used to illustrate activity and results, there will be a positive legacy of our work to continue to stimulate and inspire people to use cultural heritage content in creative and entrepreneurial ways.



Europeana Space – Spaces of possibility for the creative reuse of Europeana’s content
 CIP Best practice network - project number 621037

ANNEX I: GENERAL OPERATIONAL PLAN

The following table presents the overview of the communication tools, associated key actions and tasks, the partners responsible to make these actions, the results until the time of submission of this deliverable and the target objectives/monitoring instruments (if applicable).

WEB-BASED COMMUNICATION					
Tool	Key actions	Tasks	Responsible	Result to date	Target objective
PROJECT’S PORTAL Performance to be monitored via Google Analytics - quantitative (how many visitors, how many page visits, etc..) - qualitative (where do the visitors come from? What do they do on the portal? What are the most visited pages? Etc..)	To keep the blog alive	Producing new articles about E-Space	Promoter Any other partner who wishes to contribute	Articles about E-Space to-date (July 2014): n. 8	n. 15 articles by the end of Y1
		Searching/informing about relevant news, call for papers and third party events	Group of Editors Any other partner who wishes to	Articles relevant for E-Space to-date (July 2014): n. 11	n. 20 articles by the end of Y1
	To keep the project’s website updated	Updating the website according to project’s development	Promoter with the collaboration of involved partners	To make the Portal more attractive	n/a
		Management of Pilots’ and events’ pages (sub-sites)	Pilot Coordinators and event leaders with the collaboration of Promoter	Page for the Venice Conference available	n/a
	To exploit the website	Management of contacts received through the	Promoter	At the time of the submission of this deliverable, 14 new persons	n. 30 new persons added to E-Space newsletter database by

	and achieve new contacts	website (potential new members of the Stakeholders Group, potential Affiliate partners, followers etc..)		(not belonging to the partners' group) asked to be added to the E-Space newsletter database via the form available on the website	end of Y1
<p>SOCIAL MEDIA</p> <p>Performance analysis to be done by measuring:</p> <ul style="list-style-type: none"> - the number of followers in each social media channel; - the number of tweets, comments, posts and feedbacks. <p>A qualitative analysis could also be done (who are our followers, which communities do they belong to, etc.)</p>	To develop project's accounts on the social media	Development of project's and Pilot's accounts on social media platforms (i.e. Facebook, Twitter, LinkedIn)	Consortium to decide Promoter to implement and keep alive project's accounts Pilot Coordinators to implement and keep alive Pilot's account	n/a	Expected result: to generate interaction within a larger community
	It is becoming ever more important that Cultural Institutions and the Creative Industries connect, to explore new opportunities and unlock the business potential of digital cultural heritage. The Europeana Space project, including representatives of both sectors, intends to demonstrate this mutual benefit and long-term value, by creating an	Share/like/tweet (this will be active as soon as the E-Space accounts on the social media will be created)	All the partners		

	open, fertile environment where digital cultural content can be re-used entrepreneurially within innovative creative applications and viable products.				
MAILING LISTS Monitoring: to check how many new addresses are added to the mailing list and, if any, how many people ask to be removed from the mailing list	To allow smooth internal communication	To guarantee the mailing lists work To create new ones on demand To add new addresses when requested by the partners	Promoter	Mailing lists available as indicated in par 4.1.3.	n/a
eNEWSLETTERS Mailchimp monitoring tool to monitor the newsletter performance.	To edit interesting newsletters able to attract the attention of the reader to the topics addressed by E-Space and to send newsletters to a vast audience (including EC and Project Officer)	To produce and issue the newsletters	Promoter	First project's newsletter sent on 9 th July 2014 A second one is planned approaching the Venice opening Conference	Direct feedback received after the newsletter: Positive feedbacks e.g. comments Negative feedbacks e.g. unsubscribe requests
	To enlarge the database of receivers	To provide new email addresses of interested people, to be added in the list of receivers of the newsletter	All the partners		Expected result: to reach more people with the E-Space newsletter Number of new contacts: about 100 new contacts by end of Y2
EUROPEANA PRO BLOG	To foster cooperation and	E-Space profile to be	Promoter	Contacts established with	Effective cooperation and cross

