Europeana Space – Spaces of possibility for the creative re-use of Europeana's content

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1. EXECUTIVE SUMMARY

This deliverable is the report for the dissemination activities carried on by the Europeana Space project during its first year. It complements and draws on the D6.1 which was the dissemination and communication plan released at M6.

The three **main objectives** for the dissemination of the project are:

- To create and consolidate the E-Space community, the Best Practice Network (BPN)
- To disseminate project results among the E-Space community
- To demonstrate the activity and results of the Pilots and to encourage their exploitation and re-use.

At the beginning of the project an analysis was carried out to identify and categorize the **target audience** of the project:

- Internal audience and European Commission
- Cultural institutions
- Creative industry professional and entrepreneurs
- Education
- Europeana and Europeana-related projects
- General public

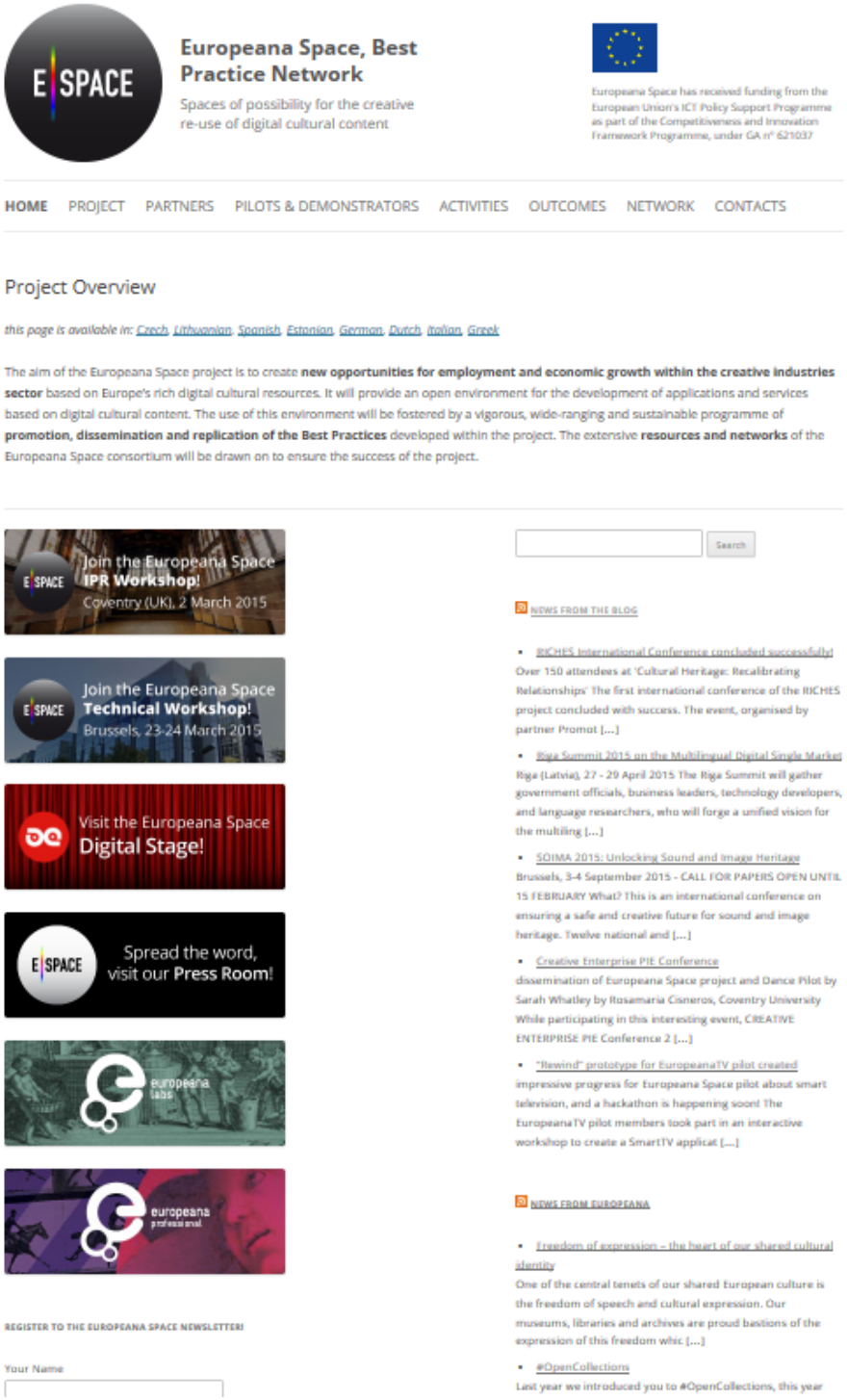
The dissemination actions carried on during year 1 of the project were addressed to reach all these target groups, and plans made for activities in year 2, which will be a very intense period of project's events (with workshops and hackathons). They are intended to increase the engagement of all groups within the project, with the final aim to enlarge the Best Practice Network of Europeana Space.

The WP6 Leaders, Promoter with the support of COVUNI, were widely committed to their tasks: many **dissemination tools** were produced and disseminated (website, project poster, booklet, blog posts, a twitter account, use of hashtags.), a lot of many large and smaller **events** were attended (including several events organised by Europeana) and all the other partners were invited and supported to cooperate in **maximizing the communication and dissemination of the project**.

The key event of year 1 was, of course, the **Opening Conference of Europeana Space**, which was held in Venice in the beautiful location of the Auditorium Santa Margherita on 16-17 October 2014. A wide dissemination campaign was carried out by Promoter and task leader UNIVE, and the conference resulted in a successful event.

A **Communication Group** was set up in late 2014, including one representative for each pilot and demonstrator plus WP5 representatives: this group was created primarily to empower the communication of each pilot, according to individual target audiences and dissemination needs, and to develop event- specific and pilot- specific dissemination tools. The group is also committed to cooperate in the dissemination of the Demonstrators, Hackathons and any other project event.

Around 80 articles, about the project and about themes that are relevant for the project, populate the **project's blog**. The project **Home page (website)** is constantly updated and enriched.



Europeana Space Home page

The website has received nearly 6.500 visits, comprising 3.800 unique visitors, which was a great success.

As the project reaches the end of its first year, it has few results to show at this stage, however, this year was more focused on the launch of the project's activities being first and foremost a BPN; it currently includes:

- Over 70 people who asked to be included in the Stakeholders Group
- n. 11 Cooperation agreements signed with other projects/organizations
- an Advisory Board composed of 8 experts in different fields

2. INTRODUCTION

One of the main responsibilities of the Europeana Space project is to interact with organisations, individuals and other projects to understand and learn from existing activity and to also share details of innovative work and provide a platform for them to build upon.

This document, the *Communication, dissemination and network enlargement report*, will consider the activity undertaken within the first year of the project to fulfil that requirement.

2.1 BACKGROUND

At the end of Month 6, July 2014, the project submitted D6.1 *Communication, dissemination plan and stakeholder building strategy and dissemination material*. The deliverable set out three clear objectives, to:

- create and consolidate the E-Space community
- widely and regularly disseminate project results among the E-Space community
- demonstrate the activity and results of the Pilots and to encourage their exploitation and re-use.

This was to be achieved by implementation of a series of actions:

- developing a Stakeholders Group
- coordinating the dissemination actions carried out by each partner, to achieve maximum outreach
- raising awareness about the events organised by the project
- participating in relevant events organised by Europeana and other parties
- utilizing the existing networks of people and organisations to enlarge the project audience
- using both “classical” and “web-based” communication tools for dissemination, marketing and engagement purposes
- boosting the web presence of the project
- implementing specific actions tailored to the needs of the six E-Space Pilots
- motivating Hackathon individuals/team winners and supporting them to develop their ideas into valid business models
- disseminating our message to reach schools, universities, museums and the lifelong learning sector, to utilize the Pilots’ tools and techniques.

D6.1 defined the key stakeholder groups and activities that needed to be undertaken, linkages to be made and challenges to be faced within the lifetime of the project, together with roles and responsibilities of partners to ensure their completion.

2.2 ROLE OF THIS DELIVERABLE IN THE PROJECT

This deliverable will revisit and build upon the ideas and plans that were identified within D6.1, as communication and dissemination cannot be a static activity and it is important for the project to re-evaluate its approaches to ensure that the broadest range of stakeholders can be reached.

As stated within both D6.1 and D4.2 *Pilots Coordination – information on technical planning*, submitted in July 2014, the first six months of the project were invested in defining each of the six Pilots (Europeana TV, Photography, Dance, Games, Open and Hybrid Publishing and Museums), to understand, what they were planning to do, who their work aimed to reach and

how they would achieve their respective goals. A further six month on, progress has been made to bring these goals to fruition.

Although, communication and dissemination activity is overseen by the WP6 Leader, Promoter, with support from COVUNI, the Coordinator, it is an obligation for all partners taking part in the activities. As the project approaches the completion of its first year, there are proven examples of communication activities undertaken and links made across work packages and Pilots, which are demonstrated through the inclusion of project blog posting within Chapter 4.

As a result, this deliverable has two main objectives:

- demonstrate the effective communication and dissemination work that has taken place within the first year of the Europeana Space project
- revisit the proposals made and the action plan within D6.1, based upon the knowledge gained through project/Pilot development within the past six months and amend or elaborate it in planned work.

2.3 APPROACH TAKEN IN YEAR 1

The communication and dissemination work of the Europeana Space project has been led strongly by Promoter, the WP6 Leader. Their task has not only been to follow the outline established within both D6.7 – *Europeana Space portal online* (submitted in M3) and D6.1, to create a website, multiple promotional materials, including a factsheet and a project booklet, but also to remind partners of their need to be involved in maximizing the communication and dissemination of the project.

COVUNI, the Coordinator, has worked closely to support Promoter, taking and supporting decisions and proof reading materials, PowerPoint presentations and webpages before they were published, as well as liaising with the EC Project Officer and the Europeana Foundation.

UNIVE, the organisers of the first international conference, IN2 the developers of the website's Digital Stage, Proton Labs that created the soon to be launched Europeana Space TV channel, and MuseumsMedien that has agreed a Cooperation Agreement signed by the Memorial to the Murdered Jews of Europe are examples of partners that have played a key role in disseminating the project's message. This will be detailed further throughout this deliverable.

2.4 OBJECTIVES FOR YEAR 2/3

Although the project is now in a more knowledgeable position to build upon D6.1, it is clear that with the dates for the Hackathons and Pilot Demonstrations to be fixed within the coming months, together with the Athens based Educational Demonstrator in January 2016, this Communication, dissemination and network plan will continue to be reviewed to define the most effective ways to communicate the events and engage very different stakeholder groups.

In March 2015, the project will be showcased at the IPR Workshop in Coventry and the Technical Workshop in Brussels. This is an important development for the project, as it will outline the 'Protected Space' that the project is looking to create, with the intention of engaging cultural institutions and members of the creative industries. Dedicated web pages and flyers have been developed to gain audiences and the messages will be spread by the project's and partners' social media channels.

In early May 2015 the Europeana TV Hackathon will take place in Amsterdam. As with all Hackathons, the majority taking place in Year 3, it is important that sufficient numbers of people from the creative industries/entrepreneurs participate in order to generate the quality of ideas to be progressed through the project's Business Modelling and Incubation stages.

Local engagement strategies, implemented by the Hackathon Coordinators, as well as those at a project level will play an important role in the success of this activity. Although there are common aspects shared between all Hackathons, some aspects will be event specific due to the nature of six very different thematic Pilots.

The validation of the Pilots' work is also an important objective of the Year 2 of the project, as Demonstrator events will take place and feedback will be provided. It is of dual importance to both share our message to involve experts who can consider the project's work, as well as to showcase the tools and products that have been developed for the general public.

Year 2 also culminates with the Educational Demonstrator event which will take place in Athens. As well as the commercialisation aspect of the project, the ability to disseminate what has been done into a wider educational context is a key objective. The intention for Year 3, using material to be produced in Task 6.2, including MOOCs, aims to make schools, universities, community groups, as well cultural organisations such as museums and libraries aware of the achievements of the project and the possibilities of greater re-use of cultural heritage content and to leave a sustainable project outcome.

2.5 STRUCTURE OF THE DOCUMENT

The document consists of six chapters:

Chapter 1: Executive summary

Chapter 2: Introduction

Chapter 3: Target audiences

Chapter 4: Report on the use of project's dissemination tools

Chapter 5: Objectives for the next stage of the project

Chapter 6: Conclusions

Annexes:

Annex I: General Operational Plan

Annex II: Action Plan

Annex III: Europeana Space Social Media Strategy: Ideas and Guidelines

3. TARGET AUDIENCES

Europeana Space is first and foremost a Best Practice Network and, as such, has the mission to interact with a wide range of stakeholders and target audiences.

The project incorporates four overlapping phases of communication and dissemination activity:

- ensuring that an effective internal communication system is in place
- getting the name and objectives of the project known to a broad range of audiences
- specifically targeting each of the thematic Pilot sectors to involve them in project activity including Hackathons, Pilot and Educational Demonstration
- disseminating the results of the project as they occur and providing a sustainable use of project tools as part of the Europeana Space legacy.

To set context for this deliverable, headings and initial text (in italics) from D6.1, has been included here, as the main target audiences remain the same.

3.1 INTERNAL AUDIENCE AND EUROPEAN COMMISSION:

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)

During the first year, effective internal communication systems have been set up including specific mailing lists for all partners, work packages, associate partners and the Advisory Board to contact each other, with meetings taking place via Skype and in person at events and meetings. A document repository has been set up behind the website for final project documents, with Google Docs used for WP4 status reporting and Basecamp for WP5 discussions.

The number of Associate partners has grown steadily throughout the year, as the project has become better known, both for stakeholders that have expressed interest in receiving information by signing up on the website and affiliate partners that have formally signed a Cooperation Agreement (or Memorandum of Understanding between projects). Both will provide opportunities for engagement with the project, as well as a base for sharing project activities; communication is maintained through newsletters, the mailing list and the blog/social media channels. It is important that this network continues to grow to engage key stakeholders to elicit their input, as well as to maximize exposure to the general public to showcase what has been achieved. All partners are encouraged to promote the further development of this network.

The Project Manager liaises on a regular basis with the EC Project Officer, both in terms of passing on news from the project as activity develops, asking questions to ensure that proposed changes of dates and locations are acceptable, to submit project deliverables and also to receive important information from the Commission.

An extension of this communication process is the Technical Review of the project that will take place on 30 April 2015 and the project will happily provide relevant information to the designated reviews, as appropriate to enable a constructive discussion to take place about the project.

An Advisory Board has been appointed to support the work of the project; at the time of writing, 8 of the 10 places have been filled with experts who understand the project's range of activity:

- Lucia Pannese, imaginary srl, Italy
- Francesca Di Donato, Net7, Italy
- Eva Del Rey, The British Library, United Kingdom
- Nathalie Doury, Parisienne de Photographie, France
- Sanja Halling, Swedish National Archives, Sweden
- Tony Ageh, BBC, United Kingdom
- Kate O'Connor, Creative Skillset, United Kingdom
- Ruth Mac Partlin, aPperbook Limited, Repulic of Ireland

During 2015, the Advisory Board will play a greater role within the project, offering opinions and reviewing areas of the project's work. A dedicated mailing list, including COVUNI, the Coordinator, and Promoter, the Technical Coordinator, has been set up to easily maintain dialogue.

3.2 CULTURAL INSTITUTIONS:

Public and private bodies, holders of cultural collections

The project's relationship with cultural institutions is threefold:

- several project partners are cultural institutions and are providing content for re-use
- the project is working with other cultural intuitions that will provide content, as described earlier, a Cooperation Agreement has been signed with the Memorial to the Murdered Jews of Europe
- the project will use the result of the Pilots' work to demonstrate to cultural industries the advantage of making content available for re-use to change traditional mindsets, as making content open is not a threat, but actually a way of collections reaching new consumers

The project is developing a 'Protected Space' (between WP2 Technical and WP3 Content Spaces) which will enable content to be used on a limited basis and integrated into tools/apps to demonstrate how it could be utilised. Although the rights associated with the use of content will always be respected, this approach would enable a demonstration to the cultural institutions of the benefits and potential commercial opportunities of allowing content to be open and available for re-use.

3.3 CREATIVE INDUSTRY PROFESSIONAL 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.

Engaging with the creative industries is a real target focus of the Europeana Space project during Year 2. Whilst the first year established vision and planning, as well as publicized activity widely, for the project to maximize its success, more targeted communication is required.

Open innovation is a new concept for many creative industry organizations/SMEs and they will need to be persuaded to consider options outside of traditional confidentiality based competitiveness practices.

A series of sector specific campaigns, both locally and at project level, will be used to engage potential users of the tools, techniques and apps (developed by the Pilots) for them to attend Hackathons across Europe and establish commercial products based upon cultural heritage

content. In addition to direct project knowledge, the expertise of the Advisory Board members would also be available as part of this targeted campaign.

3.4 EDUCATION:

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

Educational dissemination is a very important element of the project that will have a greater emphasis during the second half of its lifetime, as Pilots produce tools and prototypes that can demonstrate what can be developed through the creative re-use of cultural heritage content.

The project approaches educational dissemination in a number of ways:

- Pilots are required to identify their own educational dissemination strategy within the deliverables due at Month 24
- The Educational Demonstrator event scheduled for 29 January 2016 (M24) in Athens, will consider:
    - The Cavafy literature library
    - Irish poetry and folk tales
    - Closer to van Eyck – Rediscovering the Ghent Altarpiece
    - Archaeological, built and 3-dimensional heritage
- *Task 6.2 - Training, Professional Development and Learning material* will produce tools including:
    - training activities/ learning materials
    - a MOOC (Modular Open Online Course)
    - the IPR scribble game
    - hosting of the Creative Marketing event in Pisa in October 2015

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 applications such as Blinkster could be used to establish treasure hunts to aid learning, as part of a fun activity; with the Dance Pilot equally encouraging healthy activities through the use of the dance step tools.

It is important to share the results and concepts of the project widely, both within the traditional educational sector, as well as more widely to engage with museums, community groups and online learning platforms to present the results of the project and to inspire people/organisations to build upon the project's results.

3.5 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 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.

Building a good working relationship with the Europeana Foundation and other projects within the Europeana family has been an important part of Year 1 communication and dissemination

activity - with the project attending the Europeana New Project's meeting, Projects' Congress and AGM, at detailed within chapter 4, and Harry Verwayen, Deputy Director speaking at both the project's kick-off meeting and the International Conference in Venice. Europeana Space is regularly represented not only within the Europeana Network, but activity involved in the Europeana IPR and Technical working groups.

Promoter has been able to populate a project page on the Europeana Pro website, http://pro.europeana.eu/web/europeana-space, although as a new site is to be re-launched early in 2015, further details are still to be added. The information that is there provides an overview of the project, deliverables, the booklet and factsheet and posters and presentations of each Pilot and therefore provides a further window for people to learn about the project.

Both in terms of the project's remit as a BPN and due to the advantages of working collaboratively, partners have built relationships with other Europeana projects (some existing through participation in other projects) to learn lessons, share content and consider effective methodology for innovative re-use of content. To this end, dialogue and interaction has taken place with:

- Europeana Photography
- Europeana Creative
- Europeana Food and Drink
- Europeana Fashion.

