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LINKED HERITAGE

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Context

WP 1	
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EXECUTIVE SUMMARY

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

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

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

Central to the dissemination of information is the project website, whose pivotal role is described in this document, and whose design is discussed in more detail in Deliverable 7.1.

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

The final chapter describes how this process will be monitored.

This document, targeted to all sectors of the Linked Heritage best practice network, serves as an easy-to-use internal guide that describes how, where and when the guidelines were created, or will be made available in the near future. In addition, this report describes the dissemination methodologies and activities carried out by partners in the project.

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

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

As several events took place over the first months of the project, the need arose to provide guidelines to the partners of the project. The mechanisms employed for Linked Heritage dissemination at this early stage, therefore, were already fully described in [D7.2 Dissemination material](#). For this reason, we are not repeating but summarising the information in this plan.

STRUCTURE OF THE DOCUMENT

The document is composed of 6 chapters.

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

Chapter 2 describes the four goals, which Linked Heritage intends to reach, through its dissemination activities; i.e. the goals described in the DoW:

Chapter 3 describes the target audience to be reached. Linked Heritage does not address the general public, rather targets Europeana, the content-contributing community, government and policy bodies, the private (publishing) sector, and to a limited degree the research community.

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

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

Chapter 6 briefly concludes the topics of this report.

1 INTRODUCTION

Within the Linked Heritage best practice network the dissemination plan targets:

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

as well as to Europeana, in particular the staff responsible for Europeana's dissemination activities.

In addition, as this is a public document and is available in the project's website, the plan can be accessed by external parties interested in the dissemination plan of Linked Heritage project,

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

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

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

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

The Final Dissemination Plan is due at month 30.

2 WHY AND WHAT – DISSEMINATION PURPOSES

Linked Heritage's main objectives are the following: i) to contribute large quantity of new content to Europeana, both from the public and private sectors; II) to demonstrate improvement in quality of content, in terms of richness of metadata, its re-use potential, and uniqueness; III) to demonstrate how to improve the search, retrievability and use of Europeana content. (DoW, p. 3).

Through its dissemination activities, Linked Heritage intends to:

- **Raise awareness:** letting others know and learn from the Linked Heritage experience
- **Inform:** educating the community
- **Engage:** receiving input/feedback back from the community
- **Promote:** 'selling' the project's outcomes and expected results

In particular

These are the four purposes according to which Linked Heritage intends to reach, through its dissemination activities, the goals described in the DoW:

- To stimulate the contribution of content to Europeana by raising awareness of the tools, facilities and best practice provided by Linked Heritage, encouraging the use of richer metadata sets
- To increase the size of the best practice network by attracting new cultural institutions
- To build stronger links between the public and private sectors, demonstrating the benefit of a partnership
- To raise awareness across the Europeana ecosystem of the Linked Heritage work, and to encourage Europeana itself, content provider and aggregators to take full advantage of the of the project's results.
- To build technical capacity in the cultural heritage sector, especially in terms of Europeana and Linked Heritage technologies
- To create, deliver and publish training materials and learning objects.

Through this dissemination plan, WP7 intends to facilitate the achievement of the above-mentioned goals, including the contributions of all Linked Heritage partners, WP Leaders and Working groups.

3 TO WHOM – THE AUDIENCE

The target audiences for Linked Heritage are quite specific. There is little requirement to address the general public, instead, the main targets are Europeana, the content-contributing community, government and policy bodies, the private (publishing) sector, and, to a certain degree, the research community.

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

3.1 CONTENT PROVIDERS

Content providers are cultural institutions that provide metadata to the Linked Heritage project, in order to be harvested by Europeana.

They will be informed throughout the duration of the project about Linked Heritage's ongoing activities and input so that they make good use of both its recommendations and the tools developed by the project.

Effective dissemination activities could encourage new cultural institutions to join the network and become additional Linked Heritage content providers.