	<p>cross dissemination</p> <p>To contribute to create synergies with the Europeana Foundation and the family of the Europeana projects</p>	<p>added in the “Projects” section of Europeana Pro blog</p> <p>Publication of E-Space related articles on Europeana Pro blog</p> <p>Announcing and advertising E-Space events on Europeana Pro blog and on social media channels of Europeana Foundation (Twitter, Facebook ...)</p>		<p>Europeana Pro officer to publish the E-Space page on the blog</p>	<p>dissemination established</p> <p>E-Space page published on Europeana Pro before the opening of the Venice conference</p> <p>Number of articles appeared on Europeana Pro blog by end of Y1: 3 (announcement of the Venice conference, participation of E-Space to Euromed and RICHES conference)</p>
EUROPEANA LABS	<p>To promote E-Space Pilots</p> <p>To demonstrate prototypes</p>	<p>Promotion of the Pilots and their results via Europeana Labs</p>	<p>Pilot Coordinators to provide information and material</p> <p>Promoter to coordinate the action</p>	n/a	<p>First Pilot Prototypes presented on Europeana Labs by the end of Y1</p>
DIGITALMEETSCULTURE.NET OFFICIAL MEDIA PARTNER	<p>To boost E-Space visibility (number of visitors continuously increasing: 16,000 visitors per month in July 2014)</p>	<p>To guarantee visibility to E-Space and its events in the Home Page of digitalmeetsculture.net</p>	<p>Promoter</p>	<p>E-Space logo appears in the Home Page and in any page of digitalmeetsculture.net, linked to the project’s blog</p>	n/a
		<p>To rebound the E-Space articles on digitalmeetsculture.net social media channels (i.e. Facebook, Twitter,</p>	<p>Promoter</p>	<p>Done for the E-Space articles published until July 2014</p>	n/a

		LinkedIn)			
NON WEB-BASED COMMUNICATION					
Tool	Key actions	Tasks	Responsible	Result to date	Target objective
PLENARY MEETINGS TOPIC SPECIFIC MEETINGS REVIEW MEETINGS	Organize regular meetings	Plenary meetings to be organized twice a year, on average. Topic-focused meetings to be organized on demand Review meeting attended on the basis of the request of EC Skype meetings organized on demand	Coordination team	Kick-off meeting organized in Leuven 6-7 February 2014 Pilots coordination meetings organized in Brussels (March 2014), Amsterdam (May 2014), Brussels (June) Pilot-specific meetings organized by Pilot Coordinators Coordination team meeting organized in Coventry (July 2014) Next plenary meeting in Venice on 15th October	Large participation of project partners Justifications provided by the partners who are not able to attend the meeting No silent absence
EVENTS ORGANIZED BY THE PROJECT	Organization of the event	Logistic organization Content organization To develop event-specific dissemination material	Event responsible partner with support of others/coordination team if needed	Venice conference organization is ongoing (by UNIVE + coordination team)	Successful event Large participation of public Good local media coverage
	Dissemination and endorsement, follow-up	To identify target groups to be addressed To identify local dissemination	Event responsible partner with support of others partners and the coordination team if	Venice conference: bookmark already produced and distribution started	

		<p>tools/channels</p> <p>To develop event-specific communication plan, if needed</p> <p>To manage dedicated webpage on the project's website, if needed</p> <p>To provide follow-up of the participants after the event</p>	needed		
	General dissemination and endorsement via web	<p>To produce articles and news and to publish them on online magazines</p> <p>To produce dedicated eNewsletters</p> <p>To produce an event banner, if needed</p>	Promoter in coordination with the event responsible partner	<p>Venice conference dedicated page published on E-Space website</p> <p>Dedicate 3rd level URL created as veniceconference2014.europeana-space.eu</p> <p>Announcement published on E-Space blog</p>	Feedbacks received on the portal and via email
	General dissemination and endorsement via social networks	To share/like/tweet about the event on personal accounts of the partners and on E-Space accounts, when established	All the partners	The article announcing the Venice conference was on twitter and Facebook accounts of digitalmeetsculture	n/a
DISSEMINATION MATERIAL	Factsheets	<p>General factsheet already available</p> <p>Pilot-specific or topic-</p>	<p>Promoter to design the factsheet</p> <p>Responsible partner to</p>	<p>Factsheets distributed to date (July 2014): 150</p> <p>Electronic version available for</p>	Expected results: distribution of the factsheet to a wide number of people