For instance, Space is providing a sustainability option for the work undertaken within Photography, Creative has similar objectives to Space and has provided valuable insights into entrepreneurial models, Food and Drink offered a draft copy of their project handbook to share best practice, and Space has explored the possibility of utilizing the Fashion sketches within the Games Pilot. This will continue and also include new projects as start and join the Europeana family.

In addition, the project Advisory Board also includes a wealth of Europeana project experience and in November 2014, Francesca di Donato was elected to the Europeana Network Members Council, part of the new Europeana decision making structure.

3.6 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.

It is the intention of the Europeana Space project to engage with the general public on a number of levels. During the first year, the project has worked hard to develop its website, publish news on the blog, issue newsletters and develop physical dissemination materials to reach different groups and has successfully raised awareness.

During the second year, it will be important to gain feedback on the work of the Pilots and the prototypes created e.g. the TV Pilot's Fall of the Berlin Wall Video Dossier, as well as to encourage people to attend the different thematic Hackathons. Pilot and Hackathon Coordinators will therefore be encouraged to engage local or sector specific contacts in a number of ways, including through targeted social media.

The final year of the project will maximize dissemination to encourage the opening of content, the entrepreneurial re-use and the educational dissemination to ensure that the public can identify what has been done, make use of it as part of their everyday lives and build upon this platform.

3.7 POLITICAL SPOTLIGHT

The project is aware that alongside Europeana Creative, it is in the public spotlight, as a pathfinder for the creative re-use of digitised cultural heritage and was specifically named on page 9 of the European Commission's *Towards an integrated approach to cultural heritage for Europe* Communication in July 2014. The project is aware of the importance of its results and therefore the scrutiny that it will receive, but will strive to become a best practice model that other can emulate.

Across the next two chapters, this deliverable will reflect upon the wide range of communication and dissemination work that has been undertaken within the past year and then consider the main objectives for the next year, as the emphasis focuses more upon the second phase of specifically targeting of sectors of the audience to fulfil the next stage of project activity, as well as beginning to share project results.

4. REPORT ON THE USE OF PROJECT ACTIVITY AND DISSEMINATION

During the first year of the project, as well as defining the scope of work and approaches to be taken, a great deal of dissemination activity was undertaken to target the audiences outlined within Chapter 3.

This section follows the same structure as illustrated in D6.1, providing a report on the development and use of the different dissemination tools described in the previous deliverable D6.1.

4.1 WEB BASED COMMUNICATION

This section describes the dissemination activities undertaken by the project via the web.

4.1.1 THE PROJECT'S PORTAL

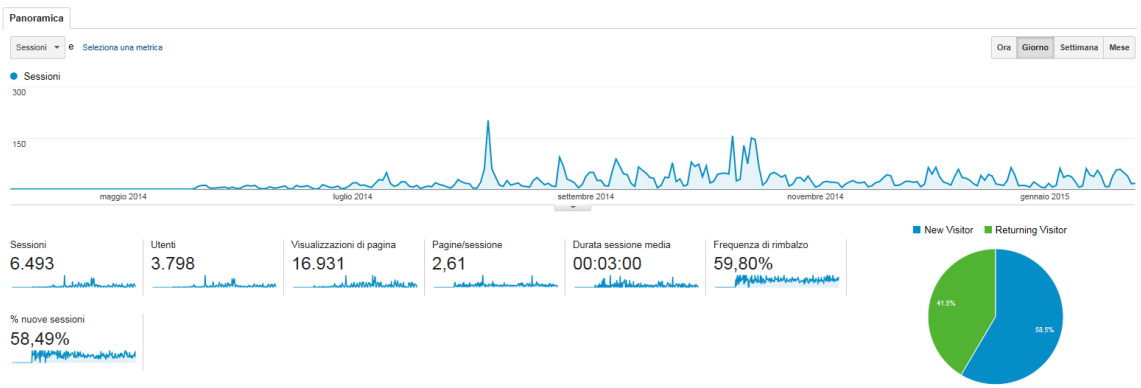
Target audience: All

Since its launch in March 2014, the website has been constantly updated with new content and new features. In particular, the pages dedicated to the pilots were enriched and enlarged, and translations of the main pages are now available in the following languages: Dutch, Italian, Greek, Spanish, German, Czech, Lithuanian and Estonian. Portuguese translation is under production and will be added soon.

The statistics from Google Analytics show a good performance, with almost 3.800 unique visitors and almost 6.500 visits. The percentage of 58,5% new visitors over the total visits is rather notable if considering the average of 2.6 pages visited each session and a session duration average of 3 minutes.

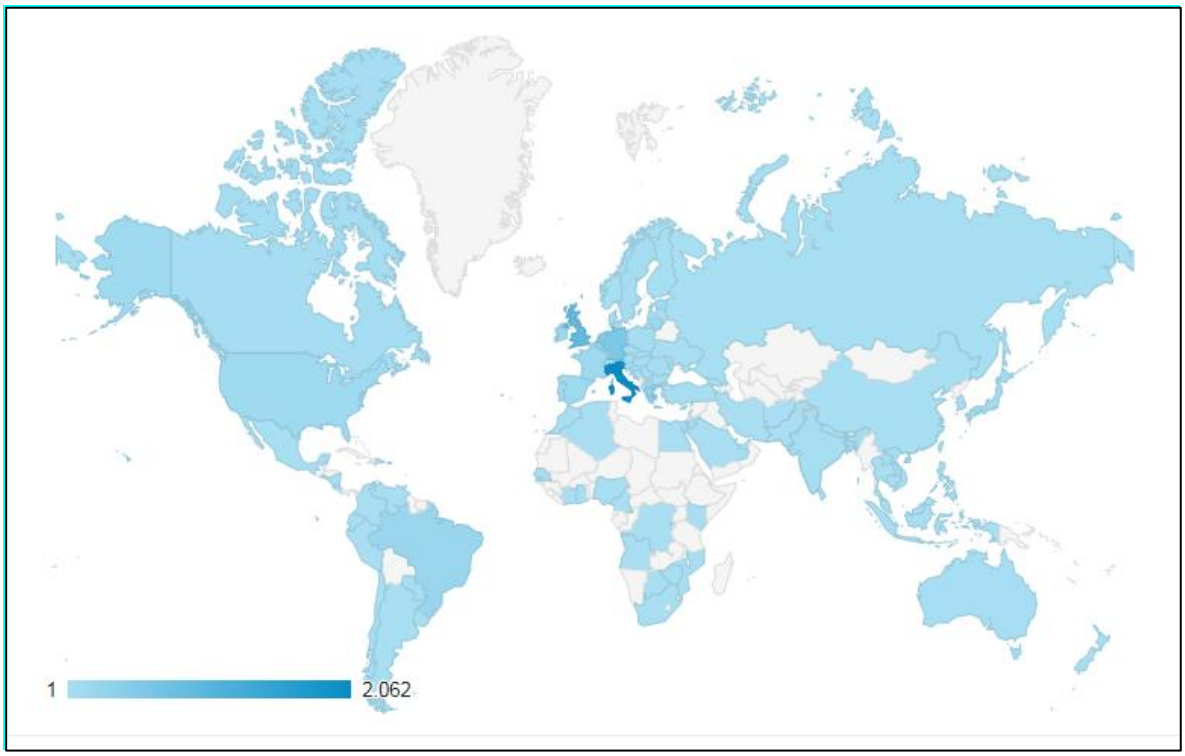
This means that when a new user enters the website, he/she actually reads the content of the page.

The graph below shows peaks of visits: on the occasions of the first project's newsletters in August, and in October due to the dissemination actions for promoting the Venice conference.

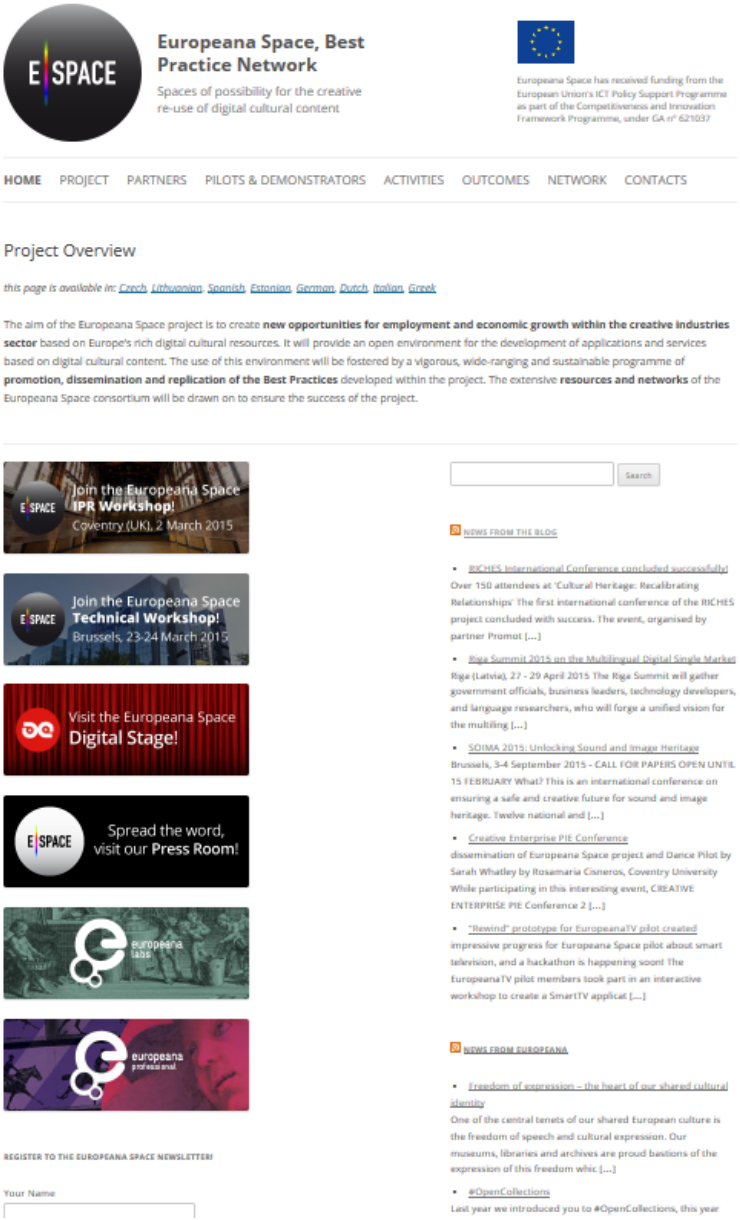


As for geographical provenance of the visitors, being the website managed by Promoter, it's no surprise that Italy is the most represented country. It is very notable the presence of extra EU visitors:

Paese	Acquisizione		
	Sessioni ↓	% nuove sessioni	Nuovi utenti
	6.493 % del totale: 100,00% (6.493)	58,51% Media per vista: 58,49% (0,03%)	3.799 % del totale: 100,03% (3.798)
1. Italy	**2.062** (31,76%)	53,49%	1.103 (29,03%)
2. United Kingdom	**883** (13,60%)	51,19%	452 (11,90%)
3. Germany	**555** (8,55%)	52,25%	290 (7,63%)
4. Netherlands	**359** (5,53%)	50,14%	180 (4,74%)
5. Greece	**303** (4,67%)	58,09%	176 (4,63%)
6. Belgium	**273** (4,20%)	57,88%	158 (4,16%)
7. Brazil	**199** (3,06%)	98,99%	197 (5,19%)
8. Lithuania	**163** (2,51%)	30,67%	50 (1,32%)
9. Ireland	**142** (2,19%)	48,59%	69 (1,82%)
10. France	**140** (2,16%)	68,57%	96 (2,53%)



The Home page to-date (January 2015) includes buttons that advertise the upcoming workshops, the project Digital Stage, the Press Room, Europeana Labs, and the project's page on Europeana Pro Blog. On the right side of the page, the RSS Feed for the project blog and for the Europeana Pro Blog show the latest news items.



The Home Page of Europeana Space www.europeana-space.eu

NEW CONTENT (MAIN ITEMS):

Deliverables: http://www.europeana-space.eu/outcomes/deliverables/

This page allows the download of the public deliverables produced by the project.

Pilots and demonstrators: http://www.europeana-space.eu/pilots-and-demostrations/ and related subpages.

The main page of this section is enriched with a gallery of the project's posters, the subpages of each pilot includes a cover (the larger picture of the pilot poster) and a link to texts and information. A list of the pilot-related articles that appeared on the project blog is also provided here.

Page of the Venice conference: http://www.europeana-space.eu/activities/projects-conferences/digital-cultural-content-re-imagined-new-avenues-for-the-economy-and-society/

Ahead the conference, this page was used for promotion, indicating the speakers (for each one there is a subpage), the agenda, a registration tool and other useful information. The dedicated web address www.veniceconference2014.europeana-space.eu was, and still is, redirected to this page.

Now this page contains the results of the event (pictures and presentations by the speakers). A link to the project blog rebounds to a dissemination article that offers a chronicle of the event and many more images.

Advisory board: http://www.europeana-space.eu/project/advisory-board/

The page includes the list of the project advisors, each of them has a short descriptive page.

Cooperation agreements: http://www.europeana-space.eu/network-2/cooperation-agreements/

The page includes the list of organisations and projects that formally signed a cooperation agreement with Europeana Space, with a short page, each including a logo, a brief description and the web address.

Page of the IPR workshop and of the technical workshop:

http://www.europeana-space.eu/activities/thematic-workshops/2-march-2015-europeana-space-ipr-workshop/

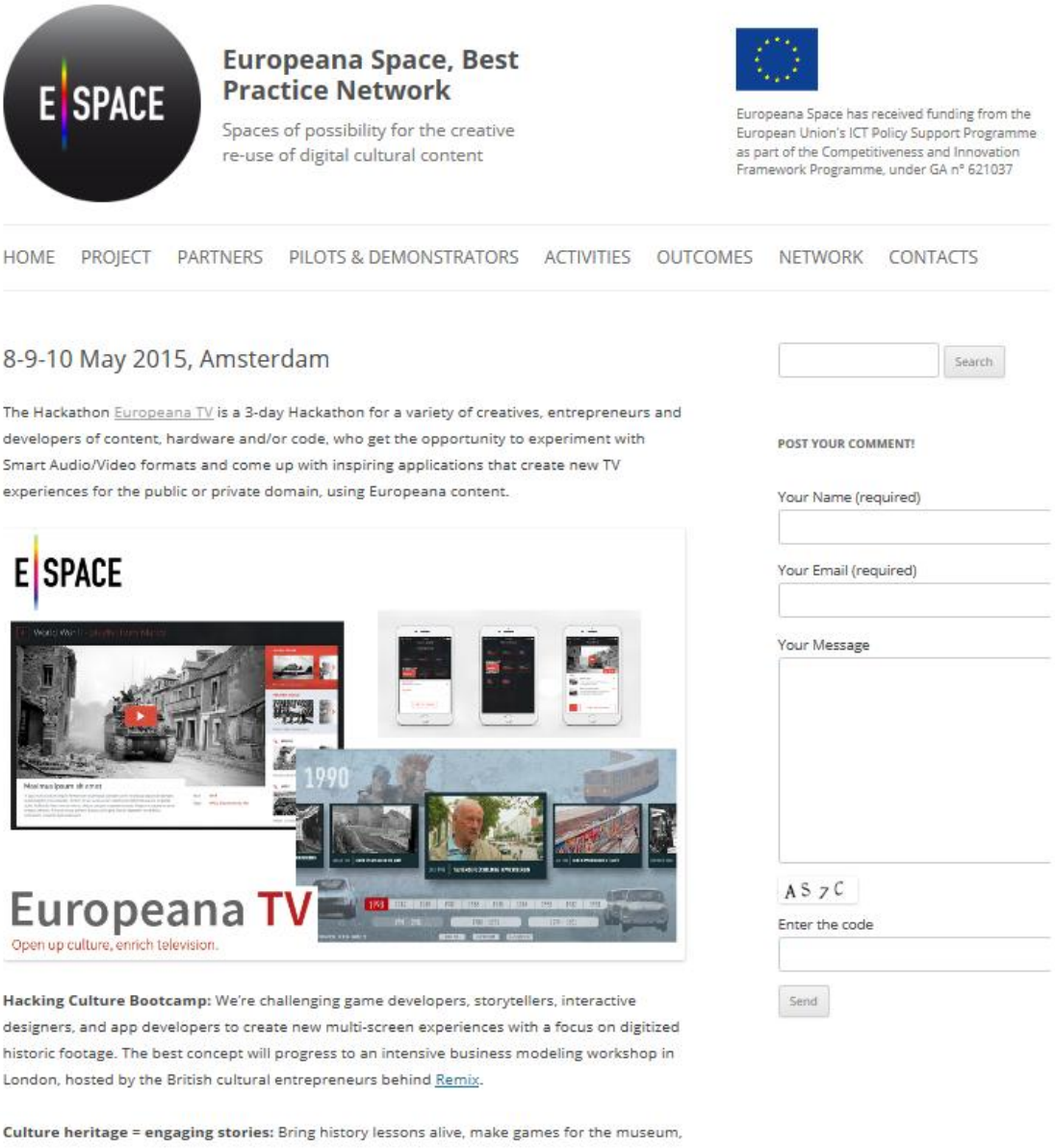
http://www.europeana-space.eu/activities/thematic-workshops/23-24-march-2015-europeana-space-technical-workshop/

These pages announce the two upcoming events providing details, a flyer of the event and a registration tool. The pages will be kept in use after the event to collect its outcomes.

Page announcing the Hackathon for TV pilot:

http://www.europeana-space.eu/activities/hackathons/europeana-tv-hackathon/

This will be kept up to date in the coming weeks, leading up to the event.



NEW FEATURES

The Home page gives access to new features that are embedded in the project website:

Project Digital Stage and Pilot' Digital stages

The website has been further enriched with a content collection, Europeana Space Digital Stage, gathering all the important posts about the project. Whenever a new blogpost or Twitter posts from the project account or containing one of the hashtags of the pilots or events is being published, it automatically becomes part of the Europeana Space Digital Stage. This way visitors to the website can get quick overview of the news related to the project. Further, the digital stage allows website visitors to search for a particular topic of interest and use a wide range of facets in order to filter the search results and find exactly the information they are looking for. In this way, all the dissemination channels used by the project converge once again on its website, which becomes a genuine hub of information for anyone interested in the project.

Similar to the Digital Stage of the project, each pilot is planned to have a Digital Stage of its own in order to allow stakeholders who are interested in only one of the pilots to easily mode easily find all the relevant information. Currently, the Dance Pilot Digital stage is already online (http://www.europeana-space.eu/pilots-and-demostrations/dance-2/dance/), with the other pilots scheduled to follow suit soon.

Europeana-related features:

- Europeana Space on Europeana Pro (new)
- RSS Feed for Europeana (new)
- Link to Europeana Labs

Europeana Space TV channel

The VBOT video suite developed by partner Proton Labs enables the user to deploy tailor-made video applications across devices. VBOT platform provides full control on how video assets can be acquired, published and accessed. In other words it is a highly customized TV channel. Proton Labs made available the tool for Europeana Space, which is embedded in the project's website and will be populated soon with the video recordings of the Venice conference.

