Grant Agreement 297384

Partage Plus

1st report on dissemination activity of the Partage Plus project

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Revision History

Revision	Date	Author	Organisation	Description
V0.1	29/04/13	Zsombor Jékely, Arlene Peukert	IMM	First Draft
V1.0	11/07/13	Katie Smith	CT	First Revision
V2.0	08/08/13	Katie Smith	CT	Final Version

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Contents

1   Introduction

This deliverable contains the first report on the dissemination activity of the Partage Plus project. The purpose of this work package is to co-ordinate dissemination about the project to partners and their audiences, keep that information up to date and disseminate information via the website. This work package will monitor this dissemination and ensure that partners are distributing key information via their own websites, events, social media and communication channels.

2   Reporting procedure

Each partner maintains a portfolio of their dissemination activities throughout the project. In August 2012 CT and IMM conducted a survey of each partner's institutional dissemination methods to ensure that we could monitor how each partner can disseminate information. Additionally, every 3 months partners are asked to submit a dissemination report in a preformatted document. This contains sections for reporting on:

- Internal and external events;

- Publications – printed or online;

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3 Central dissemination outputs

3.1 Partage Plus initial website (D4.2)

In March 2012 the initial website of the Partage Plus project was launched, in order to give an immediate online presence to the project. This preliminary website provided basic information about the project, and was available until supplanted by the final website. From the kick off of the project, this website was available at the permanent URL: www.partage-plus.eu

3.2 Partage Plus Identity (D4.3)

This was created in final form in July 2012). The identity of the project consists of:

Logo and guidelines for the Partage Plus identity:
- The guidelines are a simple set of usage rules to ensure that the Partage Plus identity is applied consistently throughout print and online communication, are thoroughly described in a dedicated deliverable.

Presentation materials – these are a set of standard presentation materials which are developed according to the identity guidelines. These include:
- Partage Plus PowerPoint presentation template;
- Standard PowerPoint presentation;
- Short project description and factsheet template.
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The work package produced the logo in several variations. It is used consistently on the website, as well as on any presentation materials and dissemination within the project.

3.3 Partage Plus website (D4.4)

To improve the user experience of the project website, version 2 of the project website was launched on 8th August 2012. This website acts as the central information point for the project, encouraging collaboration and acting as an access point and hub for Partage Plus. This is available at the original web address – www.partage-plus.eu.

The website contains information about the awareness and understanding of the projects:
- Organisation;
- Mission;
- Progress;
- Activities;
- Outcomes;
- Social Media;
- News.

There is also a password protected 'Members Area' on the website which contain tools and resources for project partners. This includes all the identity materials and project related documentation.

The website has a separate section for the Partage Plus blog. The blog and the news section of the website provide regular updates on the progress of the project. The news section provides general updates, while the blog focuses primarily on a special aspect of the project: 3D scanning and digitisation.

During the first year of the project, the following was posted on the website and on the project blog:

- Number of **news** items posted: **32 posts**
- Number of **blog** posts: **14 posts**

As the project continues, there is increased activity on the website, and news items appear with increased frequency.

3.4 Partner websites:

To accompany the project website, all partners have a dedicated Partage Plus page on their own website. This contains at a minimum, information about and link to the Partage Plus website. Some partners have made this page available in multiple languages which are indicated in the table below:

Partner	URL	Languages
MCA, PT	http://www.cm-aveiro.pt/www/templates/GenericDetail.aspx?id_object=38717&TM=2360S3029&id_class=3029	Portuguese, English
CT, UK	http://www.collectionslink.org.uk/programmes/european-projects/1125-partage-plus	English
DMG, BE	http://www.designmuseumgent.be/NL/partage-plus.php	Dutch, English
DM, NL	http://www.drentsmuseum.nl/collectie/drents-museum-europees.html	Dutch, English
WWMF, PL	http://www.wojciechweiss.pl/partage-plus	Polish
ICCU, IT	http://www.iccu.sbn.it/opencms/opencms/it/main/attivita/internaz/pagina_0003.html	Italian
IMM, HU	http://www.imm.hu/hu/contents/168,Partage+Plus	Hungarian, English
MAK, AU	http://mak.at/sammlung/forschung/forschung_artikel?article_id=1342703973156	German
MNAC, ES	http://www.mnac.cat/colleccio/col_partage.jsp?lan=003	Spanish, Catalan, English
MUO, HR	http://www.muo.hr/hr/aktualno/projekti/partage-plus,103.html	Croatian, English
MNW, PL	http://www.mnw.art.pl/index.php/pl/partnerzy/partage_plus/	Polish
NBA, FI	http://www.nba.fi/en/information_services/the_historical_collections/partage_plus_project	Swedish, Finnish, English
RÖRM, SE	http://rorstrand-museum.se/en/europeana-partage-plus/	Swedish, English
KK, NO	http://www.jugendstilsenteret.no/#cid=3&mid=1	Norwegian
UPM, CZ	http://www.upm.cz/index.php?language=cz&page=104&year=2012&id=483	Czech
GC, SE	http://rohsska.se/en/703/	Swedish, English
KIK-IRPA, BE	http://www.kikirpa.be/FR/256/468/Partage+Plus+.htm http://www.kikirpa.be/EN/256/468/Partage%20Plus%20.htm http://www.kikirpa.be/NL/256/467/Partage+Plus+.htm?	French, Dutch, English
KMKG	http://www.kmkg-mrah.be/fr/partage-plus	Dutch, English
UNIMAR, DE	http://www.fotomarburg.de/welcome?set_language=en,	German, English
NTUA, GR	http://www.image.ece.ntua.gr/php/rd_details.php?proj=81	English
SCVA, UK	http://www.scva.ac.uk/projects/partage-plus/	English
SO, DE	http://www.steinbichler.com/partage-plus.html	German, English
UIRS, SL	http://fjz.web.siol.com/partageplus/	Slovenian, English

In addition, information on the project is available on several other website, including http://ec.europa.eu website, arthistoricum.net and Wikimedia. Partners ICCU also created a website for the Partage Plus conference in February 2012, which can be found at:
http://www.partageplusromaconference.beniculturali.it/

3.5 Additional communication tools

The project created a series of tools which enable the project to communicate more effectively. These are:

- Members Area of the project website;
- Central email address for all Partage Plus inquiries (info@partage-plus.eu)
- Internal mailing lists for project partners:
  - Team mailing list;
  - WP leaders mailing list;
  - Technical helpdesk mailing list.

3.6 Newsletter

The Partage Plus project produces and sends out a central newsletter at regular intervals to its subscribers. The purpose is to inform the widest range of stakeholders about the recent activities of Partage Plus. Partners are also required to include information about the project within their institutional newsletters when possible.

Example of newsletter, January 2013:
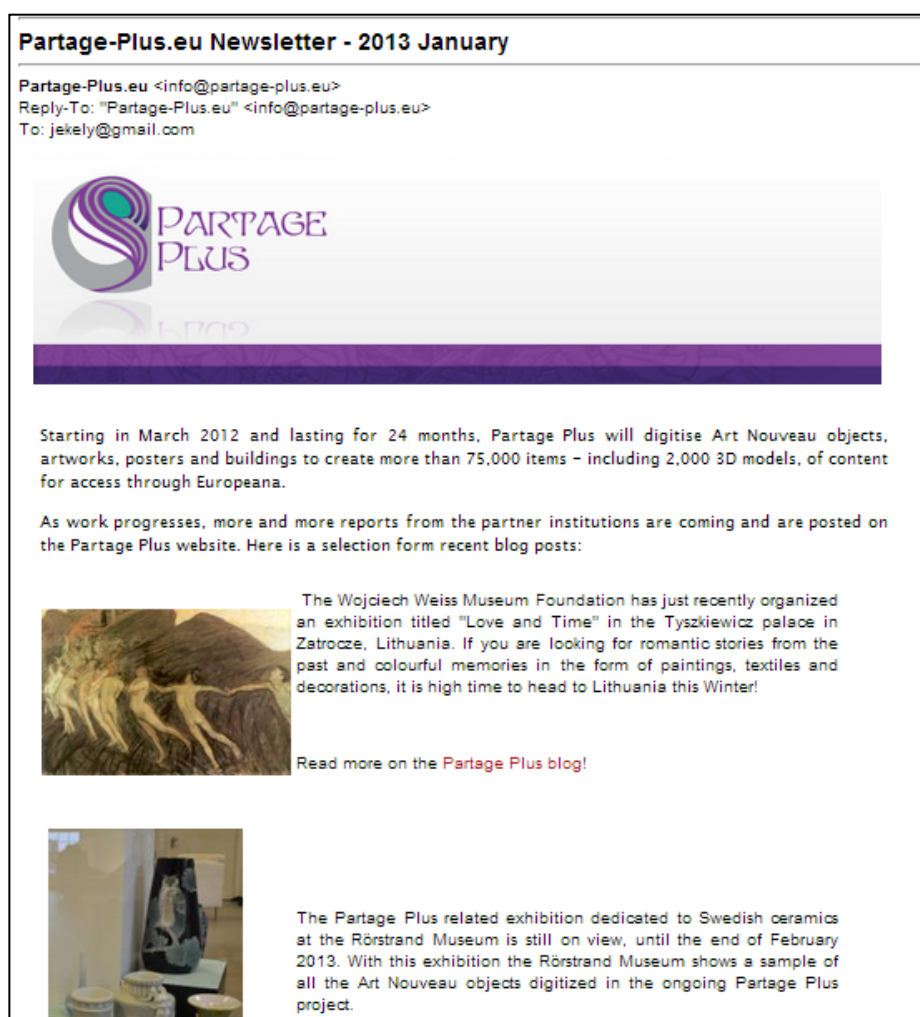
3.7 Social media