		specific factsheets to be produced later on	<p>provide texts</p> <p>Group of Editors to provide text editing if needed</p> <p>All the partners to distribute it</p> <p>Promoter to make it available online</p>	download from the E-Space website	<p>Number of factsheets distributed by the partners by end of Y1: 300</p> <p>Number of factsheets downloaded by end of Y1: 100</p>
	Booklet	Under production	<p>Promoter to design the booklet</p> <p>All the partners to provide textual inputs and images</p> <p>Promoter to print it and distribute copies to the partners</p>	Plans for printing 2,000 copies by October 2014	<p>Booklet ready and distributed by the time of Venice Conference</p> <p>Number of booklets distributed by the partners by end of Y1 (in addition to the copies distributed at the conference in Venice): 200</p> <p>Number of factsheets downloaded by end of Y1: 50</p>
	Poster	Under production	<p>Promoter to design the poster</p> <p>All the partners to print it at need</p>	Draft versions under development at the time of submission of this deliverable to EC	<p>Poster ready by the time of Venice Conference</p> <p>Presentation of the poster in public events (in 2014: Euromed and RICHES Conference)</p>
	Other event-specific dissemination material	To be produced under request of the partner	Promoter to design the material, in cooperation with event responsible	n/a	Material produced on time and distributed at the event

		responsible for the event	partner		
PROJECT'S PRESENTATIONS	Deliver project's presentations during national and international events	<p>To identify events and to propose to the event's organizer to include the presentation of E-Space</p> <p>To agree with Project Coordination team the participation of E-Space to the event</p> <p>To prepare the presentation to be delivered and to share it with the other partners</p> <p>To deliver the presentation</p>	<p>Partner who attends the event to prepare the presentation and to include always E-Space logo and EU emblem</p> <p>Coordination team to assure the E-Space participation to the Europeana events</p>	<p>A template for Power Point presentation, developed by Promoter, is available in the project's repository, together with a general presentation that each partner can customize for the scope</p> <p>Upcoming events:</p> <p>Euromed 2014 Cyprus</p> <p>Europeana AGM 2014 in Madrid</p> <p>Europeana Project Group Assembly, September in the Hague</p>	<p>n. 3 presentations delivered by end of Y1 in public conferences</p> <p>Reporting and follow-up by the partners attending the event</p> <p>Article about the presentation published on the E-Space blog</p>
OTHER COMMUNICATION TOOLS					
Tool	Key actions	Tasks	Responsible	Result to date	Target objective
DIRECT EMAILS, SKYPE CONFERENCES, TELEPHONE	To allow both internal and external communication	Internal Communication for coordination purposes	Coordination team, WP leaders, task leaders	Effective communication established in the group	The communication among the partners continues to be effective along the whole project duration
		Communication with EC	Project Coordinator, Technical Coordinator (if	Effective communication established between the Project	The communication between PM of COVUNI and EC PO

			needed)	Manager and the EC Project Officer	continues to be effective along the whole project duration
		Communication, interaction with affiliate partners, potential new partners, other organizations with which the project has relationships	Promoter	Effective communication established in the group	The communication in the group continues to be effective along the whole project duration
COOPERATION AGREEMENTS, MEMORANDA OF UNDERSTANDING	To enable individuals, organizations and other projects to join the E-Space community	To address potential interested people, To propose ad hoc the cooperation To explain the nature of the Cooperation Agreement and/or the MoU To sign Cooperation Agreements and MoU	All the partners to provide suggestions Promoter to follow-up the contacts with affiliates	2 cooperation agreements are signed with other projects (RICHES and Europeana Photography)	Contribution to the establishment of the E-Space community and the E-Space Stakeholders Group Number of people not affiliated to partners, contacted by e-mail or telephone by the end of Y1: 20 Number of Cooperation Agreements signed with affiliated organisations by end of Y1: 4 Number of MoU signed with other projects by the end of Y1: 3

ANNEX II: ACTION PLAN

The following tables provide a synthetic view of the actions foreseen by the present Communication Plan, the partners concerned with these actions and the overview of the timing associated with these actions. The dates of the events in 2015 and 2016 are still under finalisation and could be subject to change.