4.1.2 SOCIAL MEDIA

Target audience: All

TWITTER

Originally, partners were asked to use their own twitter account to re-tweet news about the project and related themes. The hashtag #EuropeanaSpace was created at the beginning of the project. Some of the pilots subsequently created their pilot-specific hashtag, in particular the Dance pilot set up a focused twitter strategy.

The initiative of the Dance pilot was circulated and Pilot Coordinators were invited to consider whether a similar course of action is suitable for their dissemination needs and target audience.

The Venice conference was an important dissemination occasion, where the partners were invited to share news with the project's hashtag. It resulted in a twitter campaign, which gave a high resonance to the conference. After the success of the twitter campaign during the Venice conference, it was decided to set up the project's account @EuropeanaSpace, and to invite pilots to utilize pilot-specific hashtags.

As an initiative of partner IN2, a Digital Stage of the project was set up and individual digital stages for each pilot are under preparation

The "@Europeana Dance Sharing of Day" Twitter initiative of the Dance Pilot

There is a daily online dissemination session that includes the launch of a tweet and/or posting information on other Dance-related Websites such as the *West Midlands Dance Network*.

The main action is a daily tweet to followers which re-uses dance content of Europeana. Each tweet is also dedicated to another tweeter (i.e. Dancer, Dance Company, Museum, Researcher or various other people within the cultural heritage sector). The tweets are launched from the account of Rosamaria Cisneros (COVUNI): https://twitter.com/RosaSenCis and are marked with both the #ESpacedance and #EuropeanaSpace hashtags. Since November, the project's account @EuropeanaSpace also regularly re-tweets Rosa's tweets.

The audience reached is really varied as the information disseminated via the online platform of Twitter is received by an international public.

Each Tweet is sent out to over 200 followers of Rosa (each day) and on an average 30 people click on the links to view the material. Not only is the material being viewed, it is revisited by dancers, researchers, non-dancers and others from the cultural heritage sector.

Pilot-specific hashtags

Currently the following hashtags are in use for the pilots, and converge in the Digital Stage of the project:

#ESpaceDance

#photomediations

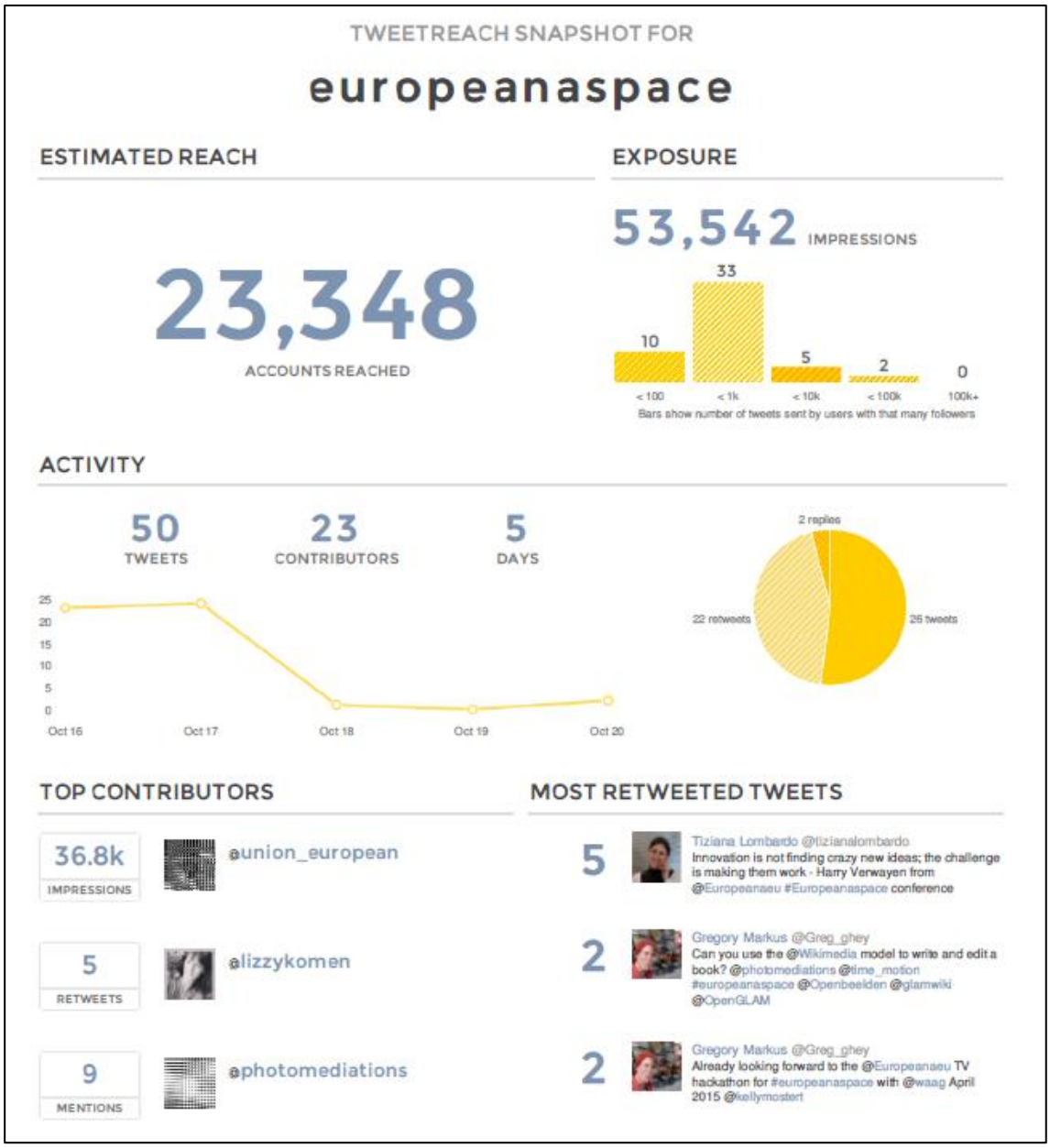
#EuropeanaTV

#ESpaceMuseums

The Twitter campaign during the Venice conference

Partners were invited to take photos and to tweet news during the Venice conference, using the hashtag #EuropeanaSpace. A report from Tweetreach.com, a monitoring tool that provides comprehensive Twitter analytics through monthly highlights, shows that during 5 days the tweets launched with our hashtag reached 23.348 accounts.

There were other hashtags that have been used during the conference by partners: #ESpaceVenice #Espaceconference



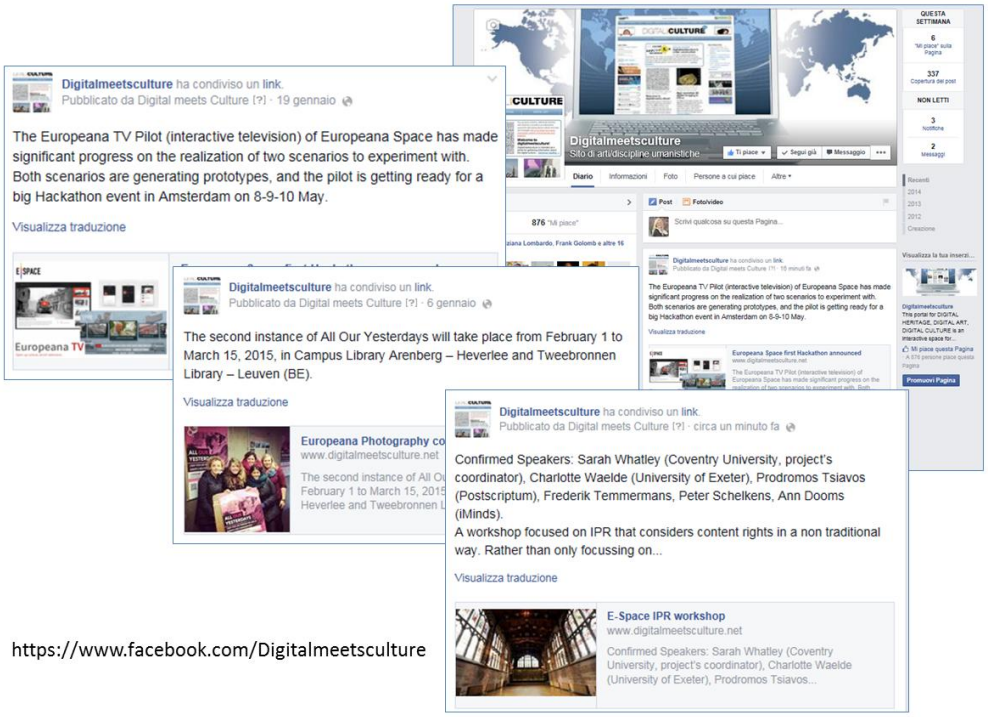
@EuropeanaSpace, the project's twitter account

The project's twitter account was created end of November 2014 and is managed by Promoter. It currently has 77 followers which we hope will increase in the next period thanks to stronger dissemination actions especially for the Europeana Space events.

Facebook

The project doesn't have a Facebook page yet (this decision was revisited and reaffirmed during the General Assembly meeting in Venice). However, the media partner digitalmeetsculture.net always rebounds news related to the project in Digitalmeetsculture FB page. The page has nearly 900 followers.

As with other social media, partners are encouraged to post project related news on their own Facebook pages.



https://www.facebook.com/Digitalmeetsculture

4.1.3 MAILING LISTS AND OTHER TOOLS FOR INTERNAL COMMUNICATION

Target audience: Internal audience

The following mailing lists are available for internal communication:

General ML including all partners: europeanaspace@promoter.it
Group of Editors: europeanaspace-editorsteam@promoter.it
WP4 (all the Pilots): euspace-wp4@promoter.it
WP5: euspace-wp5@promoter.it

Communication Group (WP6): euspace-wp6@promoter.it

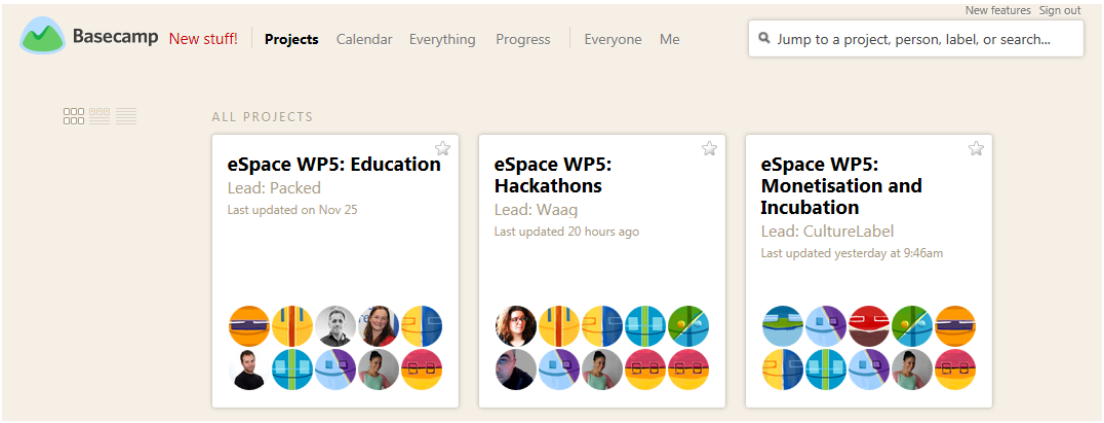
Pilot-specific mailing lists:

- EUROPEANA TV: tv-europeanaspace@promoter.it
- MUSEUMS: museums-europeanaspace@promoter.it
- PHOTOGRAPHY: photography-europeanaspace@promoter.it
- OPEN AND HYBRID PUBLISHING: ohp-europeanaspace@promoter.it
- DANCE: dance-europeanaspace@promoter.it
- GAMES: games-europeanaspace@promoter.it

Moreover there are two mailing lists dedicated to communication with the Advisory Board and the group of associate partners/stakeholders:

Advisory Board mailing list: advisoryboard-europeanaspace@promoter.it
Associate partners: associate-europeanaspace@promoter.it

Google Docs and the Basecamp platform is also used for partner communication/editing of shared documents.



4.1.4 E-NEWSLETTERS

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

Three e-Newsletters have been sent since the beginning of the project:

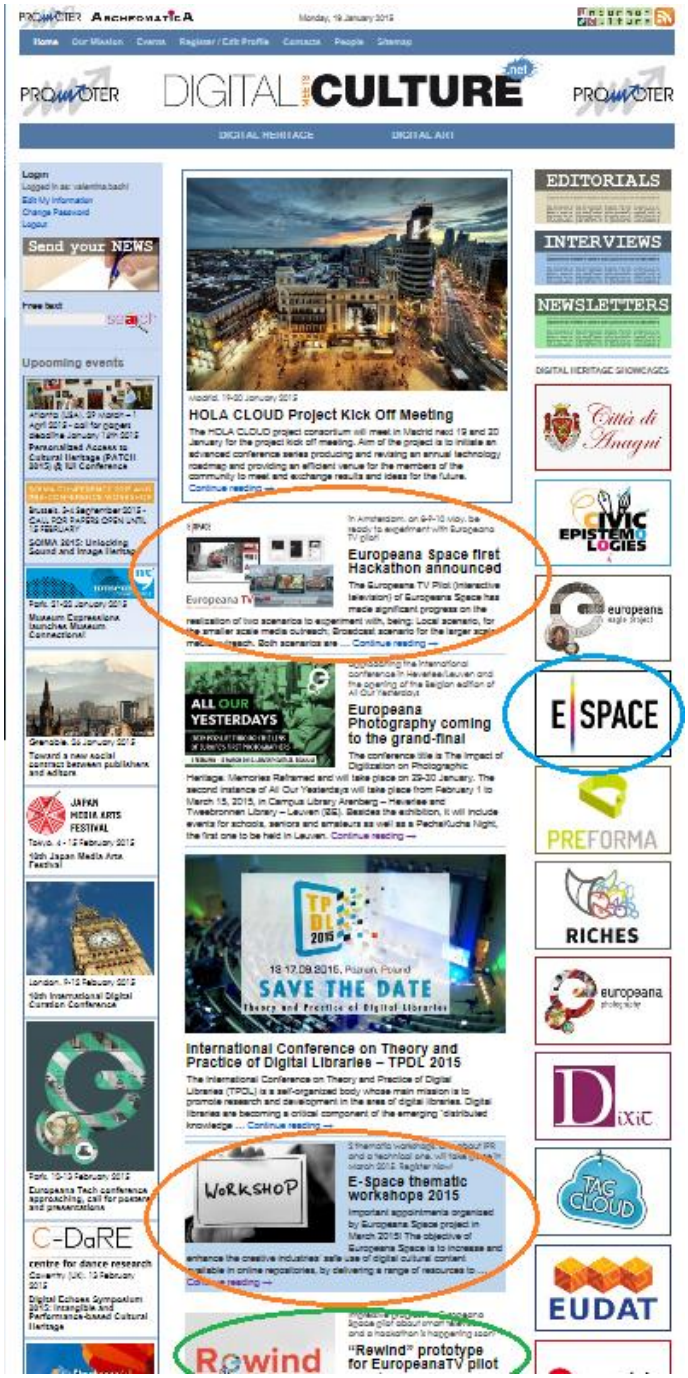
- General opening e-Newsletter: July 2014, reached 5.772 people
- e-Newsletter advertising the Venice conference: October to 5.832 people
- Christmas e-Newsletter with announcement of the Technical and IPR Workshops

The newsletters are also available for download at the E-Space portal in the 'Press room' area.

4.1.5 DIGITALMEETSCULTURE.NET: OFFICIAL MEDIA PARTNER

Target audience: All

Digitalmeetsculture.net was intensively used to disseminate the project's articles from the blog, and to feed the blog with news of interest related to the themes of Europeana Space. Most of the articles are produced by Promoter's editorial team, but in some cases the partners provided articles which are published under their name.



The Home page of Digitalmeetsculture.net, some news about Europeana space is highlighted. On the right, the button that re-directs to the project Blog.

The Blog's home

Some blogposts as they appear in the project's blog

39 Articles about Europeana Space:

http://www.digitalmeetsculture.net/article/e-space-disseminated-europeana-photography-final-conference/

http://www.digitalmeetsculture.net/article/e-space-ipr-workshop/

http://www.digitalmeetsculture.net/article/e-space-technical-workshop/

http://www.digitalmeetsculture.net/article/europeana-space-first-hackathon-announced/

http://www.digitalmeetsculture.net/article/e-space-thematic-workshops-2015/

http://www.digitalmeetsculture.net/article/creative-enterprise-pie-conference/

http://www.digitalmeetsculture.net/article/rewind-prototype-for-europeanatv-pilot-created/

http://www.digitalmeetsculture.net/article/europeana-space-poster-at-riches-international-conference/

http://www.digitalmeetsculture.net/article/e-space-at-nem-summit-and-general-assembly/

http://www.digitalmeetsculture.net/article/europeana-tv-pilot-disseminated-at-fiatifta-world-congress/

http://www.digitalmeetsculture.net/article/dissemination-of-the-museums-pilot-toolbox-at-an-international-wokshop-about-the-shoa-victims/

http://www.digitalmeetsculture.net/article/e-space-project-presented-during-jpeg-community-meeting-in-strasbourg/

http://www.digitalmeetsculture.net/article/open-hybrid-publishing-pilot-on-air/

http://www.digitalmeetsculture.net/article/europeana-space-opening-conference-2/

http://www.digitalmeetsculture.net/article/europeana-space-plenary-meeting-15th-october-2014/

http://www.digitalmeetsculture.net/article/open-knowledge-foundation-joins-europeana-space/

http://www.digitalmeetsculture.net/article/poster-dissemination-at-eagle-international-conference/

http://www.digitalmeetsculture.net/article/e-space-friends-decoda-artist-led-dance-organisation/

http://www.digitalmeetsculture.net/article/an-important-conference-about-creativity-and-digital-cultural-heritage/

http://www.digitalmeetsculture.net/article/e-space-friends-remnant-dance/

http://www.digitalmeetsculture.net/article/europeana-tv-pilot-application-showcased-at-ifa-2014-berlin/

http://www.digitalmeetsculture.net/article/europeana-space-photography-pilot/

http://www.digitalmeetsculture.net/article/italia-e-cultura-disseminating-europeana-space/

http://www.digitalmeetsculture.net/article/e-space-friends-levantes-dance-theatre/

http://www.digitalmeetsculture.net/article/e-space-friends-jennifer-essex-and-j-squared-dance-company/

http://www.digitalmeetsculture.net/article/image-research-and-its-futures-workshop-in-london/

http://www.digitalmeetsculture.net/article/innovate-the-applied-research-magazine-from-coventry-university/

http://www.digitalmeetsculture.net/article/europeana-space-disseminated-in-croatia/

http://www.digitalmeetsculture.net/article/open-hybrid-publishing-pilot-transactions-event/

http://www.digitalmeetsculture.net/article/europeana-space-at-euromed-congress-2014/

http://www.digitalmeetsculture.net/article/german-resistance-memorial-center-in-berlin-new-permanent-exhibition/