In order to engage with audiences who use social media as a regular part of their work practice, Partage Plus has created a presence on the following tools and platforms:

- Twitter – used to push news, information and updates;
- Facebook – used to push news, information, share events, photos, updates and discussions;
- Project blog - used to push news, information, images and updates, this is part of the main Partage Plus website.

Screen shot of the Facebook page: **https://www.facebook.com/PartagePlus**:

Screen shot of the Twitter account: **http://twitter.com/Partage_Plus:**

Screenshot of the Partage Plus blog: **http://www.partage-plus.eu/blog:**

3.8 News releases

The project also produces a series of news released within the project. These are uploaded to the 'News' section of the project website on a regular basis and are aimed at engaging with the wider community of practice to raise awareness about the project. Partners are also encouraged to create and share their own news releases about the project. The releases include:

- **Title** – brief and to the point;
- **Body copy** – Date; First short paragraph summarises the release. Rest deals with facts (what, who, why), including links, and perhaps a quote;
- **Contact information** – should include EC-funding acknowledgement

4 Dissemination in the period

The implementation of the Partage Plus dissemination plan is monitored and is effectiveness constantly evaluated. The table below demonstrates how far the project dissemination targets have been met for the first year:

Activity	Target	Status by end of February 2013
Dissemination Portfolio	**All partners** will maintain a portfolio of their dissemination activities	All partners are activly maintianing a portfolio of their dissemination activity.
Partage Plus Website	**4000 visits per month** to the website	9117 visits[1] per month (February 2013)
Partners' Websites	**All partners** will have a Partage Plus page on their website	All partners have a Partage Plus page on their website.
Partage Plus Newsletter	**2 editions** of the newsletter each year	Two editions of the newsletter have been published in the first year of the project.
	100 persons registered to receive it	By February 2013, there were 149 subscribers to the newsletter.
Twitter	**300 followers**	81 followers.
Facebook	**300 likes**	170 likes.
Blog	**2000 hits** per month	8372 hits[2] per month (February 2013).
News releases	**23 press releases** per year	10 releases with 293,097 potential readers.
Publications	**23 publications** per year	13 publications with 31,100 potential readers.
Engagement with special interest groups	Partage Plus will appear in **25 articles** per year	10 releases with 293,097 potential readers (as above).
		13 publications with 31,100 potential readers (as above).
	Partage Plus makes **25 presentations** per year	16 presentations
	Partage Plus presentations will be attended by **300 persons** per year	597 attendees
Partage Plus partner events	**23 partner events** (per year)	33 events from 18 partners.
	690 participants per year	1,270 participants.
External events	**23 external events** (per year)	11 events.

In addition to the table above, the table below demonstrates how the project has monitored each partners dissemination activities within the first year. Partners that have not met all of their targets have committed to fulfilling these within the second year of the project, details of which can be found in the revised Dissemination Plan (D4.1).