3.2 AGGREGATORS

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

Linked Heritage involves in its partnership some of the major national and regional aggregators, and includes:

- <http://www.culturaitalia.it> (Italian national aggregator)
- <http://collections.culture.fr/> (French national aggregator)
- <http://www.kulturpool.at/display/kupo/Home> (Austrian national aggregator)
- DigiCultur (the German national aggregator)
- <http://carmentis.kmkg-mrah.be/eMuseumPlus> (Federal museum aggregator service, Belgium)
- http://www.muziejai.lt/emuziejai/index_en.asp
- Hellenic aggregator (under construction)
- <http://www.askaboutireland.ie/> (Irish national aggregator)

Aggregators involved in Linked Heritage will be informed for all the duration of the project about the Linked Heritage ongoing activities and input in order exploit recommendations and makes use of the tools developed.

Content providers who are Linked Heritage partners and deliver their content through national aggregators will act as a bridge between the project and the aggregator.

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

3.3 POLICY GROUPS, AGENCIES AND GOVERNMENTS

This target group includes policy makers at national and European level.

Currently, the Linked Heritage consortium includes several key ministries and agencies:

- CIS (Latvia)
- CL (Ireland)
- CT (UK)
- EVK (Estonia)
- GENCAT (Catalonia)
- HMC (Greece)
- MCC (France)
- MiBAC/ICCU (Italy)
- SPK (Germany)

At European Level the target is mainly represented by:

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

Dissemination targeted to these users is crucial.

Disseminating Linked Heritage results among government ministries and agencies, which control or lobby for funding memory institutions of all sorts, is valuable because:

- Linked Heritage content providers could also be supported in the future at national government level
- Linked Heritage results, mainly best practices and technological outcomes, could be integrated in national programmes on digitisation and training.
- Linked Heritage results may be integrated by policy-making institutions in the framework of joint activities at both the national and at the European level.

3.4 SISTER PROJECTS

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

Many Linked Heritage partners take part in one or more projects related to Europeana. The European Commission has co-funded, mainly through its CIP ICT-PSP Programme (Competitiveness and Innovation Framework Programme), a number of European projects. In 2011 there are 25+ projects in the Europeana Group, Europeana is a consortium partner or subcontractor in many of them.

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

The Europeana family of projects in which Linked Heritage partners are also involved, and that could benefit from the results of Linked Heritage include:

- Europeana Awareness
- ARROW Plus
- CARARE
- Digitising Contemporary Art
- ECLAP
- Europeana Collections 1914-1918
- The European Library
- Partage

3.5 THE CULTURAL HERITAGE RESEARCH COMMUNITY

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

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

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

3.7 PRIVATE SECTOR

The private publishing sector is an important new addition to the Europeana ecosystem, introduced by the Linked Heritage project.

It is very important to target this group so that publishers become aware of the opportunities provided by Europeana for the private sector, especially when their metadata become interoperable with the European platform.

The role of WP4 will be very important in reaching this target audience, considering that its main objective is to enable public-private partnership to contribute their content to Europeana, which until now has only been discussed as desirable and feasible in principle.

EDItEUR, with MVB, ICCU and mEDRA, are currently partners of the ARROW+ project to build and promote books-in-print databases and implement the orphan works rights holder search infrastructure elaborated by the first ARROW project. ARROW+ project events as well as publishers fairs and conferences are the right occasions for the dissemination of Linked Heritage.

3.8 EUROPEANA FOUNDATION, EUROPEANA NETWORK, EUROPEANA LABS

Dissemination strategy towards Europeana is crucial, for many aspects:

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

3.9 AUDIENCE GENERAL OVERVIEW

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

AUDIENCE	MESSAGE TO BE COMMUNICATED	MAIN IMPACT	LINKED HERITAGE ACTORS INVOLVED
Content Providers	Raise awareness of the project and of Europeana Stimulate interest in project technologies Encourage to use and validate LH outcomes Join the network	National	All partners
Aggregators	Raise awareness of the project Stimulate interest in project technologies Encourage to use and validate LH outcomes Disseminate best practices and project results	National	All partners derive direct benefit from their national aggregator
Policy groups, agencies and governments	Raise awareness of the project	National	All partners