http://www.digitalmeetsculture.net/article/a-joint-creative-workshop-about-digital-photography/

http://www.digitalmeetsculture.net/article/europeanaspace-creative-organizational-meeting-in-amsterdam/

http://www.digitalmeetsculture.net/article/europeana-space-in-amsterdam-projects-meeting/

http://www.digitalmeetsculture.net/article/german-cultural-heritage-on-the-way-to-the-europeana/

http://www.digitalmeetsculture.net/article/europeana-space-scenarios-development-of-pilots-in-the-six-thematic-areas/

http://www.digitalmeetsculture.net/article/europeana-new-projects-meeting-a-growing-family/

http://www.digitalmeetsculture.net/article/europeana-space-kick-off-meeting/

http://www.digitalmeetsculture.net/article/does-education-include/

43 Articles relevant for the project and published in the project's blog:

http://www.digitalmeetsculture.net/article/pisa-game-jam-2015/

http://www.digitalmeetsculture.net/article/europeana-tech-conference-approaching-call-for-posters-and-presentations/

http://www.digitalmeetsculture.net/article/riches-international-conference-in-pisa/

http://www.digitalmeetsculture.net/article/riga-summit-2015-on-the-multilingual-digital-single-market/

http://www.digitalmeetsculture.net/article/soima-2015-unlocking-sound-and-image-heritage-2/

http://www.digitalmeetsculture.net/article/personalized-access-to-cultural-heritage-patch-2015-iui-conference/

http://www.digitalmeetsculture.net/article/all-our-yesterdays-goes-belgian/

http://www.digitalmeetsculture.net/article/creative-industries-and-the-arts/

http://www.digitalmeetsculture.net/article/image-processing-pattern-recognition-artisitic-use-and-a-celebration-of-the-british-library-1-million-images-collection/

http://www.digitalmeetsculture.net/article/digital-echoes-symposium-2015-intangible-and-performance-based-cultural-heritage/

http://www.digitalmeetsculture.net/article/shaping-europe-europeana-1914-1918-and-europeana-1989/

http://www.digitalmeetsculture.net/article/ist-africa-2015-conference/

http://www.digitalmeetsculture.net/article/towards-cooltura-the-tag-cloud-platform-and-app/

http://www.digitalmeetsculture.net/article/a-famous-painting-inspires-a-videogame-nice-initiative-of-victoriaalbert-museum/

http://www.digitalmeetsculture.net/article/europeana-creative-final-open-innovation-challenge-launched/

http://www.digitalmeetsculture.net/article/sharing-local-cultural-heritage-through-europeana/

http://www.digitalmeetsculture.net/article/open-education-condition-critical/

http://www.digitalmeetsculture.net/article/crejam-week-online-debate-about-technology-and-creative-industry/

http://www.digitalmeetsculture.net/article/join-the-international-mapsi-network/

http://www.digitalmeetsculture.net/article/tools-to-maximise-impact-in-digital-cultural-heritage-workshop/

http://www.digitalmeetsculture.net/article/innova-virtual-archaeology-international-network/

http://www.digitalmeetsculture.net/article/remix-global-summit-on-culture-technology-entrepreneurship/

http://www.digitalmeetsculture.net/article/building-effective-creative-clusters-conference/

http://www.digitalmeetsculture.net/article/europes-cultural-treasures-online-opportunities-ahead/

http://www.digitalmeetsculture.net/article/sharing-images-of-global-cultural-heritage/

http://www.digitalmeetsculture.net/article/jornades-app-mobile-applications-for-cultural-and-natural-heritage-and-tourism/

http://www.digitalmeetsculture.net/article/the-british-museum-recreates-itself-in-the-digital-universe-of-the-game-minecraft/

http://www.digitalmeetsculture.net/article/historical-illustrations-of-digitized-books-now-available-on-flickr/

http://www.digitalmeetsculture.net/article/a-library-without-books/

http://www.digitalmeetsculture.net/article/experimenting-with-photography/

http://www.digitalmeetsculture.net/article/italy-is-culture-cultural-institutes-for-economic-development/

http://www.digitalmeetsculture.net/article/media-learning-2014-conference/

http://www.digitalmeetsculture.net/article/wired-sussex-at-brighton-digital-festival/

http://www.digitalmeetsculture.net/article/how-technology-is-reshaping-learning-and-teaching/

http://www.digitalmeetsculture.net/article/ludi-lunt-now-open-for-applications/

http://www.digitalmeetsculture.net/article/a-strategy-for-cultural-heritage-in-the-new-digital-age/

http://www.digitalmeetsculture.net/article/a-digital-archive-dedicated-to-dance-the-siobhan-davies-replay/

http://www.digitalmeetsculture.net/article/metadata-and-semantic-research-mtsr-2014-special-track-on-metadata-semantics-for-cultural-collections-applications/

http://www.digitalmeetsculture.net/article/an-important-initiative-in-italy-with-theme-science-development-and-employment/

http://www.digitalmeetsculture.net/article/workshop-on-ict-technologies-for-the-multimodal-capture-semantic-analysis-and-3d-representation-of-cultural-heritage/

http://www.digitalmeetsculture.net/article/engaging-spaces-interpretation-design-and-digital-strategies/

http://www.digitalmeetsculture.net/article/international-conference-euromed2014-calls-for-papers/

http://www.digitalmeetsculture.net/wp-content/uploads/2014/09/The-Fault-in-Our-Heritage.pdf

Some partners also produced blog posts on their websites:

LGMA in the public library's website ASkaboutIreland.ie:
http://www.askaboutireland.ie/libraries/public-libraries/european-projects/europeana-space/
http://www.askaboutireland.ie/libraries/irish-library-news/2014/08/08-111924/index.xml
http://www.askaboutireland.ie/libraries/irish-library-news/2014/09/17-120035/index.xml

LAM:
created Europeana Space project site on website emuziejai.lt, translated and published main information about project (http://www.emuziejai.lt/europeanaspace/)
Prepared report about WP4 meeting in Brussels and published on the emuziejai.lt website (http://www.emuziejai.lt/projekto-europeana-space-partneriu-susitikimas-briuselyje/)

Noterik:
An article about the start of the project, online on Noterik's website and distributed on LinkedIn, Facebook etc: http://www.noterik.nl/europeanaspace-at-noterik/
An article about the start of the project, online on Noterik's website and distributed on LinkedIn, Facebook etc: http://www.noterik.nl/multiscreen-toolkit-ported-to-hbbtv/

Waag Society:
http://waag.org/nl/event/europeana-space-opening-conference
http://waag.org/nl/project/europeana-space

NISV:
http://www.beeldengeluid.nl/en/blogs/research-amp-development/201404/europeana-space-launches-its-innovation-mission

RBB:
http://www.rbb-online.de/mauerfall/beitraege/Smart-TV.html

Dance Pilot team published blogposts in the dance-specific website West Midlands Dance
https://www.westmidlandsdance.com/news/resource-europeana-dance-videos-and-images
https://www.westmidlandsdance.com/news/europeana-dance-images-and-videos

SPK:

http://www.smb.museum/museen-und-einrichtungen/institut-fuer-museumsforschung/aufgaben/projekte.html (text in German is on the way)

FST:

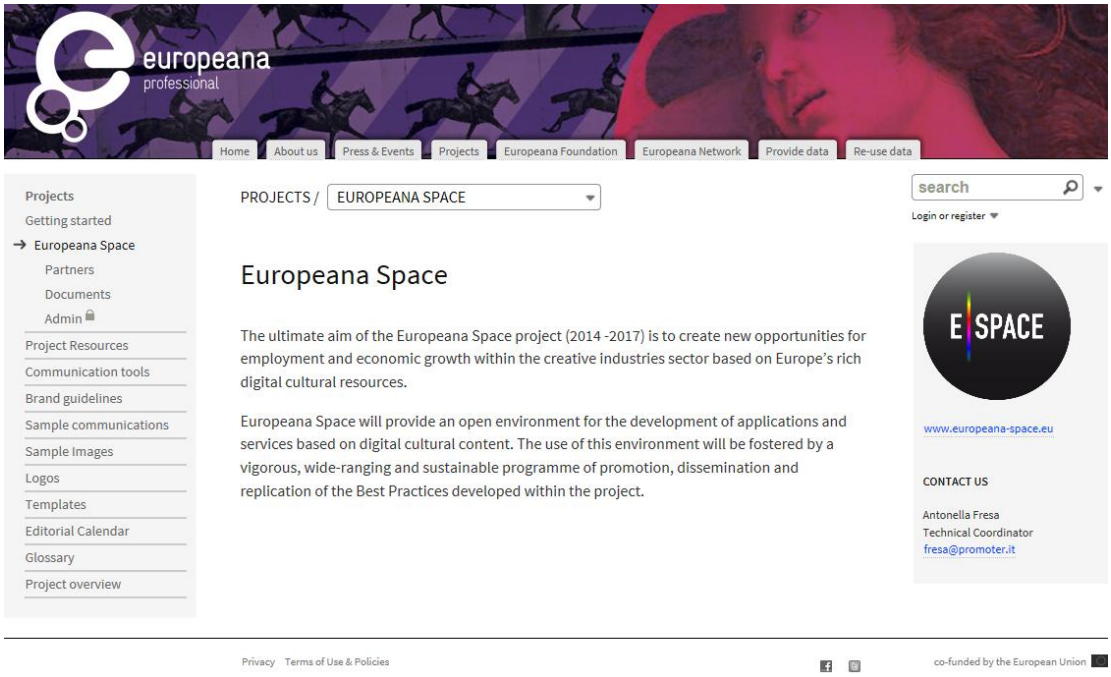
http://www.fondazionesistematoscana.it/page/europeana-space

http://www.fondazionesistematoscana.it/news/digital-cultural-content-re-imagined-new-avenues-economy-and-society

http://www.fondazionesistematoscana.it/news/aperte-le-iscrizioni-al-primo-hackathon-del-progetto-europeana-space

4.1.6 EUROPEANA PRO BLOG

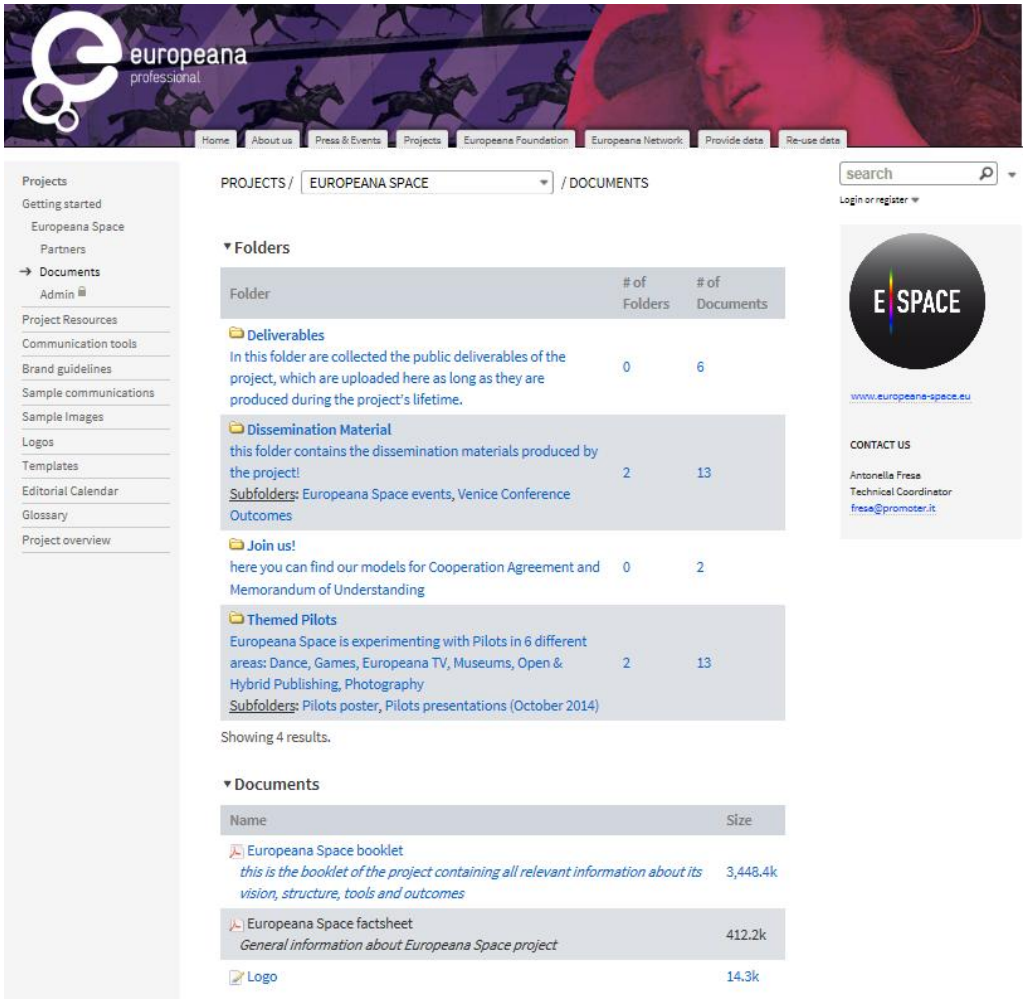
The page of Europeana Space on the Europeana Pro Blog is accessible at this link: http://pro.europeana.eu/web/europeana-space



Europeana Space page on the Europeana Pro website

The page is more simple than most of the projects' pages of the Pro Blog, featuring a short text, the logo and contacts. It is known that an upgraded version of the Europeana Pro Blog will be launched in 2015, with a more appealing look for all the projects' subpages.

In the folders there are many documents available, such as dissemination materials, published deliverables, slideshows and presentations from the Venice opening conference, information about the pilots, models for joining the BPN, etc.



4.2 NON WEB-BASED COMMUNICATION

Following the structure suggested in D6.1, this section reports about dissemination activities that do not imply the use of the web.

4.2.1 PLENARY MEETINGS, TOPIC-SPECIFIC MEETINGS AND REVIEW MEETINGS

Target audience: Internal audience

KICK-OFF MEETING AND PLENARY MEETING

The **kick-off meeting** of the project was held on 6-7 February 2014 in Leuven, hosted by KU Leuven in the STUK auditorium. The European Commission Project Officer, Marcel Watelet and Europeana Foundation's Deputy Director, Harry Verwayen, were present. A chronicle of the kick-off meeting is available as a blogpost:

http://www.digitalmeetsculture.net/article/europeana-space-kick-off-meeting/

The **first plenary meeting** of the project was held in Venice on 15-16 October 2014, jointed with the public

Opening Conference of Europeana Space. The Venice plenary was also the occasion of the first meeting of the project's Advisory Board (with the presence of advisors Francesca Di Donato and Eva del Rey; the other advisors were invited but could not join this time). The event was hosted in the beautiful location of the Ca' Foscari main building: Sala Baratto, Sala Archivio, Sala Berengo, Sala Dorigo and Sala Alumni. The evening of the 15th, there was also a social dinner, ran by Impronta Cafè catering, in the Sala dei Laneri (Santa Croce 131).

The minutes of the kick-off meeting and also the plenary meeting are available in the project's repository (reserved area of the Europeana Space website, accessible by the partners).

The next plenary meeting is scheduled for 3-4 March 2015 in Coventry, preceded by the project's IPR workshop on the 2nd.

WP-SPECIFIC MEETINGS, PILOT-SPECIFIC OR TASK-SPECIFIC MEETINGS

As reported in D4.2, several meetings were organised in the framework of WP4 for discussing and planning the pilots' development and progress:

3 physical meetings took place involving all the pilots (Brussels in March 2014, Amsterdam in May 2014 including a brainstorming session for developing new use-cases for the pilots, and Brussels again in June 2014), together with various Skype meetings about the different sub-tasks

Partners in the Amsterdam meeting at Noterik, May 2014

The pilots organised internal meetings between partners, with coordination purposes. A detailed list was provided in D4.2, Annex IV, page 104 onwards). Among these events we highlight the following:

- 13/08/2014, TV Pilot meeting, in Hilversum, and 19/11/2014 TV pilot workshop, in Amsterdam
- 6/08/2014, 30/09/2014, 27/10/2014 KU Leuven internal meeting with Photography Pilot project team

- 27/05/2014 Photography pilot brainstorm workshop in Leuven, including partners of the Europeana Photography project
- 20/05/2014, 22/05/2014 Open Hybrid Publishing pilot meetings in London, discussing evaluation and publicity of the project with planning on contacting photographic galleries and the *Association of Photographers in Higher Education* to reach out to appropriate stakeholders; discussing design and structure of the book and the working method.
- 6/10/2014 and 6/11/2014, meetings of the Greek partners PostScriptum, NTUA and OCC in Athens for the educational demonstrator.
- For the Museums pilot, partner Museumsmedien had several personal meetings as well as Skype meetings with external content providers in Berlin on 13/08/2014, 15/08/2014, 18/08/2014
- 29/04/2014 Museums Pilot: Skype meeting for discussing a possible sub-pilot in Tallinn with EVK, Eureva, Museumsmedien, iMinds and FST
- 30/06/2014 and 1/07/2014 Museum pilot: visit of Eureva to EVK in Tallinn with meeting introducing the activities to be completed and a tour of the museums to take pictures for the Blinkster app.
- EVK also held several meetings with Kadriorg Art Museum and Estonian Museum of Applied Art and Design
- The Dance pilot mainly held meetings via Skype (due to the distances between partners). A detailed list was provided in D4.2.

WP3 Skype meetings were held several times to discuss progress of the WP, its deliverables and the relationship and work carried out with subcontractor *Open Knowledge Foundation*.

In general, many Skype meetings are held in all WPs, either on a regular basis (for example, Coordination meetings and WP4 meetings on a monthly basis, hackathon meetings are scheduled every 3 months, etc.) and on request when needed. Skype meetings were particularly conducted in the last period due to the great number of deliverables to be finalized and to the upcoming activities to be planned in 2015.

On 16-17 July 2014 there was a Coordination meeting in Coventry, including the coordinator Sarah Whatley, the project manager Tim Hammerton, and the Technical Coordinator Antonella Fresa. On that occasion, side-meetings with COVUNI representatives of the Dance pilot and the Games pilot also took place

On 10th July 2014, Promoter's members Manuele Buono and Claudio Prandoni met in Florence with the staff of FST on their request, to provide procedural tutoring on financial reporting and EC web tools (the NEF). Antonella Fresa also visited FST on 21 January 2015 for a coordination meeting about the Museums Pilot and the Creative Marketing workshop to be organized in Autumn 2015.

4.2.2 DETAILS OF OTHER PROJECTS SHARED WITH PARTNERS

During the year, the Project Manager was able to circulate information about the following organisations/projects to all partners to build an understanding of other, potentially complementary, activity:

- Europeana Foundation (Metadata and content process presentation and Glossary of Terms)
- Europeana Newspapers (including details of two events)

- Open Up!
- Europeana Sounds (including a link to a Europeana Pro article)
- Europeana Photography
- EU Screen
- Succeed
- The Europeana Strategy 2015-2020.

(A number of the project outlines were developed by UNEXE, highlighting content accessible via Europeana and licensing strategies.)