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[1] These figures are different to those reported in D5.2 due to new available statistics taken from the websites log files.
[2] Google Analytics could not be implemented on the blog page of the website, therefore these figures have been taken from the websites log files.

Partner	Website	Event[3]	Publication[4]	Engagement[5]
CT, UK	✓	✓	✓	✓
MAK, AU	✓	✓	✓	✓
DMG, BE	✓	✓	✓	✓
KIK-IRPA, BE	✓	✓	X	✓
KMKG, BE	✓	✓	X	✓
MUO, HR	✓	✓	X	✓
UPM, CZ	✓	✓	✓	✓
NBA, FI	✓	✓	✓	✓
UNIMAR, D	✓	✓	✓	✓
SO, D[6]	✓	N/A	N/A	N/A
NTUA, GR	✓	✓	N/A	N/A
IMM, HU	✓	✓	✓	✓
ICCU, IT	✓	✓	X	✓
DM, NL	✓	✓	✓	✓
KK, NO	✓	✓	✓	✓
WWMF, PL	✓	✓	X	✓
MCA, PT	✓	✓	✓	✓
MNW, PL	✓	✓	✓	✓
UIRS, SL	✓	✓	X	X
MNAC, ES	✓	X	X	✓
GC, SE	✓	✓	✓	✓
RÖRM, SE	✓	✓	✓	✓
SCVA, UK	✓	✓	X	✓
Total	**100.00%**	**91.30%**	**56.52%**	**86.95%**

5   Reasons for divergence from the plan

The table below outlines the targets within the Dissemination plan that have not been met, and reasons for this divergence:

Target	Status by end of February 2013	Reason
300 followers	81 followers.	At the start of the project there is less information to disseminate. This figure is expected to increase dramatically within the remainder of the project.
300 likes	170 likes.	At the start of the project there is less information to disseminate. This figure is expected to increase dramatically within the remainder of the project.
23 press releases per year	10 releases with 293,097 potential readers.	There was less information for partners to disseminate within the first year of the project.

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[3]Partners who did not hold an event in the first year will conduct more than one in the second year, this is outlined in D4.1.
[4]Partners who did not issue a publication in the first year will issue more than one in the second year.
[5]Partners who did not engage with special interest groups in the first year will engage with more than one in the second year, this is outlined in D4.1.
[6]It is optional for SO and NTUA to hold events, issue publications or engage with special interest groups.

23 publications per year	13 publications with 31,100 potential readers.	There was less information for partners to disseminate within the first year of the project.
Partage Plus will appear in **25 articles** per year	10 releases with 293,097 potential readers (as above).	There was less information for partners to disseminate within the first year of the project.
	13 publications with 31,100 potential readers (as above).	There was less information for partners to disseminate within the first year of the project.
Partage Plus makes **25 presentations** per year	16 presentations	There was less information for partners to disseminate within the first year of the project.
23 partner events (per year)	33 events from 18 partners.	Overall we exceeded the target, but not all partners held events. The reason partners gave was because they didn't have much information to disseminate and wanted to do more in the second year of the project.
23 external events (per year)	11 events.	The reason partners gave was because they didn't have much information to disseminate and wanted to do more in the second year of the project.

6   Actions to be taken

Actions have already been put in place to ensure that these targets are met by the end of the project. Project co-ordinator CT and WP leader IMM collaborated to create a revised Dissemination Plan which outlines new targets for certain dissemination activities for every three months. Partners have also supplied extremely detailed information about their planned, all of this can be found in D4.1:
- Events
- Publications
- Engagement with Cultural Heritage Institutions
- Engagement with specialist communities
- Engagement with researchers and academics

The project has also implemented these other actions:
- A single reporting form for all activities which require reporting by the partners;
- Compulsory month monitoring;
- More frequent updates on social media;
- Monitoring to check that partners are doing events they have committed to.

7   Conclusions

Although there was less activity within the first year of the project than initially planned, actions have been implemented that will ensure that the targets within this work package will be met. This deliverable demonstrates the reasons for any discrepancy, and also outlines how these will be overcome within the second year of the project. Therefore, the project is confident that the suggested actions will monitor this progress and keep the situation under control to ensure that the project fulfils its targets for dissemination activity in accordance with the description of work.