Sister projects	<p>Raise awareness of the project</p> <p>Stimulate interest in project technologies</p> <p>Disseminate best practices and project results</p>	European	All partners, but mainly WP leaders
Cultural heritage research communities	<p>Raise awareness of the project</p> <p>Stimulate interest in project technologies</p> <p>Encourage to use and validate LH outcomes</p>	National, European, International	All partners, WP Leaders and Working group experts
National research and competence centres in the areas of cultural heritage and of e-Infrastructures	<p>Raise awareness of the project</p> <p>Stimulate interest in project technologies</p> <p>Encourage to use and validate LH outcomes</p>	National	All partners
Private sector	<p>Raise awareness of the project</p> <p>Encourage to use and validate LH outcomes</p>	European	Mainly WP4
Europeana Foundation	Raise awareness of the project	European	Mainly WP1 and WP Leaders
Europeana Network	Disseminate best practices and project results	European	All partners
Europeana Labs	<p>Stimulate interest in project technologies</p> <p>Encourage to use and validate LH outcomes</p>	European	Mainly WP2, WP3, WP5, WP7 and technological partners

4 METHODOLOGY

The Linked Heritage project makes use of a variety of dissemination methods .

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

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

The most appropriate mechanisms for Linked Heritage dissemination have already been fully described in [D7.2 Dissemination material](#). Therefore we will not repeat, rather summarise the main dissemination channels foreseen by the project:

- **Linked Heritage Project Website:** the main dissemination tool of the consortium is the website: www.linkedheritage.org. The website has already been described in [D7.1 Project public website](#) which illustrates the website's aims, the users it is targeted to, the software used, the structure of the public and the reserved areas, the implementation work, the services, the editorial board, and the tools for monitoring the website.
- **Partner's institution's websites:** partners are encouraged to disseminate Linked Heritage activities and outcomes on their own institutional websites, periodically updating news, and links to relevant documentation.
- **Online fast communication:** Partners are encouraged to promote Linked Heritage activities and outcomes on their institutional newsletters, e-bulletins and social media marketing tools.
- **Digital meets Culture:** short articles and interviews will be published on this online portal (www.digitalmeesculture.net), coordinated by the partner Promoter.
- **Europeana tools:** Linked Heritage Consortium will also use Europeana dissemination tools to promote its activities: Europeana Group pages and Europeana eNews.
- **Events:** Other important methods of disseminating the project results are via national networks, European and International workshops, seminars and conferences organized by other institutions, by Europeana, by other European projects, etc., as well as national and international fairs and exhibitions. See the list of potential events where Linked Heritage results could be disseminated, or was already made available in [D7.2 Dissemination material](#).
- **Scientific papers:** All partners are encouraged to author papers in national and European journals, as well as conference proceedings where partners are invited to present their papers.

- **Uncommon Culture:** an issue of the professional journal *Uncommon Culture* <http://www.uncommonculture.org>, directed by ICIMSS, will be dedicated to topics connected to Linked Heritage.
- **Linked Heritage publications:** printed online booklets, produced by WP7 in cooperation with WP1, produced in order to disseminate the outcomes achieved by the different WPs to a wider public.
The first booklet has already been published: [Your terminology as a part of the semantic web recommendations for design and management](#). This publication, edited by Linked Heritage WP3 and ATHENA WP4 "Terminology and multilingualism", is targeted to people working in European museums - experts or non-experts - in Information Engineering and/or Linguistics, who have an interest on terminology and multilingualism. It proposes recommendations that describe how to manage terminology, in order to make it compliant and optimised towards improving multilingualism on Europeana and aligning it to the Semantic Web. The more closely institutions follow these recommendations the more they will be improving the retrievability of their digital collections online in the future.

Additional dissemination tools, not yet described in the above-mentioned deliverable D7.2 include:

- **The Linked Heritage Wiki:** starting from the ATHENA project website, this wiki has been set up in order to launch a collaborative work for the WP3 tasks. The wiki may be accessed on: <http://www.athenaeurope.org/athenawiki/>
The wiki presents general information on the objectives of the work package as well as technical information and documents relevant for the deliverables expected for this WP. It is mainly updated by members of the WP3 working group but contents may also be shared with experts who may have an interest and/or expertise on terminology issues.
- **Linked Heritage International Conferences:** As stated in the DoW (p. 121), Linked Heritage planned to host three events of this kind.