4.2.3 EVENTS ORGANISED BY THE PROJECT

The TV pilot announced they are organizing pre-events in March and April 2015 to pave the way to their hackathon. The Photography pilot is organizing an information day in Autumn, again in the light of preparing the hackathon. Other events will be planned in 2015. The plenary meeting of 3-4 march in Coventry is the occasion to discuss and plan in detail such activities.

4.2.4 CONFERENCES

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

OPENING CONFERENCE, VENICE 16-17 OCTOBER 2014

All the information and outcomes of the conference, including a chronicle with many photos taken during the event and the presentations by each speaker are available at http://veniceconference2014.europeana-space.eu

The conference was planned over many months by UNIVE, Promoter and COVUNI and included the following speakers:

- Piero Attanasio (AIE, Arrow)
- Sarah Whatley (Coventry University)
- Prodromos Tsiavos (IPR expert, Postscriptum)
- Simon Cronshaw (Culture Label)
- Antonella Fresa (Promoter Srl)
- Charlotte Waelde (University of Exeter)
- Harry Verwayen (Europeana Foundation)
- Daniel Ockeloen (Noterik)

Each Pilot was gave a pitch of their work and objectives and the event concluded with a panel discussion.

As for attendance, there were 220 people registered using the *Eventbrite tool*, although, the actual number of participants was 120. The number of participants that attended the optional trip to the Venice incubator H-Farm was 17.

The conference was opened on October 16th at 14:00 in the Auditorium Santa Margherita in Venice. After the closing remarks of day 1, in the late afternoon from 17:30 to 19:30 there was an informal networking session held in the Orange Bar at Santa Margherita, a few minutes from the Auditorium. Participants had the time to chat and network, sharing knowledge and opinions.

The conference started again the morning of the 17 th October, in the Santa Margherita Auditorium, from 9:30 until 12:45. Afterwards, the optional visit to the venture incubator H-FARM took place, which was attended by 17 out of the 38 registered participants. The participants were given a packed lunch. 3 hostesses and 1 steward from UNIVE Alumni Association were always present at the conference, while only 1 hostess and 1 steward were present at the social dinner.

Participants were asked to register at Eventbrite in order to manage the attendance. Every participant was given a badge and a folder including: 1 Venice map, 1 agenda, 1 Ca' Foscari Department of Management sheet, 1 Alumni association sheet, Wi-Fi access instructions, 1 booklet (provided by Promoter), 1 Digital Meets Culture sheet (provided by Promoter), 1 Venice time machine sheet (provided by the rector of Ca' Foscari).

8 roll-up banners (3 provided by Promoter and 1 by the Europeana Foundation) and 20 flyers (A3 format) were also placed in different places within the conference hall.

Two press releases written by Ca' Foscari and Promoter, in Italian language and English language, were distributed via a newsletter and the main Venice newspapers (Il Gazzettino, La Nuova Venezia, Il Corriere del Veneto), but unfortunately it seems that the event was considered too scientific and specific to be published.

Digitalmeetsculture as media partner of the event published the following articles in the period before and immediately after the event:

http://www.digitalmeetsculture.net/article/europeana-space-opening-conference/

http://www.digitalmeetsculture.net/article/europeana-space-plenary-meeting-15th-october-2014/

http://www.digitalmeetsculture.net/article/europeana-space-opening-conference-2/

http://www.digitalmeetsculture.net/article/an-important-conference-about-creativity-and-digital-cultural-heritage/

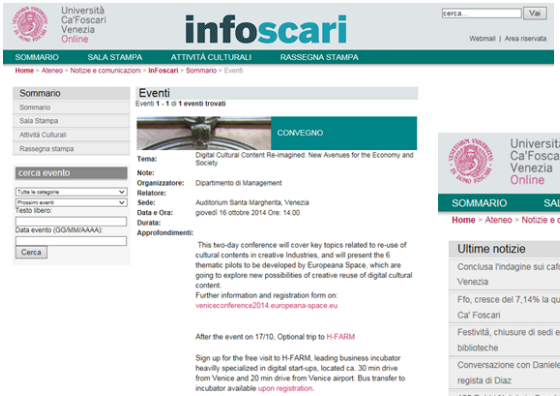
The Ca' Foscari University communication department published the event on the website and sent the e-mail to the UNIVE mailing list (the announcement of the conference was repeated twice in the period ahead the event). The mailing list reaches about 20.000 students and graduates and 1.500 employees.

Even the Alumni association was involved in the dissemination of the event, utilising their contacts and mailing lists (with about 35.000 email-addresses reached).

Two news items were published on the UNIVE website:

http://www.unive.it/nqcontent.cfm?a_id=183687

http://www.unive.it/nqcontent.cfm?a_id=63&gruppo=0&event_id=3231143



FST also wrote a news article about the conference

http://www.fondazionesistematoscana.it/news/digital-cultural-content-re-imagined-new-avenues-economy-and-society

As a final note, *Enterprise Europe's* Francesco Pareti was personally informed about the event and asked to share it: The press office promoted the event via their bimonthly bulletin, and on their website *Council of Europe;* director Alberto D'Alessandro was also informed and asked to share the information about the event. The Project Manager also approached the Enterprise Europe office at Coventry University, supplying details of the conference and its link to entrepreneurial working.

4.2.5 HACKATHONS AND BUSINESS MODELLING WORKSHOPS

Target audience: Creative Industry and Professionals

The activity related to the organisation of the hackathons was initiated in June 2014 by Waag (task leader). Discussions with the Pilot leaders on the expectations for the hackathons and alignment with pilot plans were held, in order to develop:

- Six hackathon docs, outlining the discussions, and initial tasks for the pilots
- Preparation of a short workshop during the Venice plenary to make progress with the pilots
- A plan of tri-monthly Skype calls to discuss the progress of the hackathons, including all the pilot leaders

As for dissemination actions, an on-going discussion between Waag, Promoter and COVUNI is taking place.

A general outline of the hackathons' dissemination actions will be set up, as well as guidelines and templates available online to be re-used by the local team of the hackathon organisers (e.g. a template for a press release, a blog posts etc).

A mini website of the event will be created and integrated in the project's website. The available information and the dissemination tools will be the same for all the hackathons, with the option of customising the design according to each hackathon's dissemination needs.

Other dissemination/endorsement/supporting activities include actions to be done via Europeana:

- all hack events will be advertised on the Europeana Labs website
- the new sources will be connected to Europeana (if they are available)
- Europeana can also support partners with marketing actions and dissemination via social media

HACKATHONS PLANNING

Europeana TV: 8 -10 May 2015, at Waag Society in Amsterdam with pre-events on March 10 th and April 8 th.

Dance: Autumn 2015, in Prague, probably as a part of the CIANT Enter Festival (7 th edition), a biennial event that combines arts, new technologies and sciences

Open and Hybrid Publishing: 23 and 24 January 2016 in Athens

Games: early 2016

Museums: date not confirmed yet, between Autumn 2015 and Spring 2016, in Venice

Photography: February 2016, in Leuven

Although the DoW envisages that hackathons will take place in 2016, the Project Manager has liaised with the EC Project Officer and gained approval that some hackathons can take place in 2015, as long as the activity is a described within the DoW.

4.2.6 DEMONSTRATORS AND WORKSHOPS

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

The **IPR workshop** will be held on 2 March 2015 in Coventry hosted by COVUNI in the beautiful location of the St. Mary's Guildhall, and will focus on 3 main topics:

- Identifying Rights Clearance and Hybrid Licensing Models for the Creative Industries
- Watermarking: state of the art and applications
- Use of JPEG technologies for providing security and interoperability

A dedicated webpage is available on the project's website, including a registration tool.

http://www.europeana-space.eu/activities/thematic-workshops/2-march-2015-europeana-space-ipr-workshop/

A flyer was produced. The event was publicized in the Christmas newsletter sent on 23rd December 2014.

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

Europeana Space has received funding from the European Union's ICT Policy Support Programme as part of the Competitiveness and Innovation Framework Programme, under GA n° 621037

Europeana Space IPR Workshop

Coventry (UK), 2 March 2015

This workshop considers content rights in a non traditional way. Rather than only focussing on different licensing models, this workshop aims to make content providers aware of technical frameworks and advances that support better management of licenses.

The workshop will focus on standards that ensure the license information remains linked with the content and readily available to the content users. It will also consider the circumstances where information relating to content rights is not readily available for potential re-use and explore the options available. In addition, new technologies that help to enforce correct content use will be presented.

More specifically, the workshop will focus on state of the art of invisible digital watermarking and the role it can play in a licensing framework. Also, new tools related to interoperability and security of still images will be presented by members of the JPEG standardization committee.

There will be time for debate and feedback from the audience that will help to further steer developments in the direction of the day to day needs of content providers.

PROGRAMME

9.30 Registration
10.00 Presentation of Europeana Space, by Sarah Whatley (Coventry University)
10.15 Introduction to the day, by Charlotte Waelde (University of Exeter)
10.30 Module 1, by Prodromos Tsiavos (PostScriptum)
Beyond the question of All or Some Rights Reserved - Identifying Rights Clearance and Hybrid Licensing Models for the Creative Industries
12.15 Lunch break
13.15 Module 2, by iMinds team
Watermarking: state of the art and applications
15.00 Coffee Break
15.30 Module 3 , by iMinds team
JPEG technologies for security and interoperability
17.15 Conclusions by Charlotte Waelde (University of Exeter)
18.00 Evening reception and networking session

FREE ENTRANCE! Info & Registration www.europeana-space.eu/ipr-workshop/

Organized by
Working in association with
Official Media Partner

IPR Workshop flyer

COVUNI has used a variety of tools, combining both innovative social media outlets and more traditional forms of communication tools, emails, list serves and blogs to share the information. The aim is to not only spread the E-Space IPR workshop but to also introduce others to the E-Space Project and its website to the greatest number of actors who would be potentially interested: Cultural Heritage specialists, artists, digital technology sectors but also the general public. Please see below a list of outputs:

CU Website: http://www.coventry.ac.uk/research/research-directories/research-events/2015/europeana-space-ipr-workshop/

C-DaRE Website: http://c-dare.co.uk/

C-DaRE Dance list serve- Circulated by Dr. Emma Meehan.

Twitter accounts: IPR workshop has been disseminated by Various Twitter accounts: @EuropeanaSpace @Greg_ghey @RosaSenCis @DigitalBrum @ICECubesnet @C-DaRE @CovUni @DanceUK

DANCEHE Listserv: Circulated by Rosamaria Cisneros

Creative Enterprise website and their mailing list: https://creativeenterprisecoventry.wordpress.com/2015/01/14/free-espace-workshop-in-coventry-2-march-2015/

Details of the event have been forwarded to all academic staff within Coventry School of Art and Design on 20 January 2015, the IPR team on 28 January 2015 and circulated to all Coventry University staff on 29 January 2105.

The Workshop was advertised on the (Coventry University) Institute of Applied Entrepreneurship newsletter which is sent out hundreds of students and businesses.

Advisory Board Member, Eva Del Rey, has circulated the link and the flyer among her colleagues from the IPR Department, digital scholarship, other Europeana projects (including Europeana Sounds) and to our Head of Sound and Vision at the British Library.

She also sent it to APAC members (Association of Performing Arts Collections); 243 recipients between institutions and independent members and she also tweeted the event from @BLEnglish_Drama and @EvadelRey.

The Europeana Creative project has circulated details to project partners (especially those in the UK for the Design Challenge event taking place on 27 February, the Friday before the IPR workshop).

The Europeana Food and Drink Project Manger has listed the event (and Technical Workshop) on the Collections Trust website: http://www.collectionstrust.org.uk/upcoming-events

Moreover, the workshop was announced at the plenary meeting in Venice, at the JPEG meeting in Strasbourg attended by partner iMinds, and at the Europeana Photography Final Conference in Leuven 29-30 January 2015.

Presentation of the Workshop at the Europeana Photography conference

The **Technical workshop** will be held on 23 and 24 March 2015 in Brussels hosted by iMinds, and consists of a public part, open to everybody, and a reserved part on invitation. In this technical workshop representatives from partner NTUA will present the architecture and implementation choices for the Technical Space. Discussion and interaction with invited stakeholders will focus on validating and expanding the requirements of the Technical Space in order to fulfil the needs of a wide user base. The reserved part of the workshop includes a hands-on session for the participants in the pilots to be trained in the use of the Technical Space and an open floor interactive session to exchange ideas between the pilots. Finally, in the afternoon of day 2 an internal meeting of the pilots will be held.

A dedicated webpage is available in the project's website, including a registration tool. A flyer was produced. The event was publicized in the Christmas newsletter sent on 23rd December 2014.

The **Creative Marketing workshop** will be held in Pisa in the second week of October 2015 (dates and venue will be confirmed in 2015). The workshop will span one day and will target about 50 people. The programme and themes will be developed further and decided in 2015 together with the trainers/speakers that will be selected.

The event will be held in conjunction with an annual international event called *Internet Festival* (www.internetfestival.it). The Internet Festival is promoted by the Regional Authority of Tuscany, the Municipality of Pisa, the CNR, the University of Pisa, the Scuola Normale Superiore and the School of Sant'Anna. The festival brings together key players and influencers of the international web scenario to discuss the web as enabler of social, commercial, technological, cultural and scientific innovation.

With the city of Pisa being the place where internet and technology are key economy drivers of the territory, it has been agreed that the Internet Festival would be the perfect framework for the Europeana Space Creative Marketing workshop.

The **Educational demonstrators** will be held in Athens on 22 January 2016. There are 4 demonstrators under development, with educational purposes. Progress has been made on the side of their realisation and implementation, and in a few cases some initial dissemination activities were also carried on.

Photographic investigation of works of art *(iMinds):*

During this reporting period, the following activities were accomplished:

- Discussions on practical and technical implementation of the demonstrator (internal within iMinds and with PACKED), discussion on integration of algorithm demonstrations with VUB-ETRO
- Discussion with the *Belgian Royal Institute for Cultural Heritage* (IRPA-KIK) related to educational content that can be used for the demonstrator
- Presentation of the Closer to Van Eyck website and aim of the demonstrator at the meeting in Venice.

***Irish poetry and folktales** (LGMA) and **Cavafy Literature Library** (OCC):*

The partners are working on the development of these two demonstrators. Common technical partner PostScriptum worked on developing the requirements of the two demonstrators; for this there were several meetings (in person with OCC and via Skype with LGMA) in order to develop the first draft of the requirements as well as the plan for the development. The conclusions were presented in the Project's General Meeting and at the conference in Venice. Also a poster was created and presented in the conference's poster session.

***Archaeology in Cyprus** (CUT)*

This demonstrator is focused on archaeological heritage: computer technologies allow the re-construction of archaeological monuments and sites as time-varying 3D models that show how the appearance and structure have evolved. These models will be integrated in a demonstration to be developed as an educational friendly user platform, a tool that addresses urban environment reconstruction by using the Europeana image collections.

A first version of the demonstrator has been developed by the research team at the Cyprus University of Technology (CUT), which is under further development and testing. The tool is able to build a 3D-model, based on 2-D images, of a selected monument. Naturally, the greater the number of pictures and good quality (resolution) 2D images given to the software, the better the 3D result will be. The work started with a preliminary search on Europeana and other online image management galleries and the identification of objects/monument for the demonstration. A data quality review has been developed for all the online repositories including also Europeana. The result is that the quality of Europeana's images is at the moment not the appropriate to be used for a 3D reconstruction. Therefore, other online repositories have been used like Flickr and Picassa. By using C0 images. The current status of the demonstrator has been presented at the EuroMed2014 conference in Cyprus.

The date was set for the educational workshop to be held in Athens, in coincidence with hackathon of the Open & Hybrid publishing pilot: 22-23-24 January 2016

4.2.7 DISSEMINATION MATERIAL

Factsheet

Target audience: All

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

This dissemination tool, although useful because containing quick and straight-to-the-point information about the project.

Project's Dissemination Booklet

Target audience: Cultural Institutions, Creative Industry and Professionals

The booklet is a 36 pages publication and is available as PDF on the project's website: http://www.europeana-space.eu/project/dissemination/

All the partners contributed to its realisation by providing texts and images. The graphic design was realised by Promoter in cooperation with COVUNI.

It 3.300 copies were printed, and largely distributed during the Venice conference as well as at other dissemination events attended by the partners.

The cover page of the project's booklet

Posters

Target audience: All

A project poster was produced following the graphic design of the booklet. It is available both in the repository, on the website and on the Europeana Space page of Europeana Pro.

It was printed in 150 copies.

The project poster

On the occasion of the Venice conference, each of the Pilots was asked to produce a poster, also available in the repository, on the website and on the Europeana Space page of Europeana Pro.

Also the Cavafy Demonstrator team produced a poster on the occasion of the Venice conference.

DISSEMINATION OF THE POSTER/S

- Eagle Conference in Paris, 29-30 September and 1 October 2014 – physical poster displayed at the conference venue and digital poster available in the digital poster session: http://www.eagle-network.eu/about/events/eagle2014/digital-poster-exhibition/
- Euromed congress in Cyprus 3 – 8 November 2014
- RICHES conference in Pisa, 4-5 December 2014 - physical poster displayed at the conference venue and digital poster available in the digital poster session: http://pisaconference2014.riches-project.eu/digital-poster-exhibition/

An overview of the pilots' posters

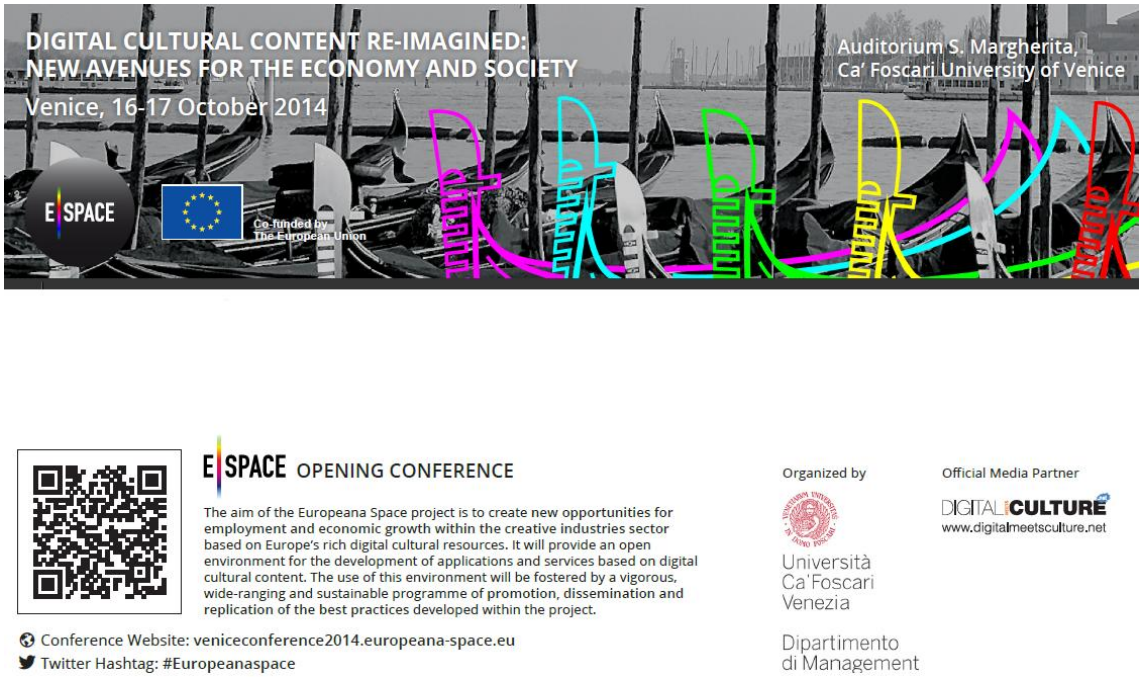
The general poster was also printed as a roll-up banner. The first occasion to show it was the Venice conference in October 2014 and the Riches international conference in December 2014 (cfr. par. 4.2.7).