		Concerned partner	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36				
Objective 1: To create and consolidate the E-Space community																																										
To develop the stakeholders group																																										
	Create a dedicated mailing list and keep it updated	Promoter		X																																						
	Direct mailing	Promoter			continuous activity																																					
	Online video demonstrators of the pilots	Pilot Coordinators																			X																					
	Online video demonstrators of the educational applications	- Packed to coordinate - Individual demonstrators to produce the material																										X														
To disseminate E-Space towards the networks and projects of each partner			All																																							
To establish cooperation agreements with other institutions and experts			Promoter																																							
			continuous activity																																							
To cooperate with other projects, including the new projects where the partner			- All the partner to send to Promoter the contacts details for the new projects where they are involved - Promoter to contact the projects																																							
			continuous activity																																							
To maintain regular communication with the EC PD			COVUNI																																							
			continuous activity																																							
To establish a group for dissemination targeted to educational sector			Under the initiative of Promoter + Task 5.6 Leader + COVUNI																																							
			X																																							
To cooperate with Europeana																																										
	To create the E-Space page on Europeana.pro	Promoter						X																																		
	Publication of E-Space related articles on Europeana Pro blog	Promoter (if other partners do it, they promptly inform Promoter and COVUNI)						continuous activity																																		
	Promoting E-Space pilots on Europeana Labs	- NTUA for the technical aspects - Promoter and COVUNI for general coordination																																								
			continuous activity																																							

		Concerned partner	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
Objective 2: Widely and regularly disseminate project results																																							
To create the image identity (logo, website, factsheet)		Promoter			X																																		
To coordinate the dissemination actions carried out by each partners		- Promoter to coordinate - All the partners to inform Promoter about their dissemination activities, through the dissemination report			continuous activity																																		
To provide assistance for dissemination/endorsement of local events		- The concerned partner to inform Promoter - Promoter to promote the event on the project's website and the blog			continuous activity																																		
To invite other projects to the E-Space events		Promoter	continuous activity																																				
To raise awareness about the events organized by the project																																							
	Technical Workshop	- NTUA to organise the event - Promoter and COVUNI to provide general support													X																								
	IPR Workshop	- UNEXE + Packed to organise the event - Promoter and COVUNI to provide general support													X																								
	Educational Demonstrators - Workshop in Athens	- OCC to organise the event - POSTSCRIPTUM to provide technical support - Packed to coordinate the event - Promoter and COVUNI to provide general support																																					
	Online creative marketing - Workshop in Florence	- FST - Promoter and COVUNI to provide general support																																					
	General planning of the promotion of Hackathon events and their results	- WAAG - Promoter and COVUNI to provide general support			continuous activity																																		
	Organisation of local events to promote the Hackathon events																																						
		Amsterdam - Interactive TV Pilot: WAAG+NISV																																					
		Leuven-Photography Pilot: KU Leuven + Packed																																					
		Prague - Dance Pilot: CIANT + COVUNI																																					
		Coventry - Games Pilot: COVENTRY + Subcontractor																																					
		Athens - Open Hybrid Publishing Pilot: OCC + GOLDSMITHS																																					
		Venice - Museums Pilot: MMEDIEN/UNIVE + FST & SPK																																					
	Promotion of the Monetisation Workshops	- Culture Label - Promoter and COVUNI to provide general support																																					

		Concerned partner	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36			
Promotion of the Conferences																																									
	Venice	- UNIVE to organise - Promoter and COVUNI to provide general support				continuous activity					X																														
	Intermediate Conference (date to be confirmed)	- COVUNI to organise in cooperation with Europeana Foundation - Promoter to provide general support																																							
	Final Conference (date to be confirmed)	- SPK to organise - Promoter and COVUNI to provide general support																																							
Participating in relevant events organized by Europeana																																									
	Europeana General Assembly (only the date of the 2014 is know at the time of submission of this deliverable)	- All the partners are invited to participate - Promoter and COVUNI to assure the project to be represented										X																													
	Europeana Projects Group Meetings (only the dates of the 2014 appointments are know at the time of submission of this deliverable)	Promoter and/or COVUNI, if needed by their delegates	X								X																														
Participating in relevant events organized by other parties																																									
	Other conferences	- All the partners to make proposals of events to be attended - Promoter and COVUNI to make a list of the events for the successive 6 months				continuous activity																																			
	Events to be attended in the second half of 2014																																								
	Euromed 2014, Cyprus	COVUNI, Promoter, KU Leuven, CUT (plus possible more partners)											X																												
	RICHES Conference, Pisa - participation to the poster session	COVUNI & Promoter												X																											
Utilizing the existing networks to disseminate E-Space messages and results		All																																							
	Publications on magazines and journals	All (provide information about articles submitted to Promoter for further exploitation)				continuous activity																																			