The first one took place last 22 June 2011, at the very beginning of the project, in the framework of the **Hungarian Presidency** of the EU and was hosted by the National Széchényi Library. Targeted to LH partner institutions, participants of Hungarian cultural heritage institutions, press representatives, its goal was to inform cultural institutions in Europe about the Linked Heritage project. A European Commission (Information Society and Media DG) representative, the Europeana Business Development Director, and several Linked Heritage partners were included in the programme.

The programme, video, and presentations are available at:

<http://www.linkedheritage.org/index.php?en/146/events/37/budapest-linked-heritage-conference>

The second International Conference will take place in Ireland during the **Irish Presidency** of the EU and will be organised by the Library Council. The programme and outlines of the event will be shared with Linked Heritage partners during the project's plenary meeting, which will take place in Stockholm in the month of May 2012.

The third International Conference will be the Final Conference of the project and it will take place in Rome, possibly in March 2013. In this occasion, the results of the project will be presented to a large public, including European Commission and Europeana representatives. Opportunities to present and discuss further developments will be opened for discussion.

Moreover, the international seminar "Global Interoperability and Linked Data in Libraries" will take place in Florence next 18-19 June, 2012. Supported by the Università degli studi di Firenze, Istituto centrale per il catalogo unico delle biblioteche italiane (ICCU), Biblioteca nazionale

centrale di Firenze (BNCF), Casalini Libri, Conferenza dei rettori delle università italiane (CRUI), Associazione italiana biblioteche (AIB), Istituto di teoria e tecniche dell'informazione giuridica del Consiglio nazionale delle ricerche (ITTIG-CNR), Rinascimento digitale.

In the past few years, the amount of data published on the Web based on Linked Data principles for publishing and connecting structured data on the Web has increased dramatically. Linked data best practices are now available and have been authored by numerous data providers, leading to the creation of a global data space: the Web of Data. In this context the Florence Seminar intends to focus on interoperability and open linked data in libraries, analysing standards, experiences and best practices for adopting semantic web technologies in this area.

Linked Heritage WP1, WP2, WP3 and WP4 will have the opportunity to make presentations on the results of their activities, in connection with the topic of Linked Open Data.

See: <http://www.linkedheritage.org/linkeddatabseminar/>

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

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

METHOD	PURPOSE	SUGGESTIONS	REFERENCES	GUIDELINES FOR PARTNERS
Project website	Raise awareness Inform Engage Promote	The project website is one of the most versatile dissemination tools. It should 'speak' to different audiences in the appropriate language.	See D.5.2 This deliverable describes the website developed for the project, in particular the aims it intends to reach, the users for which it is targeted, the software used, the structure of the public and the reserved areas, the implementation work, the services, the editorial board, the tools for monitoring the website.	Partners are advised to send all their relevant information and documentation to enrich the project website and to be shared by all.
Partners' institutional' websites	Raise awareness Inform Engage Promote	Pages or dedicated pages on these websites are important to disseminate project's results at national level and to direct traffic towards the projects website		Partners are advised to include a page or a section describing the project's activities and results on their institutional website reminding them to link to the project's website