The roll-up banner (RICHES conference in Pisa)

Event-specific dissemination materials

Target audience: Depending on the target audience of the event

A bookmark advertising the Venice conference was produced by Promoter and distributed in 3.000 copies. The bookmarks were sent to all the partners (c.a. 100 bookmarks each).



The Venice bookmark, front and back

4 event-specific roll-up banners were produced by UNIVE for dissemination purposes for the Venice conference.

It is planned to design and produce a postcard for each Pilot. The postcards will all have the common elements that identify Europeana Space but a customised character, look and feel specific of the Pilot, to be discussed of course with the Pilots. This is one of the main actions on which the Communication Group will focus in early 2015.

4.2.8 PROJECT'S PRESENTATIONS DURING RELEVANT EVENTS

Target audience: All, depending on the theme of the attended events

Many different events were attended by the partners to disseminate the project and its pilots. Although a list is provided in the DoW, maximum freedom is allowed to the partners in participating and disseminating the project in relevant events. Particularly welcome are those events where our main target sectors can be addressed: the Creative Industry and the Cultural Heritage representatives.

A project presentation during the event is delivered whenever it is possible. In order to facilitate partners to produce their own slides, in the repository there is a model of PowerPoint available, to be used in the project's general presentations.

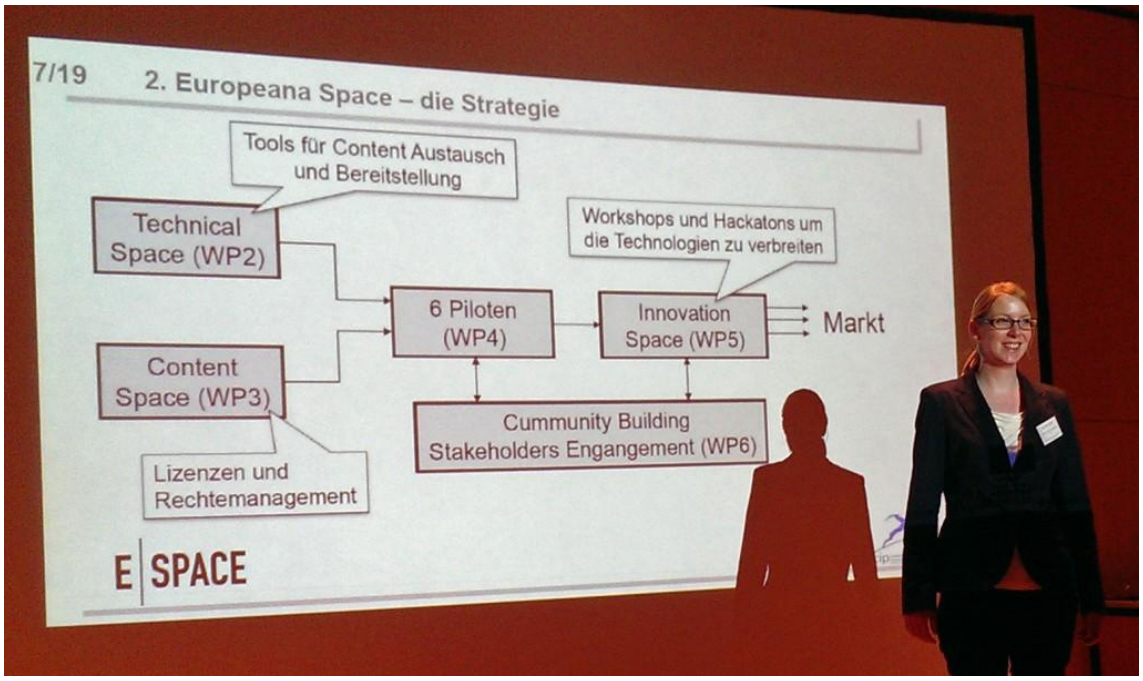
A list of the main events attended during the first year of the project is provided:

11-12 April 2014: Europeana Photography event for the opening of All Our Yesterdays exhibition, Pisa

Technical Coordinator Promoter (also organiser of the event) promoted Europeana Space during the plenary meeting of the Europeana Photography project to the project's partners, and during the opening ceremony of the Europeana Photography exhibition. Factsheets of Europeana Space were distributed.

20-21 March 2014, 'Deutsches Kulturerbe auf dem Weg in die Europeana II', Berlin State Library

Partner SPK organized a conference on Europeana in Berlin, and included to the programme a presentation about the Europeana Space project held by RBB. The two partners SPK and RBB coordinated and discussed the project's presentation within the context of the conference.



Jennifer Mueller of RBB speaking about Europeana Space

27 June 2014: Decoda Dancing festival, Coventry UK

Coventry University, coordinator of Europeana Space project, promoted the project and in particular the Dance pilot during the event. An introduction to the Europeana Space Project and an overview of the Dance Pilot's aims and goals were given. The types of activities which will be carried out and a clear analysis of the aims and goals of the project were discussed. The attendees were encouraged to visit the Europeana website and the Europeana Space blog and were introduced to the "Europeana Dance Sharing of Day" Twitter initiative. Contact details from the participants and distributed dissemination materials were collected. Names of those who would be interested in participating in the project, whether that is through offering content or testing the applications, were collected.

8-10 May 2014, "Protection of Cultural Heritage from Natural and Man-made Disasters", Croatia

Participation to the conference by Marinos Ioannides who spoke in Session VIII - Availability of Information and Documentation. Europeana Space was mentioned in a leaflet from CUT (distributed to the conference attendees) and during Marinos' speech.

22-23 May 2014: 'All About Imaging: Transactions', London

Jonathan Shaw (COVUNI) and Joanna Zylinska (Goldsmiths) were invited speakers at the 'All About Imaging: Transactions' symposium, organised by the Faculty of Media, Arts and Design

of the University of Westminster, London, in co-operation with the Imaging Science Group of The Royal Photographic Society, on 22-23.05.2014, with two presentations about open access projects (including Europeana Space OHP pilot).

19 June 2014: 'Image Research and its Futures', London

Joanna Zylinska (Goldsmiths) spoke at another invitation event, giving a similar presentation to the one from Westminster, also speaking about Europeana Space. It was the AHRC-funded workshop 'Image Research and its Futures' organised by the Winchester School of Art and Goldsmiths.

15-17 July 2014: REMIX Academy workshop in London

Partner Istituto Luce carried on networking and dissemination activities participating in this REMIX Academy workshop organised by partner CultureLabel.

July 2014, Dissemination Event with Australian Dance Collective Member at Coventry University

During this event, the Dance pilot team was actively involved in dissemination and networking. Various contacts were made at the session. Potential collaborations were discussed and some even confirmed. Contact details were collected from attendees and each individual received the project's factsheet. The Dance Collective received the Europeana website link, E-Space Blog link, Twitter account information and a personal email welcoming them and asking for feedback on the event.

August 2014, Dissemination Event with the Director of the Performing Arts School in Birmingham

During this meeting, the Dance pilot team made various contacts to discuss potential collaborations. The project factsheet was distributed.

5-10 September 2014, IFA, consumer electronics fair in Berlin

The Berlin Wall Smart TV application was demonstrated at the RBB Innovation Projects booth during the event. A flyer about the application was produced and an article about the application was published on RBB's website.

15 September 2014: Meeting with Audiovisual Institutions from the Lazio region in Rome

Meeting attended by partner Istituto Luce: they presented the project and the EuropeanaTV pilot to an audience of audiovisual institutions in Rome.

25 September 2014: Italia è cultura, conference in Turin

A conference organised by AICI (Italian Association of Cultural Institutions) was attended by Antonella Fresa (Promoter) and Tiziana Lombardo (FST). A presentation of the project and of the Museums pilot was made, including an invitation to the Venice conference. Project factsheets and Venice bookmarks were distributed.

29 September - 1 October 2014: NEM Summit, Brussels

A presentation of Europeana Space by partner IN2 took place during the "Expression of Interest" session of the NEM General Assembly. The "Expression of Interest" session provides an opportunity to introduce relevant activities and collaboration opportunities to the entire NEM community. Prior registration is mandatory and a selection of participants is made by the organisers. The presentation followed that of James Morley from Europeana, complementing it nicely. Finally an invitation to attend the first E-Space conference in Venice was made. Flyers about the conference were made available.

6-8 October 2014: Autumn conference of German Museum Association, Berlin

Partner SPK participated in this event and particularly in the Special interest group Museum Documentation and distributed information material and exchanged experiences with other participants.

20-21 October 2014, International Workshop at Memorial to the Murdered Jews of Europe, Berlin

Partner Museumsmedien attended this event, organised within the framework of the European Holocaust Research Infrastructure (EHRI) and Beatrix Lehmann was able to involve the Memorial to the Murdered Jews with Europeana Space, by signing a cooperation agreement.

20-24 October 2014: 67th JPEG meeting, Strasbourg

Partner iMinds is actively involved in the JPEG standardisation committee (ISO/IEC JTC1/SC29/WG1). The 67th JPEG meeting held from 20 till 24 October in Strasbourg was attended, including an oral presentation on the Europeana Space project.

31 October 2014: "Working Smarter, rather than Harder: a South West Digital Showcase", Exeter

Partner UNEXE attended a conference at the Royal Albert Memorial Museum and Art Gallery (Exeter) on cultural heritage institutions and digital technologies, where dissemination of the project was carried out through networking opportunities.

3-8 November 2014: Euromed congress, Cyprus

Project Coordinator Sarah Whatley spoke about the Europeana Space project during a focused workshop, dedicated to analyse the strategies for cultural heritage in the new digital age. The workshop entitled *"The Digitization Age: Mass Culture is Quality Culture. Challenges for*

cultural heritage and society" was organised by Promoter in the framework of this major event organised by partner CUT. An article also discussing and presenting Europeana Space was published in the Conference proceedings.

Marinos Ioannides, Sarah Whatley and Antonella Fresa in front of the Europeana Space poster at the Euromed congress in Cyprus

6 November 2014, Dublin Web Summit

Partner Proton Labs participated at the important event Dublin Web Summit - Enterprise Section, where the back-end technology developed by Proton Labs and also used for Europeana Space was presented. That was the occasion for dissemination of the Rewind App and the Europeana TV pilot.

3 – 5 December 2014, RICHES international conference, Pisa

Partner Promoter (who was also organiser of the event) disseminated Europeana Space during the plenary and the public international conference of the RICHES project in Pisa. This event saw the participation of over 150 international attendees. Europeana Space was present in the poster session (project poster + 6 pilot posters), with a roll-up banner and also project booklets were distributed. Sarah Whatley and Tim Hammerton from COVUNI, Tiziana Lombardo and Adriana de Cesare from FST also attended this event, as did Advisory Board member Francesca di Donato.

The poster session at RICHES conference in Pisa

29 – 30 January 2015, Europeana Photography Final Conference, Leuven

At the conference were present the Technical Coordinator of both projects Antonella Fresa**,** and some other partners of E-Space who were invited to participate: Frederik Temmermans of iMinds, who delivered a presentation of the project and announced the IPR workshop, Joanna Zyliska of Goldsmiths, with a lecture entitled "*Curating / Open / Images*", and Charlotte Waelde of University of Exeter with lecture: "*Digitising photographs: thinking around originality*". Also the Advisory Board member Nathalie Doury from Parisienne de Photographie was involved in the conference, in the double role of content provider of Europeana Photography and moderator of a panel discussion around the theme of IPR which is a very important theme for both projects.

Other occasions for dissemination, including possible distribution of factsheets and/or booklets:

Briefing of Europeana Space project to public library staff by R. Montage, E. McEneaney and A. Kelly (LGMA), in Dublin: The aim of the session was to explore potential collaborations with library staff and their contacts locally in the 'Irish Folktales' demonstration.

Project overview given by Ruth Montague (LGMA) at one meeting of Library Ireland Week Committee with view to developing potential partners either directly or through Committee members' contacts in development of application content.

EuropeanaVlaanderen meeting: meeting with cultural institutions and centre of expertise involved in Europeana related projects, on 2/09/2014, Brussels, by iMinds.

In Spring 2014, impromptu meetings/demos with EU Commissioner Nellie Kroes and Irish Prime Minister Enda Kenny during a meeting by partner Proton Labs.

In Spring 2014, internal meetings at Istituto Luce to present the project to the personnel, CEO and President.

2-4 October 2014, FOCUS2014 – UNESCO World Forum on Culture and Cultural Industries, Florence (partner FST), in the session "Innovation, Technology and Know-How for Sustainable Futures".

Dissemination undertaken by Promoter at the following events:

- Achieving Impact International Conference & Brokerage Event, Athens 25-27 February 2014
- Europeana New Projects meeting in The Hague 13-14 March 2014
- Chalmers Initiative Seminar on Big Data, Gothenburg 25-26 March 2014
- Preforma information day, Brussels 4 April 2014
- 19-22 May at EGI Community Forum in Helsinki (Fresa)
- 28 May at All Our Yesterdays exhibition of Europeana Photography in Pisa, during a meeting with a delegation of Scuola Superiore S. Anna (Fresa)
- 02-04 June at a joint workshop organised by DCH-RP and Eudat projects about digital preservation, at the National Archive in Stockholm (Fresa)
- 09 June in Rome during a meeting with the Lazio Region (Fresa)
- 10 June in Florence during a meeting with University of Florence (Fresa)
- 11-12 June at IPR workshop organised by Europeana Photography project in Copenhagen (Fresa)
- 25 June in Anagni (a city near Rome) during a meeting with the Anagni Municipality (Fresa and Masi)
- 21 November in Milan: Mercé Lopez had a meeting with mEdra, an agency connected to the Italian Publishing Association, in the light of possibly developing a cooperation agreement
- 15 December in Milan: Antonella Fresa and Mercè Lopez met University of Bocconi to discuss the Cooperation Agreement, which eventually was finalized

Events organised by the Europeana Foundation

13-14 March 2014, Europeana New Projects' meeting, The Hague

Several partners attended this event including COVUNI, Promoter and KU Leuven. The event was useful also to discuss the alignment between Europeana Space and Europeana Creative in regards to development of API's, storage, IPR and other issues.

June 2014, the Europeana Copyright and re-use co-ordination group, Copenhagen

Partners UNEXE and PACKED have become members of this Europeana group and attended this event participating to the discussions, also Europeana Space Advisory Board member Nathalie Dory was present in this event.

25-26 September 2014, Europeana Projects Congress, The Hague

The COVUNI Project Manager attended this event (other project partners were there associate with other projects, including Fred Truyen, KU Leuven, Lizzy Komen and Greg Markus of NISV). The event had a marketing and communications theme. After the conclusion of the event, Tim Hammerton had the chance to meet with Harry Verwayen.

30-31 October 2014: Europeana Network Annual General Meeting, Madrid

Several Partners attended among which COVUNI (Sarah Whatley and Tim Hammerton), Promoter (Antonella Fresa) and UNEXE (charlotte Waelde). Having applied before to give an Ignite talk about the project which unfortunately wasn't selected for the main track, the project had a stand during the conference lunch break and was able to explain its work and objectives to interested delegates.

Other dissemination activities, relevant to be highlighted:

22-25 October 2014: FIAT/IFTA congress, Amsterdam: Harry Verwayen of Europeana disseminated Europeana Space and in particular the Europeana TV pilot during his keynote speech at the FIAT/IFTA Annual World Conference 2014, hosted by partner NISV.

http://www.digitalmeetsculture.net/article/europeana-tv-pilot-disseminated-at-fiatifta-world-congress/

21 and 25 October 2014: Radio programme: Joanna Zylinska (Goldsmiths) was invited to Resonance 104.4fm's Making Conversations series, a cultural radio programme Joanna discussed there, among other things, the Open and Hybrid Publishing pilot, and located it in the context of the Europeana Space project as a whole.

http://www.digitalmeetsculture.net/article/open-hybrid-publishing-pilot-on-air/

The recording has now been made available online:
https://soundcloud.com/resonance-fm/12-00-00-making-1

The detail of the programme (scroll down to Episode 5):
http://www.craftscouncil.org.uk/what-we-do/makeshift/

4.3 PLANS FOR THE NEW TOOLS TO BE DEVELOPED

4.3.1.1 VIDEOS AND YOUTUBE CHANNEL

The video channel of the project is already embedded in the project's website and will be launched soon, populated with the video recordings of the Venice conference. as long as the project produces videos, they will be uploaded too.

Remix has begun the process of scripting a teaser video to introduce the hackathon, business modelling and incubation process, outlining the benefits available to participants and rewards that they could receive to set up a viable innovative business. The video is to be modelled on the existing successful Remix Summits video: http://vimeo.com/102818423 and the script will be developed over the initial weeks of the year to be ready for the launch of the hackathons.

The Museums pilot is planning to produce a **teaser/tutorial video on the Toolbox**.

The teaser-video gives a quick introduction to the Toolbox, answering in a very condensed way the following questions:

- what is the Toolbox

- how it works

- who can work with it

- examples of the use

This teaser-video can be used as promotion for the museums hackathon on the E-Space website. It will also be used by partner Museumsmedien on their website with the invitation to join the demonstration-workshop organised for the Toolbox in Berlin (TBC the date).

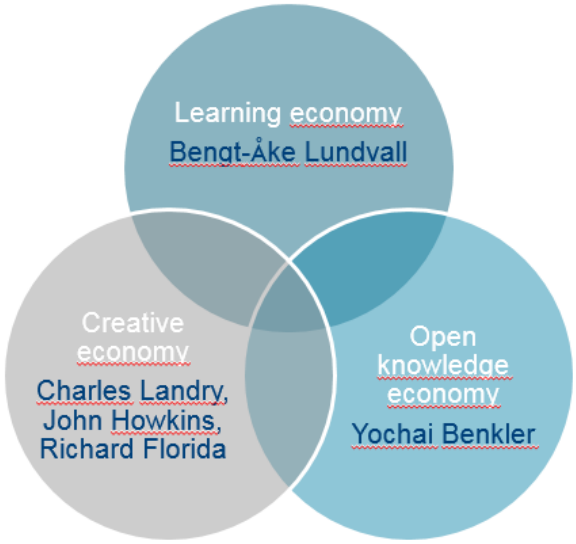
4.3.1.2 SCRIBBLE VIDEO

The Scribble video will deal with IPR and hackathons. It will consider the types of IPR used by and arising during the course of the hackathon in both content and tools. It will also consider what strategy might be chosen for ownership and management of IP generated by hackathonees, suggesting that one of three might be chosen: proprietary; open; benefit sharing. The advantages of 'open' will be highlighted. The video will also address some frequently asked questions for hackathon organisers and attendees. Some text for the script is currently under consideration between COVUNI and UNEXE.