		Concerned partner	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36			
Promotional and dissemination material																																									
	Fact sheet	- Promoter to produce and upload on the portal the electronic version - All partners to distribute to stakeholders	X	continuous activity																																					
	General presentation of the project	- Promoter to produce and publish online the presentation for download - All the partner to use and adapt it for further re-use in dissemination events								X	continuous activity																														
	Booklet	- Promoter to produce and upload on the portal the electronic version - All partners to distribute to stakeholders																																							
	Poster	- Promoter to produce and upload on the portal the electronic version - All partners attending events to post it																																							
	Scribble game about IPR	COVUNI-SGI to develop it - LINEXE and Packed to provide IPR content - COVUNI, Promoter to define the strategy to promote the game																																							
	Video	- Promoter to produce and upload it on the web - All partners to play it in all the dissemination events, when possible																																							
Meetings: plenary meetings, topic-specific meetings and review meetings		COVUNI with the support of the Technical Coordinator		continuous activity																																					
Using "web-based" communication tools																																									
	Online E-Space portal: set-up and maintenance	Promoter			X	continuous activity																																			
	Social media	Promoter																																							
	Newsletters and online publication of material for downloads	Promoter																																							
	Promoting E-Space on the partners' own channels	All		continuous activity																																					
	Using digitalmeetsculture.net	- All the partners to send information about news, events, projects, initiative to Promoter - Promoter to publish on digitalmeetsculture.net		continuous activity																																					
	Multimedia pages on the E-Space portal	- All the partners to provide translated texts to Promoter - Promoter to publish the multilingua pages online																																							

		Concerned partner	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36		
Objective 3: To demonstrate the Pilots and to encourage their exploitation and re-use		Specific actions tailored to the needs of the six E-Space Pilots																																						
	Establishing the Pilots Communication Team	Promoter in cooperation with COVUNI, Pilots Coordinators, Educational Demonstrations Coordinator						X																																
	Analysis of the Pilots audiences and identification of specific actions to target them	- Pilot Coordinators to provide list of requirements - iMINDS, Promoter and COVUNI to coordinate common actions						continuous activity																																
	Planning and organisation of Pilots demonstration events	- Pilot Coordinators - Promoter and COVUNI to provide support																			X	continuous activity																		
	To engage with possible investors interested in exploiting Pilots	Pilot Coordinators (and then to report and consult with COVUNI for general strategies and Promoter for communication strategies)													continuous activity																									

ANNEX III: DISSEMINATION REPORT FORM

This is the form that each partner is requested to provide to the WP6 Leader and to the Project Coordinator after to participation to a dissemination event. The document is available in the Reserved Area of the Project's Website in the WP6 folder.

E-Space Dissemination & Networking Events Report Form

GENERAL INFORMATION

Event Title	
Date	
Country	
Venue	
Organiser	
Event website (if any)	
Please attach the full programme/agenda of the event	

PARTICIPANTS TO THE RELEVANT SESSIONS

E-Space Participants in relevant workshop/session (if applicable)	
Workshop/session title	
Brief description of workshop programme/session	
Number of attendees to overall event	
Audience demographics	<input type="checkbox"/> Scientific Community (higher education or research) <input type="checkbox"/> Industry <input type="checkbox"/> Civil Society <input type="checkbox"/> Policy Makers <input type="checkbox"/> Medias
Please estimate the make up of the audience members (i.e., how many librarians, professors, etc.)	
Please provide details of the nationalities, that as you are aware of, within the audience.	

COOPERATION WITH OTHER PROJECTS OR INITIATIVES

Cooperation with other projects/initiatives (if applicable)	
Were other projects/initiatives invited to the relevant workshop/session? If yes, please, indicate the names of attending representatives	
Brief description of contacts made and potential collaborations discussed	

E-SPACE PRESENCE AND DISSEMINATION

Objectives of E-Space participation	
Impact	
Nature of E-Space's contribution to the event	<input type="checkbox"/> Presentation <input type="checkbox"/> Poster session <input type="checkbox"/> Workshop <input type="checkbox"/> Dissemination material <input type="checkbox"/> Networking Other
Please list E-Space promotional materials distributed at the event	

SELF-ASSESSMENT

Do you consider that your participation to the event achieved the expected results?	
Please, explain how and why	