4.3.1.3 E-SPACE MOOC (Modular Open Online Course)

Again as part of Task 6.2, led by KU Leuven, it was announced during the Venice plenary the plan to develop a MOOC, Modular Open Online Course.

The ESPACE consortium is very aware of the fact that E-Learning and Creativity are tightly intertwined, and that any creative economy is at the same time a learning economy (see e.g. Peters, M. A. (2010). Three Forms of the Knowledge Economy: Learning, Creativity and Openness. British Journal of Educational Studies, 58(1), 67-88.).



Peters, M. A. (2010). Three Forms of the Knowledge Economy: Learning, Creativity and Openness. British Journal of Educational Studies, 58(1), 67-88.

Openess is a vital component of any strategy to foster new creative re-use applications, as explained in David Wiley's 4 R's of Openess:

- Re-use—The most basic level of openness. People are allowed to use all or part of the work for their own purposes (e.g. download an educational video to watch at a later time).
- Redistribute—People can share the work with others (e.g. email a digital article to a colleague).
- Revise—People can adapt, modify, translate, or change the form the work (e.g. take a book written in English and turn it into a Spanish audio book).

- Remix—People can take two or more existing resources and combine them to create a new resource (e.g. take audio lectures from one course and combine them with slides from another course to create a new derivative work).

It is also important, when one wants to foster remix, that the right stakeholder groups are targeted and informed. This might be people not directly connected to the field of origin of the materials, but yet the groups that would exploit in an interesting way materials from Europeana and other platforms are not the general public, but specific audiences that translate given resources into usable tools for their own specific needs.

Remix that would generate true added value also requires investment and commitment. There is a difference between "sharing" things on Facebook and a true sharing economy where original materials are reworked, reframed, scripted, and transformed into new applications. In this sense any creative undertaking shares with learning the need for discipline, persistence, perseverance and time.

This is why we propose to add a learning component to the ESPACE overall dissemination strategy. We think we can reach another, more committed audience through learning channels than by general marketing alone. Since 2012 E-learning in particular offers very adequate tools to support this kind of dissemination-through-learning in the form of MOOCs. Since there is ample experience in the ESPACE consortium in working with MOOCs, our idea is to launch a set of MOOCs focused on "How to become creative with culture".

We propose a Modular course series with online, freely accessible MOOCs on:

- The different ESPACE pilots
- The ESPACE environment
- how to use the Europeana and ESPACE API's

So an introductory course would focus on learning users of platforms such as Europeana how they could become more pro-active and become creative contributors using the available tools; while a more developer-oriented course will target developers who area already committed and want useful tutorials on specific topics (e.g. multiscreen video, building museum applications or creating augmented reality apps for photography).

The advantages of the MOOC concept reside in:

- it enables engaging and diversified target audience approaches
- Train the trainer idea
- Registered users become contacts
- MOOC graduates become ambassadors
- Visibility of Europeana Space in the community of learners

MOOCS allow us this way to help create this "creative class" of seasoned cultural heritage platform users, it helps us to establish a community of "E-Spacials": investors, developers, creators and users that are current in cultural heritage technology, and it will certainly help to grow the group of prosumers of Europeana.

Planning:

Pilot leaders are encouraged to develop their pilot concepts with training/education in mind.

We would ask each pilot to conceive course module with knowledge clips/video's/ examples and exercises.

All this is planned for year 3. The MOOC launch takes a few months, so a specific MOOC task force will be set up to start preparations beginning of year 3. A preliminary preparatory document will be prepared by the end of year 2.

4.3.1.4 SCIENTIFIC JOURNALS

Publication of an article about the project in the Coventry University Innovate, written by Sarah Whatley and Marion Doyen and entitled "Reimagining Europe's cultural heritage.

http://www.digitalmeetsculture.net/wp-content/uploads/2014/08/Europeana-Space-in-Innovate-magazine.pdf

Promoter's team wrote an article for the Euromed congress that was the basis of the workshop organised on the 3rd November (which included a presentation of Europeana Space by Sarah Whatley). The article is entitled "The Digitization Age: Mass Culture is Quality Culture. Challenges for cultural heritage and society" and is published in the Conference Proceedings "Digital Heritage. Progress in Cultural Heritage: Documentation, Preservation, and Protection".

http://www.digitalmeetsculture.net/wp-content/uploads/2014/11/Promoter-The-Digitization-Age-Mass-Culture-is-Quality-Culture-Challenges-for-cultural-heritage-and-society-8-9-2014.pdf

A reflective article on digital cultural heritage entitled "The fault in our heritage" was written by Anastasia Somerville of UNEXE and appeared on the Europeana Space, RICHES, DigitalMeetsCulture and University of Exeter SCuLE blogs in September 2015:

http://www.digitalmeetsculture.net/wp-content/uploads/2014/09/The-Fault-in-Our-Heritage.pdf

4.3.1.5 VIRTUAL EXHIBITIONS

Two virtual exhibition will be produced by the Dance pilot and Open and Hybrid Publishing pilot.

Another pilot which originally planned to produce a virtual exhibition was Museums, but the group decided to realise a teaser-video instead (very short video tutorial on the use of the Toolbox), cfr. par. 4.3.1.1.

Dance pilot:

The Dance virtual exhibition will utilise IN2's 'Digital Stage' ONmeedia framework to present a range of dance contents. The content will include that which features in the context of the dance pilot and will link to other relevant content that collectively illustrates some of the themes that underpin the work in the pilot. The virtual exhibition will be made available on the project website and the websites of the collaborating partners and will be disseminated at a range of events, symposia and festivals, including the *Memory, Sentiment, Body, Space, Object Symposium* and the international *Dance and Somatics Conference*, Coventry (May, July 2015) and other pan-European events.

Content will support a range of themes, including 'annotation and digital scoring', 'intercultural dance', 'improvisation', 'dance stories' etc. and will link to relevant online collections including:

- Siobhan Davies Replay http://www.siobhandaviesreplay.com,
- Motion Bank http://www.motionbank.org,
- Digital Dance Archives http://www.dance-archives.ac.uk,
- Oral Site http://oralsite.be/pages/Index,
- The Source Code http://www.thesourcecode.de

As well as Rui Horta's, João Fiadeiro's, Ana Trincão and Urândia Aragão's collections held by FCSH-UNL.

Open & Hybrid Publishing Pilot

The exhibition of the OHP will have two components: a virtual and a physical one. The virtual exhibition will constitute one of the chapters (chapter 8 - the last one) of the online book called *Photomediations: An Open Book*. Work included in the exhibition will be collected via an open call to contemporary artists/photographers, which will be sent to various mailing lists. Such an open way of soliciting works will also be a great opportunity to publicise and disseminate the pilot.

Some provisional research with regards to the technology to be used has been done by the Pilot team, in collaboration with partner NISV, to discuss the availability of the Europeana exhibition module for our project and the possibility of accessing it and embedding it into the book platform. Europeana has used the Omeka platform as a tool and NISV also utilised this open source software for the Europeana 1914-1918 exhibition they curated. Contacts with the Europeana team will be activated soon with the support of NISV, to explore the possibilities of use of that tool, if they would be willing to host our exhibition and if it's possible to embed.

Another option in alternative is to use one of the freely available exhibition/grid modules (most probably via Wordpress) to stage an exhibition. Either way, the process envisages being relatively straightforward technically.

At the moment, the activities of the Pilot team are focused on completing the main parts of the book. The provision is to complete the planning of the exhibition by November 2015 and to stage the exhibition (both in its virtual and actual guises, the latter in a venue in the UK), in 2016.

5. OBJECTIVES FOR THE NEXT STAGE OF THE PROJECT

As detailed within the previous section, the project team has worked very hard during the first year to make people, organisations and institutions aware of its objectives and proposed outcomes. During the second year, this work will continue, but will be enhanced through more sector and geographically targeted marketing.

5.1 COMMUNICATION CHANNELS

5.1.1 ASSOCIATE PARTNER NETWORK

Alongside information provided on the website, partners have utilised their contacts to build a network of Associate partners. They will continue to take every opportunity to spread the project's message and encourage interested stakeholders to sign Cooperation Agreements and/or Memorandums of Understanding with other projects for the remainder of its lifetime. This is even more important during the second year, as a wide associate base will aid the necessary input and interaction that is needed to both test products and participate within the creative journey to establish a new business.

5.1.2 WEBSITE AND BLOG

Promoter will continue to update the project website with articles and news and will work together with partners to populate Pilot, Demonstrator and event pages to provide visually interesting images, with examples of project outcomes added, as they become available.

The blog, hosted by Promoter's DigitalMeetsCulture website will include the latest news and development from the project, which will be shared internally with partners and Associate partners. A group of editors has been put together representing each of the Pilots and demonstrators to capture all news, as well as relate stories from associated projects.

5.1.3 BOOKLETS, FACTSHEETS AND POSTERS

The project factsheet was developed in March 2014, with the booklet and poster produced in time for the first international conference in October 2014. Partners are expected to use and distribute them at every opportunity to share the message of the project. Further stocks of material will be printed and circulated by Promoter, as required.

Pilots also created their own posters that were showcased at the Venice conference (as well as at the RICHES conference in Pisa). The posters are displayed on the website and available for download.

5.1.4 TV CHANNEL, TEASER VIDEOS, VIRTUAL EXHIBITIONS AND SCRIBBLE GAME

In Year 2, the Proton Labs developed Video Channel will be launched; this is a private channel where project related videos can be presented (similar to YouTube, but under the control of the project.) This will include demonstrations of project events, as well clips taken during Europeana Space project events, as well as project teaser videos. The first of which will be produced to introduce the Hackathon and Business Modelling/Incubation process and what is available to prospective participants.

Virtual exhibitions will be created later in the project to capture the work of the Dance and Open and Hybrid Publishing, as well as an IPR scribble game. These will be available and displayed at future project and external events.

5.1.5 EUROPEANA PRO BLOG AND EUROPEANA LABS

In the third quarter of year 1, Europeana Space was given access to the Europeana Pro website and Promoter set up an initial page, providing details of Pilots activity, deliverables and dissemination materials. As Europeana Pro is to be re-launched on a new site in early 2015, further customisation will take place in optimise Europeana Space information. The pilots and hackathons will also be promoted via Europeana Labs.

5.1.6 SPECIFIC PILOT/DEMONSTRATOR DISSEMINATION MATERIAL

As Pilots develop their prototypes, Promoter will work with the Pilot Coordinators to develop communication tailored dissemination materials to fully represent the Pilot and fall in line with the expectations of six very different thematic sectors and target audiences.

Promoter will also support the educational agenda to promote the four Educational Demonstrators and the wider distribution of targeted dissemination to the sector in its widest sense.

5.1.7 FURTHER SOCIAL MEDIA CHANNELS OPTIONS

As described within the previous chapter, the Dance Pilot has led the way with the effective use of social media which has been specifically driven by Rosa Cisneros (COVUNI).

In October 2014, Rosa developed a paper entitled “E-Space Social Media Strategy: Ideas and Guidelines” which considered the options that the Europeana Space project had to share its message. The paper considers the identification of target groups, plans of campaign, project tone of voice, as well as social media platforms.

The paper is included within this deliverable as Annex III.

5.1.8 USE OF LOGOS

At all times, partners are asked to use the requisite logos on all communication and products to demonstrate the funding of the European Commission and involvement in the Europeana Space project, associated with the Europeana Foundation, as part of the ICT-CIP-Best Practice Network. This message will be strongly policed by both COVUNI and Promoter, as outputs from the project emerge in greater numbers over the next two years.

5.2 PROJECT EVENTS

5.2.1 TARGETED MARKETING FOR HACKATHONS

The challenge of the project has always been that it includes six very different thematic Pilots that need to be aligned to their respective sectors, each with their own challenges and requirements (as described within *D5.1 – Market Analysis*). To complement the marketing campaign spearheaded by Promoter, Pilots and Hackathon teams will need to identify and drive forward the required strategies to ensure that the Hackathons are successful. This is a priority of the WP5 Innovation Space, as if too few people/creative industries apply to attend Hackathons, there may not be the ideas to be supported through Business Modelling and Incubation.

The Task 5.2 Hackathon Leader has designed a Hackathon process which addresses the key stages of Hackathon planning and delivery, with a guide for what has to be done each week in the build up to the event. This will be further defined into an even specific plan, including the need for targeted marketing to engage stakeholders (and if feasible, the acquisition of sponsorship), monitored through scheduled quarterly meetings.

5.2.2 IPR/TECHNICAL WORKSHOPS, CREATIVE MARKETING WORKSHOP

In March 2015, Europeana Space will hold both the IPR Workshop (in Coventry) and the Technical Workshop (in Brussels). These are significant events for the project, to outline tools and techniques and approaches on the approach to working with cultural institutions and the creative industries.

The IPR Workshop on 2 March will showcase cutting edge techniques:

- Identifying Rights Clearance and Hybrid Licensing Models for the Creative Industries
- Watermarking: state of the art and applications
- JPEG technologies for security and interoperability

The Technical Workshop on 23/24 March will demonstrate the Technical Space that the project will provide, including a description of the 'Protected Space' and the availability of content for re-use based upon IPR rights statements.

Given that the project has the objective to encourage cultural institutions to make open content available and creative industries to consider new business models, these workshops are important to make clear the Europeana Space position and communicate how we can support both sectors to effectively work together.

The Creative Marketing workshop is also planned for fall 2015, in Italy.

5.2.3 SECOND INTERNATIONAL CONFERENCE

After the success of the first international conference in Venice in October 2014, Europeana Space has to ensure that a second conference is organised in late 2015, to present the range of results and products that have been developed.

Although at an early stage, Amsterdam has been considered as the likely host city, with several venues identified, which will be investigated during February 2015.

It is expected that each Pilot will have the opportunity to showcase the work undertaken ahead of the end of the project's second year and the submission of final Pilot deliverables, to gain feedback and to gauge the reaction of the audience.

A dialogue is taking place with the Europeana Foundation to hold the event as a joint venture, as it is envisaged that other projects from the Europeana family, including Photography, Creative, Fashion, Food and Drink and Sounds would also be invited to present their ongoing or completed work, to truly highlight the value of Europeana.

5.2.4 PILOT DEMONSTRATORS

Over the first two years of the project each of the Pilots will develop specific tools, applications and products (outlined in D4.1, 2 and 3). As it is the intention of the Pilots to develop specific products to meet the needs of their sectors, they will undertake independent demonstrations or tests of the product with experts from the sector that can evaluate and provide effective feedback to validate the product.

The benefit of developing a wide base of Associate partners will be proven at this stage, as different stakeholders would be able to provide a range of valuable opinions which can either recommend or provoke ideas for product enhancements.

Over the early months of 2015, Pilots are expected to identify demonstration/test groups to evaluate the project outputs.

As described above, Pilots will also have the chance to demonstrate their products at the project's second international conference.

5.2.5 EDUCATIONAL DISSEMINATION

It is also crucial that Pilots consider their Educational Disseminations strategies, not just in terms of the four Demonstrators and the Athens event in January 2016, but each and every way that they can share their message with the wider education sector, including schools, colleges, universities, museums, libraries, community groups, online learning and internet forums. Tasks 5.6 *Best practice and demonstration of innovation access to content for education* and 6.2 Training, Professional Development and *Learning material* foresee this sharing project activity in a way that can be used, replicated and/or built upon, which is important to meet the project's objectives.

During the next year, all partners will be asked to provide details of contacts within the wider education systems of their respective countries, to enable the project to maximise the spread of dissemination activities through MOOCs, targeted direct and video presentations, as well as specifically designed materials showcasing Pilot prototypes, tools and apps available to inspire creative re-use of digitised cultural heritage content.

5.2.6 CONFERENCE/HACKATHON SPECIFIC WEBSITES

As with the first international conference in Venice, specific web pages/sites will be set up for the second international conference; with simple one page outlines to be in place for the Hackathons, which will be co-designed with the Hackathon Leaders and Coordinators.

Further specific mini sites can be set up for other project activities, as required.

5.3 ATTENDANCE AT OTHER EVENTS

5.3.1 EUROPEANA NETWORKING EVENTS

The relationship between the project and the Europeana Foundation is important. The project has attended Europeana Project's Congress and AGM events in the past year and will continue to do so, as well as inviting the Foundation to speak at main conferences.

The project will continue to maintain a dialogue and participate within the IPR and technical working groups, as it is important to draw upon streamlined approaches that are agreed across the Europeana family of projects. Wherever possible, the project will utilise shared systems and contribute to the ongoing development to promote the work of Europeana.

Projects within the Europeana family work together to promote each other's events, an example is of Europeana Space promoting the Design Challenge of the Europeana Creative project through the project blog.

5.3.2 PARTICIPATION IN EVENTS AND ACTIVITIES OF OTHER PROJECTS

Partners are encouraged to take every opportunity to present the project at and participate within events of other projects. A PowerPoint presentation has been developed by Promoter, with input from COVUNI that uses images from project posters to provide a powerful representative of the project; this can be edited to reflect either the event or the presenting partner.

During the next two months, the Europeana Space project will be presented at the final Europeana Photography Conference and the Project Manager has been invited to attend the final Europeana Creative Challenge to learn lessons that can be incorporated into the Hackathon and Business Modelling approaches.

5.4 INTERNAL COMMUNICATION

5.4.1 USE OF THE PLENARY MEETING TO TARGET OBJECTIVES

The project's General Assembly meets approximately every six months, holding a formal meeting together with a flexible session to enable Work Package/Pilot teams to meet together and utilise valuable face to face time.

These meetings are linked to a project event, wherever this is possible, the next is in Coventry in March 2015, followed by the outlined Amsterdam at the end of the year.

The agenda for each meeting is carefully considered to cover the main topics facing the project at that time. There is no standard agenda which therefore enables different Work Packages to have a greater or lesser role depending upon the priority of their activity and also all partners to understand the wider areas of the project. In Coventry, a joint WP5 Innovation Space and WP6 Communication, dissemination and sustainability session is to be held to consider the demands, as outlined within this deliverable, of more targeted communication/marketing within the second year of the project.

Further smaller physical meetings are held, either at Work Package or Pilot level, as these are required.

5.4.2 SKYPE MEETINGS

Project partners use Skype on a regular basis to discuss project activity, with WP4 and WP5 meetings taking place every month, as well as a Project Board meeting which includes all Work Package Leaders and key partners to provide updates and take necessary decisions.

Regular meetings are supplemented with specific topic Skype meetings which include the development of Hackathons and conferences, preparation of deliverables and topics such as the Protected Space. This will continue to be a way for partners to plan project activities and share knowledge and expertise to ensure that objectives are achieved.

5.4.3 ADVISORY BOARD

Over the past year, a Project Advisory Board has been formed, based upon the respective individuals' experience and knowledge. During 2015, the Advisory Board will become further involved, to enable the project to draw upon their ideas and for them to review and contribute to project activity. This collective expertise will help the project to maximise its operation and achieve its objectives of initiating and/or encouraging the successful use and re-use of digital cultural heritage material.