ANNEX IV: MODELS FOR COOPERATION AGREEMENT AND MEMORANDUM OF UNDERSTANDING

5.1 MODEL FOR COOPERATION AGREEMENT

Also available in the Project's Website at: <http://www.europeana-space.eu/network-2/>

COOPERATION AGREEMENT

Provided that

Europeana Space is a Best Practice Network project within the framework of the CIP BNP Programme, funded by the EC, Grant Agreement 621037, and its aim is to create new opportunities for employment and economic growth within the creative industries sector based on Europe's rich digital cultural resources;

The Europeana Space project is coordinated by the **Coventry University**, represented by **Prof. Sarah Whatley** and Technical coordinator is partner **Promoter Srl**, represented by **Dr. Antonella Fresca**;

The Europeana Space project will provide an open environment for the development of applications and services based on digital cultural content. The use of this environment will be fostered by a vigorous, wide-ranging and sustainable programme of promotion, dissemination and replication of the Best Practices developed within the project;

To foster the widest participation possible to the Europeana Space Network, a Stakeholder Group is created, composed of representatives ranging from public institutions and universities to creative industries and technology developers. The Stakeholder Group is an important interface between the smallest of the creative industries and the larger companies with an interest in creative innovation.

In consideration of the mutual rights and obligations hereto, my Institution

____ name of the institution _____ (specify)

____ institution's address _____ (specify address, town and country)

agrees to cooperate with the following expert: _____ (specify name, role and e-mail)

to the activities of Europeana Space, during and after the project period with costs including travel and subsistence paid by the Institution unless otherwise agreed in writing with the project, and specifically to:


- participate in the Stakeholders Group;
- share experience;
- promote standards and guidelines;
- experiment in the creative environments and pilots generated by Europeana Space;
- participate in questionnaires, surveys and co-creation sessions;
- participate in meeting and workshops;
- review and provide feedback on documents produced by the project;
- act as conduit for knowledge transfer from the project to policy makers, programme owners, cultural institutions, SSH research organisations, civil society and private stakeholders;
- disseminating the Europeana Space results, also after the project period is concluded.



Europeana Space – Spaces of possibility for the creative reuse of Europeana’s content
CIP Best practice network - project number 621037

5.2 MODEL FOR MEMORANDUM OF UNDERSTANDING

Also available in the Project’s Website at: <http://www.europeana-space.eu/network-2/>

	Memorandum of Understanding	
	between	PROJECT LOGO
	Europeana Space and XXXXXX	
<hr/>		
<i>A Memorandum of Understanding (MoU) is hereby concluded between:</i>		
Europeana Space Consortium, represented by the Technical Coordinator Promoter Srl		
and		
XXXXXX Consortium represented by XXXXXX		
Each a “Party” and together “The Parties”		
Provided that		
Europeana Space is a Best Practice Network project within the framework of the CIP BNP Programme, funded by the EC, Grant Agreement 621037, and its aim is to create new opportunities for employment and economic growth within the creative industries sector based on Europe’s rich digital cultural resources;		
2) The Europeana Space project is coordinated by the Coventry University , represented by Prof. Sarah Whatley .		
3) Technical coordinator is partner Promoter Srl , represented by Dr. Antonella Fresa		
4) The Europeana Space project will provide an open environment for the development of applications and services based on digital cultural content. The use of this environment will be fostered by a vigorous, wide-ranging and sustainable programme of promotion, dissemination and replication of the Best Practices developed within the project.		
5) To foster the widest participation possible to the Europeana Space Network, a Stakeholder Group is created, composed of representatives ranging from public institutions and universities to creative industries and technology developers. The Stakeholder Group is an important interface between the smallest of the creative industries and the larger companies with an interest in creative innovation.		

The Parties receive funding support from the European Commission and recognise the complementarities amongst objectives and activities of their respective projects.

Having assessed the potential benefits of a coordinated collaboration approach, The Parties have agreed to cooperate under the conditions established in the following articles.

In consideration of the mutual rights and obligations hereto, the Parties hereby agree:

Article 1. Subject Matter

The purpose of this MoU is to facilitate the collaboration between The Parties in order to improve the overall results and expected impacts of such actions.

Activities which will be undertaken in common by The Parties are listed in Annex 1 to this MoU.

The Parties may from time to time wish to add other activities to the MoU. In such case the new activities to be added will be agreed in writing by the respective Contact Persons and be defined by an amendment of this MoU, simply adding a new Annex 1.

Article 2. Communication

The Parties will appoint at least one Principal Point of Contact (Contact Person) to act as the technical channels of communication as is necessary for the promotion of effective cooperation between them. The Contact People will maintain regular contact to discuss any matter related to the cooperation described in this MoU or to be integrated in it.

Article 3. Contributions

Each Party shall bear its own costs resulting from their participation in these collaboration activities, unless other agreement is reached for a particular task, taking into account the Financial Regulations governing the EU Projects.

Each Party will maintain the full responsibility for its own activities, including the fulfilment of its obligations under its contract with the European Commission and provides no warranty, express or implied, in respect of its contribution to any activity agreed by The Parties under this MoU, including but not limited to those of fitness for a particular purpose and the infringement of third-party proprietary rights.

Any proprietary rights, relating to the results of activities undertaken jointly by The Parties under this MoU, shall be jointly held, and Each Party herewith grants the other a free, irrevocable and perpetual license to use such rights.

Article 4. Confidentiality

The Parties agree not to disclose privacy protected information of any of the concerned projects to any third party, unless expressly agreed by the concerned Parties in written. This article is agreed by the Parties to be legally binding.

Article 5. Legal Nature

The Parties expressly affirm that this Cooperation Agreement is not a legally binding contract, save for Article 4, but it is intended to confirm the basic settings agreed upon and the goodwill of the Parties to materialise a fruitful collaboration.

Article 6. Duration

This MoU enters into force from the date of its signature. It will terminate when either of The Parties' projects is ended or when a Party gives notice of termination to the other, in which case a minimum notice of two months will be given in written.

In the case that The Parties will continue their activities beyond the completion of the Grant Agreements with the European Commission, this MoU can be renewed on the basis of a mutual decision.

Signatures

For Europeana Space

SIGNED BY: **Antonella Fresa**

AFFILIATION: **Promoter Srl**, Via Boccioni, 2 - 56037 Peccioli (Pisa), Italy

TITLE: Technical Coordinator

Signature

Date:

For XXXXXX

SIGNED BY: XXXXXX

AFFILIATION: XXXXXX

TITLE: XXXXXX

Signature

Date:

ANNEX V: VENICE OPENING CONFERENCE

The programme of the conference provided below is agreed among the partners, the speakers were contacted and most of them already confirmed their participation.



Digital Cultural Content Re-imagined: New Avenues for the Economy and Society

Venice, 16-17 October 2014

*Auditorium S. Margherita
Ca' Foscari University of Venice*

Day One: Thursday 16 Oct 2014

14.00 – 14.20 Registration

14.20 – 14.30 Welcome remarks by the Rector of Ca' Foscari University

14.30 – 14.50 Sarah Whatley (Coventry University) - Opening: the vision of the E-Space project

14.50 – 15.10 Marcel Watelet (European Commission) – about European Commission strategies for innovation and research in the digital cultural heritage sector (to be confirmed)

15.10 – 15.30 Piero Attanasio (Associazione Italiana Editori) – Management of rights in the European digitisation programmes

15.30 – 15.40 *Break*

15.40 – 16.00 Antonella Fresa (Promoter Srl) - The Europeana Space project

16.00 – 16.35 Pilot applications: introducing the 6 pilots (4/5 minutes each, “pitch” style)

16.35 – 16.55 Simon Cronshaw (Culture Label) – Monetisation of cultural creativity

16.55 – 17.10 Q&A session – moderated by Sarah Whatley

17.10 – 18.00 Networking and get-together session

Day Two: Friday 17 Oct 2014

09.30 – 09.40 Charlotte Waelde (University of Exeter) – Introduction of the session

09.40 – 10.00 Europeana Foundation - to be confirmed

10.00 – 10.20 Open Knowledge Foundation - to be confirmed

10.20 – 10.30 *Break*

10.30 – 11.30 Multiscreen session – curated by Noterik and the TV Pilot group

11.30 – 12.00 Panel discussion: Ca’ Foscari representative, Fred Truyen (KU Leuven, Coordinator of Europeana Photography), Johan Oomen (Sound and Vision, Coordinator of EU Screen), Open Knowledge Foundation representative (tbc), Europeana representative (tbc), Marcel Watelet (tbc)

12.00 – 12.30 Future developments and closing remarks, by Sarah Whatley

After the event on 17th October: Optional trip to H-FARM

Free visit to H-FARM, leading business incubator heavily specialized in digital start-ups located ca. 30 min drive from Venice and 20 min drive from Venice airport. Bus transfer to incubator available upon registration.