5.4.4 INTERNAL PARTNERS DISSEMINATION REPORTING

Partners are required to provide Promoter with details of all dissemination activity ranging from speaking at a conference or participating in an event to handing our factsheets or booklets. This is to be submitted using the Dissemination & Networking Events Report form. This enables the Project Board to maintain an overview of activity and make further linkages to benefit project activity, wherever possible.

A revised Operational Plan is included as Annex I and Action Plan as Annex II which are based upon and updated from the versions provided in D6.1 in Month 6.

6. CONCLUSION

As this deliverable has demonstrated, communication and dissemination is integral to the activities of the Europeana Space project as a Best Practice Network. Chapter 4 has shown the amount and level of activity that has taken place during the first year to establish internal communication channels, prepare a website and dissemination materials and organise a successful international conference in Venice. Partners have grasped the importance of sharing the project's message and building a strong network of Associate partners.

Given the scope of the project, involved in six very different thematic sectors, working to engage and change the mindsets of both cultural institutions and the creative industries and sharing the project's outcomes within the educational sector, all communication and dissemination activity needs to be clearly planned to ensure the achievement of objectives. This is the challenge that faces the project as it enters its second year, building upon the successful profile raising of the initial period and implementing successful targeted marketing campaigns to effectively evaluate the products and tools of Pilots, as well as generate interest and attendance at Hackathons across Europe.

Having spent the first six months defining Pilots, the second half of year 1 started to shape the Innovation Space and the Hackathon process, with discussion taking place to plan locally and in detail. Having reached this position, the next stage is to integrate this with the proven dissemination methodology to specifically target key audiences and engage stakeholders within project activity.

The 'Protected Space' that is being developed within WP2/3 will be launched in March 2015 and together with the IPR scribble game, will show content providers the value of making their content available openly for use and re-use, which is a goal shared across the Europeana family.

It is clear that the second year of the Europeana Space project will offer very specific challenges that will need to be evaluated on a case by case basis to maintain the project's progress. However, the partners have worked hard during the first year to establish an infrastructure and understanding of project activities and goals and through forward planning are now well placed to take on the challenges of year 2.

7. 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 (January 2015): n. 39	n. 60 articles by the end of July 2015
		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. 43	n. 65 articles by the end of July 2015
	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 and achieve new contacts	Management of contacts received through the website (potential new members of the stakeholders group, potential Affiliate partners, followers etc.)	Promoter		n. 20 new persons added to E-Space newsletter database by the end of July 2015
SOCIAL MEDIA Performance analysis to be done by measuring: - the number of followers in each social media channel; - the number of tweets, comments, posts and feedbacks. A qualitative analysis could also be done (who are our followers, which communities do they belong to, etc.)	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	Twitter account created, details provided in chapter 4	Expected result: to generate interaction within a larger community
	To spread E-Space news on social media	Share/like/tweet (this will be active as soon as the E-Space accounts on the social media will be created)	All the partners		
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 chapter 4.	n/a
eNEWSLETTERS Mailchimp monitoring tool to monitor the newsletter	To edit interesting newsletters able to attract the attention of	To produce and issue the newsletters	Promoter	During Y1 were sent 3 newsletters. Also in Y2 eNewsletters will be sent to advertise the project's	Direct feedback received after the newsletter: Positive feedbacks e.g.

performance.	the reader to the topics addressed by E-Space and to send newsletters to a vast audience (including EC and Project Officer)			activities	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	At the time of the submission of this deliverable, the E-Space newsletter database consists of 104 contacts	Expected result: to reach more people with the E-Space newsletter
EUROPEANA PRO BLOG	To foster cooperation and cross dissemination To contribute to create synergies with the Europeana Foundation and the family of the Europeana projects	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 …)	Promoter	Contacts established with Europeana Pro officer to publish the E-Space page on the blog	Effective cooperation and cross dissemination established ✓ E-Space page published on Europeana Pro before the opening of the Venice conference ✓ The press release announcing the Venice conference appeared on the Press Release section of Europeana pro blog As soon as the new Europeana Pro Blog is launched, we plan to boost its usage and ask for publishing more articles
EUROPEANA LABS	To promote E-Space Pilots To demonstrate	Promotion of the Pilots and their results via Europeana Labs	Pilot Coordinators to provide information and material	n/a	Contacts with Europeana Labs team established, the presentation of the pilots prototypes is planned by

	prototypes		Promoter to coordinate the action		February 2015
DIGITALMEETSCULTURE.NET OFFICIAL MEDIA PARTNER	To boost E-Space visibility (number of visitors continuously increasing: 16,000 visitors per month in July 2014)	To guarantee visibility to E-Space and its events in the Home Page of digitalmeetsculture.net	Promoter	E-Space logo appears in the Home Page and in any page of digitalmeetsculture.net, linked to the project's blog	n/a
		To rebound the E-Space articles on digitalmeetsculture.net social media channels (i.e. Facebook, Twitter, LinkedIn)	Promoter	Done for the E-Space articles published until July 2014	n/a
NON WEB-BASED COMMUNICATION					
Tool	**Key actions**	**Tasks**	**Responsible**	**Result to date**	**Target objective**
PLENARY MEETINGS TOPIC SPECIFIC MEETINGS REVIEW MEETINGS	Organise regular meetings	Plenary meetings to be organised 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 organised on demand	Coordination team	Kick-off meeting organised in Leuven 6-7 February 2014 Pilots coordination meetings organised in Brussels (March 2014), Amsterdam (May 2014), Brussels (June) Pilot-specific meetings organised by Pilot Coordinators Coordination team meeting organised in Coventry (July 2014) Plenary meeting in Venice on 15th	Large participation of project partners Justifications provided by the partners who are not able to attend the meeting No silent absence

				October Next plenary meeting in Coventry on 3-4 March 2015	
EVENTS ORGANIZED BY THE PROJECT	Organisation of the event	Logistic organisation Content organisation To develop event-specific dissemination material	Event responsible partner with support of others/coordination team if needed	Middle term conference organisation is ongoing Europeana TV hackathon organized on 8-9-10 May 2015 IPR workshop organized on 2 March 2015 Technical workshop organized on 23-24 March 2015	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 tools/channels To develop event-specific communication plan, if needed To manage dedicated webpage on the project's website, if needed To provide follow-up of the participants after the	Event responsible partner with support of others partners and the coordination team if needed	Promotion of the upcoming events is ongoing	

		event			
	General dissemination and endorsement via web	To produce articles and news and to publish them on online magazines To produce dedicated eNewsletters To produce an event banner, if needed	Promoter in coordination with the event responsible partner		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		n/a
DISSEMINATION MATERIAL	Factsheets	General factsheet already available Pilot-specific or topic-specific factsheets to be produced later on	Promoter to design the factsheet Responsible partner to provide texts Group of Editors to provide text editing if needed All the partners to distribute it Promoter to make it available online	Factsheets distributed to date (July 2014): 150 Electronic version available for download from the E-Space website	Expected results: distribution of the factsheet to a wide number of people However, the booklet has stated to replace the factsheet.

	Booklet	produced	Promoter to design the booklet All the partners to provide textual inputs and images Promoter to print it and distribute copies to the partners	Booklet was printed and distribution started at Venice Conference. All the partners got a share of copies for dissemination at the events they attend, on average 70 booklets. For special events (e.g. the Europeana Photography final conference in Leuven) extra booklets were shipped to the relevant partner.	Number of booklets distributed by the partners by end of July 2015: 150 217 visitors accessed to the Dissemination page of the website where the booklet is available for download
	Poster	produced	Promoter to design the poster All the partners to print it at need	150 copies of posters printed	New presentation of the poster in public events by end of July 2015: n. 2
	Other event-specific dissemination material	To be produced under request of the partner responsible for the event	Promoter to design the material, in cooperation with event responsible partner	n/a	Material produced on time and distributed at the event
PROJECT'S PRESENTATIONS	Deliver project's presentations during national and international events	To identify events and to propose to the event's organiser to include the presentation of E-Space	Partner who attends the event to prepare the presentation and to include always E-Space	A template for Power Point presentation, developed by Promoter, is available in the project's repository, together with	n. 6 new presentations delivered by end of July 2015 in public conferences

		To agree with Project Coordination team the participation of E-Space to the event To prepare the presentation to be delivered and to share it with the other partners To deliver the presentation	logo and EU emblem Coordination team to assure the E-Space participation to the Europeana events	a general presentation that each partner can customize for the scope • Details of the events attended in Y1 provided in ch. 4 • Reporting and follow-up by the partners attending the event • Article about the presentation published on the E-Space blog	
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 needed)	Effective communication established between the Project Manager and the EC Project Officer	The communication between PM of COVUNI and EC PO continues to be effective along the whole project duration
		Communication, interaction with affiliate partners, potential new	Promoter	Effective communication established in the group	The communication in the group continues to be effective along the whole project duration

		partners, other organisations with which the project has relationships			
COOPERATION AGREEMENTS, MEMORANDA OF UNDERSTANDING	To enable individuals, organisations 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	Cooperationn Agreements and MoU signed to-date: n. 11	Contribution to the establishment of the E-Space community and the E-Space Stakeholders Group Number of Cooperation Agreements and MoU signed with affiliated organisations by end of July 2015: 16 ✓

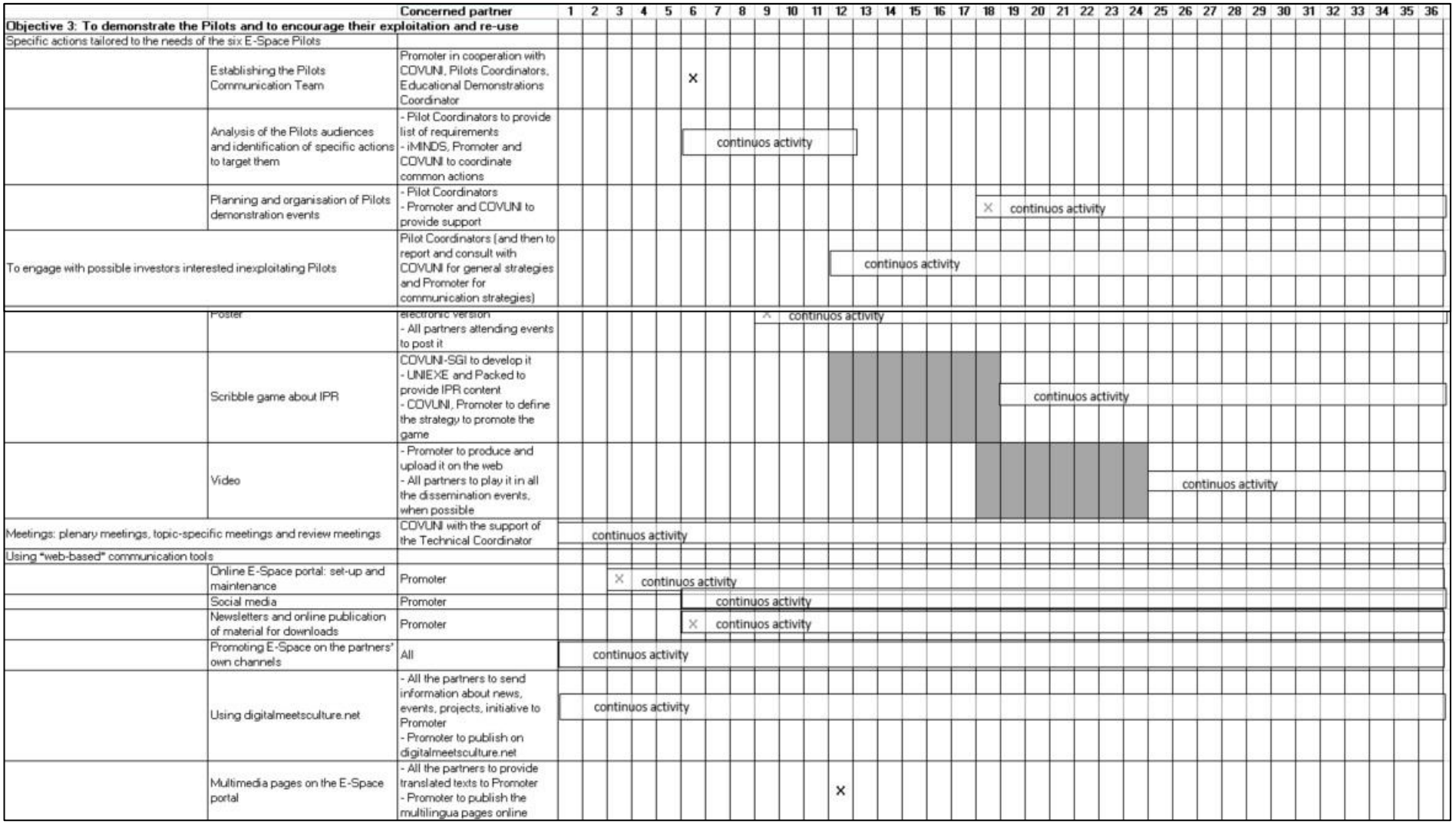
8. ANNEX II: ACTION PLAN

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			continuos 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			continuos activity																																	
To establish cooperation agreements with other institutions and experts		Promoter			continuos 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			continuos activity																																	
To maintain regular communication with the EC PO		COVUNI		continuos 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)						continuos activity																														
	Promoting E-Space pilots on Europeana Labs	- NTUA for the technical aspects - Promoter and COVUNI for general coordination												continuos 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			continuos 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			continuos activity																																
To invite other projects to the E-Space events		Promoter	continuos 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	- UNIEXE + 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																								X											
	Online creative marketing - Workshop in Florence	- FST - Promoter and COVUNI to provide general support																		X																	
	General planning of the promotion of Hackathon events and their results	- WAAG - Promoter and COVUNI to provide general support				continuos activity																																
	Organisation of local events to promote the Hackathon events																																				
		Amsterdam - Interactive TV Pilot: WAAG+NISV												continuos activity																								
		Leuven-Photography Pilot: KU Leuven + Packed												continuos activity																								
		Prague - Dance Pilot: CIANT + COVUNI												continuos activity																								
		Coventry - Games Pilot: COVENTRY + Subcontractor												continuos activity																								
		Athens - Open Hybrid Publishing Pilot: OCC + GOLDSMITHS												continuos activity																								
		Venice - Museums Pilot: MMEDIEN / UNIVE + FST & SPK												continuos activity																								
	Promotion of the Monetisation Workshops	- Culture Label - Promoter and COVUNI to provide general support																			continuos 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
Promotion of the Conferences																																						
	Venice	- UNIVE to organise - Promoter and COVUNI to provide general support			continuos activity						×																											
	Intermediate Conference (date to be confirmed)	- COVUNI to organise in cooperation with Europeana Foundation - Promoter to provide general supportt													continuos activity																							
	Final Conference (date to be confirmed)	- SPK to organise - Promoter and COVUNI to provide general support																									continuos activity										×
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									×																											
	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		×						×																											
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			continuos activity																																	
	Events to be attended in the second half of 2014																																					
	Euromed 2014, Cyprus	COVUNI, Promoter, KU Leuven, CUT (plus possible more partners)										×																										
	RICHES Conference, Pisa - participation to the poster session	COVUNI & Promoter											×																									
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)			continuos 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 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
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
continuos activity
Planning and organisation of Pilots demonstration events
- Pilot Coordinators
- Promoter and COVUNI to provide support
continuos activity
To engage with possible investors interested inexploitating Pilots
Pilot Coordinators (and then to report and consult with COVUNI for general strategies and Promoter for communication strategies)
continuos activity
Poster
electronic version
- All partners attending events to post it
continuos activity
Scribble game about IPR
COVUNI-SGI to develop it
- UNIEXE and Packed to provide IPR content
- COVUNI, Promoter to define the strategy to promote the game
continuos activity
Video
- Promoter to produce and upload it on the web
- All partners to play it in all the dissemination events, when possible
continuos activity
Meetings: plenary meetings, topic-specific meetings and review meetings
COVUNI with the support of the Technical Coordinator
continuos activity
Using "web-based" communication tools
Online E-Space portal: set-up and maintenance
Promoter
continuos activity
Social media
Promoter
continuos activity
Newsletters and online publication of material for downloads
Promoter
continuos activity
Promoting E-Space on the partners' own channels
All
continuos activity
Using digitalmeetsculture.net
- All the partners to send information about news, events, projects, initiative to Promoter
- Promoter to publish on digitalmeetsculture.net
continuos activity
Multimedia pages on the E-Space portal
- All the partners to provide translated texts to Promoter
- Promoter to publish the multilingua pages online

9. Annex III - Europeana Space Social Media Strategy: Ideas and Guidelines

Background Information:

I have researched extensively how companies, business and other EU projects are using social media in their projects. Key points to think about are the following:

1. Define our Target group: Digital and Cultural Heritage Sector, Artists, Researchers, etc... Key Stakeholders of the Project.

2. Industry: Cultural Heritage and Digital Arts Technology

3. Day to Day Plan: I have some ideas of what a day to day plan might look like.
4. i.e. "tweet of the day"- each Pilot tweets something every day reusing Europeana content.
5. Populate our Blog using different videos found on Europeana.

6. Create a Social Media Infrastructure- a) Can be done through the website or IN2's model with the dance pilot web page. http://www.europeana-space.eu/pilots-and-demostrations/dance/
   b) Include social media tags on the projects website.

7. Plan our Campaigns-
8. Short Term Goal: a) Could be to create a following on twitter, Facebook using the Professional Facebook system- instagram, tumblr b) Create hashtags that are used at ALL E-Space events and activities. Dance Pilot uses #EspaceDance on Twitter.

9. Long Term Goal: to have campaigns/challenges where we ask people to reuse the Europeana content and post via twitter and other social media platforms. We can then pick a "winner" every month and feature them on the Blog.

10. Examples of Ideas:
    a) Photo Campaigns through Instagram. ie.
    https://help.instagram.com/464700830247492/
    b)Europeana Tourism Challenge reusing content: Tourism Challenge
    https://vimeo.com/101601795

11. Choose most effective platforms: I suggest instagram, tumblr, Facebook (prof FB page), twitter

E-SPACE Voice: All social media campaigns have a voice

Ideas around how we want to think about our presence on Social Media.

a) Character and persona of project: Creative, Cutting-edge, Reliable, trustworthy

b) Tone: Personal, Honest, Humble

c) Language: Simple, Fun, Savvy

d) Purpose: Engage, Delight, Educate

Tools we can possibly use:

Twitter: Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them.

Professional Facebook Page: Facebook is an online social networking service headquartered in Menlo Park, California. Its name comes from a colloquialism for the directory given to students at some American universities.

Tumbl'r: Tumblr is a microblogging platform and social networking website founded by David Karp and owned by Yahoo! Inc. The service allows users to post multimedia and other content to a short-form blog.

Instagram:

Take a picture or video, choose a filter to transform its look and feel, then post to Instagram — it's that easy. You can even share to Facebook, Twitter, Tumblr and more. It's a new way to see the world

Videos of Interest from Europeana:

Games: Video on Europeana of History Game which reuses content

https://vimeo.com/87876117

https://vimeo.com/87069048

Rosa Cisneros

October 2014