The first project’s newsletter sent on 9th July (cfr. par. 4.1.4) already announced the event.

The promotional materials are under preparation, namely: the conference banner, the printed bookmark to advertise the Venice conference, other instruments for the local communication.

The E-Space blog and digitalmeetsculture.net features the announcement of the event: <http://www.digitalmeetsculture.net/article/europeana-space-opening-conference/>

BLOG HOME
RESERVED AREA

Username:

Password:

MEDIA PARTNER

RELEVANT NEWS from Digitalmeetsculture

Ludi Lunt now open for Applications

A strategy for cultural heritage in the new digital age.

Europeana Space Opening Conference

Venice (Italy), 16 - 17 October 2014

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[Leave a comment](#)

A rich program of speakers and creative sessions to build bridges between Cultural Institutions and Creative Industry.

[Stay in touch for more news coming soon!](#)

The Opening Conference of Europeana Space is a great event to be held in Venice on 16-17 October 2014, in the beautiful locations of Ca' Foscari

University.

Conference title:

Digital Cultural Content Re-imagined: New Avenues for the Economy and Society.


It is becoming extremely relevant that these two sectors, the Cultural Institutions and the Creative Industry, are more and more encouraged to get in connection, in order to unlock the business potential of digital cultural heritage. Europeana Space project, including representatives of both sectors, intends not only to demonstrate that this connection is a win-win opportunity, but will also support its initiation and long-term viability by creating an open, fertile environment where the digital cultural content can be re-used in innovative creative applications and products.

COORDINATOR


TECHNICAL COORD.

PARTNERS

A dedicated page on the project's website is also available as a domain of third level at: www.veniceconference2014.europeana-space.eu



Europeana Space, Best Practice Network
Spaces of possibility for the creative re-use of digital cultural content



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement n° 621037


HOME
PROJECT
PARTNERS
PILOTS & DEMONSTRATORS
ACTIVITIES
OUTCOMES
NETWORK
CONTACTS

Digital Cultural Content Re-imagined: New Avenues for the Economy and Society

Venice, 16-17 October 2014

*Auditorium S. Margherita
Ca' Foscari University of Venice*

It is becoming ever more important that Cultural Institutions and the Creative Industries connect, to explore new opportunities and unlock the business potential of digital cultural heritage. The Europeana Space project, including representatives of both sectors, intends to demonstrate the long-term value and mutual benefit of creating an open, fertile environment where digital cultural content can be re-used entrepreneurially, to develop innovative creative applications and viable products.



We are therefore pleased to invite you to the Europeana Space Opening Conference, which will be held in **Venice on October 16-17, 2014**, in the beautiful historical palaces of Ca' Foscari University of Venice ([map](#)).

This two-day conference will cover key topics

POST YOUR COMMENT!

Your Name (required)

Your Email (required)

Your Message

ANNEX VI: E-SPACE DISSEMINATION BOOKLET

The E-Space dissemination booklet is under design at the time of the submission of this deliverable.

It is conceived as an A5 size, with 36 pages, 4 colors.

The draft of the cover page is provided below. The concept is to juxtapose on a black&white image some colored signs, to represent the digital re-use of heritage content. (Please, note that this image is still under development. It is also possible that the subject of the picture will eventually change for the final version of the cover page.)



The structure of the content of the booklet is illustrated in the figure below.



Europeana Space – Spaces of possibility for the creative reuse of Europeana’s content

CIP Best practice network - project number 621037

Cover page

Credits	Table of content
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Figure	The project vision (Project Coordinator, Sarah Wahtley)
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Figure	Workplan as a whole (Technical Coordinator, Antonella Fresa)
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Figure	Technical Space
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Figure	Content Space
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Figure	Innovation Space
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Pilot TV (text + image)	Pilot Photography (text + image)
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Pilot Dance (text + image)	Pilot Games (text + image)
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Pilot Open and Hybrid Publishing (text + image)	Pilot Museums (text + image)
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Figure	Join E-Space
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Figure	Consortium as a whole
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Figure	Coordination & Tech. Coordinator
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Partners: memory institutions	Partners: AV, media and social innovation
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Partners: SMEs	Partners: humanities & technology research
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Figure	Conference
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Figure	Workshops
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Figure	Contacts
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Back Cover