<p>Partners and experts blogs, social networks groups, online professional lists</p>	<p>Raise awareness Inform</p>	<p>Often professional stakeholders have personal blogs, take part in professional groups, register in online professional mailing lists. All these tools are useful for discussing new developments, problems, and issues at national, European and international level. They are an opportunity to be proactive and reactive, share one's knowledge with the community, and develop a profile for LH project.</p>		<p>Partners who manage a professional blog or who are active on social networks are encouraged to promote and disseminate the Project and its results to their own audiences.</p> <p>Partners are encouraged to sign up to the relevant lists in order to discuss the work taking place in their own WP on their own topic.</p> <p>Partners are encouraged to announce (achievements, publications etc.) in order to promote the success of the Linked Heritage results.</p>
<p>Wiki</p>	<p>Raise awareness Inform Engage Promote</p>		<p>http://www.athenaeurope.org/athenawiki/index.php/Main_Page</p>	<p>Opening up the wiki to experts interested in terminology issues</p>
<p>Press releases</p>	<p>Awareness</p>	<p>A press release is a formal announcement to the national press. Partners are encouraged to issue press releases to announce an event or an important Linked Heritage achievement. We appreciate, however that it</p>		<p>Partners are encouraged to liaise with the Linked Heritage coordinator before issuing a press release and to include the Linked Heritage logo, e-mail and link to the website.</p>

		does take skill to write a press release and to have it accepted by the media in a timely fashion.		
Brochures and other promotional material	Raise awareness	Though communication channels are often electronic, we believe that it is still useful to circulate printed dissemination materials at meetings and events	<p>Currently the following materials are available:</p> <ul style="list-style-type: none"> • LH logo • LH factsheet • LH 12 page leaflet • LH Poster 70 x 100 • LH Roll-up 80 x 200 • LH Bookmarks • LH Postcards <p>Dissemination material may be downloaded from the relevant page in the project website.</p> <p>See also D7.2 Dissemination materials. This document, targeted to all components of the Linked Heritage best practice network, intends to be an easy-to-use internal guide describing dissemination material that have been completed or will be available in the near future, as well as guidelines on how, where and when to distribute the material</p>	<p>Partners are encouraged to disseminate Linked Heritage promotional material at their professional events</p> <p>All promotional material is available for customisation and to be translated it into their own language</p> <p>Partners are directed to consult the FAQs included in Chapter 4 of D7.2 in order to find updated material, how to receive it, with suggestions on how to distribute it</p>
Sister projects and cluster meetings	Inform Engage Promote	Sister projects and cluster meetings are excellent opportunities for projects to learn from each other, discuss common issues, and receive feedback on their work. Partners may be asked or propose to give a presentation, participate in a workshop, give a demo, etc. As there may be many projects on	<p>Events archive on LH website</p> <p>http://pro.europeana.eu/web/guest/news</p> <p>Messages circulating in professional mailing list</p>	<p>Partners are advised to use the project's website and internal mailing lists to inform all partners about professional meetings. Some of LH experts could be interested in participating in one of them.</p> <p>Partners are directed to always include the corporate</p>

		the agenda, we encourage partners to make an impact and engage the audience.		image when presenting or speaking about LH. We strongly encourage the distribution of LH promotional material and booklets
Conference presentations	Inform Engage Promote	National and international conferences are an excellent opportunity to share the network's achievements with experts in the field (teaching/learning, digital libraries, aggregation, digitisation, standards etc).	Events archive on LH website http://pro.europeana.eu/web/guest/news Call for papers circulating in professional mailing list	Partners are advised to make sure they have something to say; select conferences where their presentation will have an impact, and will attract the experts they want to speak to. Partners are directed to always use the corporate image when presenting or speaking about LH Partners are encouraged to distribute LH promotional material and booklets
Conference posters	Inform	A poster session at a conference may be more appropriate when there is work in progress. Posters may be presented to delegates who attend the session. It may not be as engaging as doing a presentation in the auditorium, but it's an excellent way to attract people and	Events archive on LH website http://pro.europeana.eu/web/guest/news Call for posters circulating in professional mailing list Currently Linked Heritage has already produced a LH Poster 70 x 100 and a LH Roll-up 80 x 200. PDF version may be downloaded from the relevant page in the project website.	Partners are advised to always include the LH corporate image

		get one-to-one feedback. Often conferences do not foresee call for papers, but do foresee poster sessions		
Workshops	Engage	Workshops are small interactive events held to achieve a specific objective. A workshop could be used to receive feedback from users on a demo or on a particular issue. The emphasis here would be in order to open up discussion to inform future development.	Events archive on LH website http://pro.europeana.eu/web/guest/news Call for papers circulating in professional mailing list	Partners are encouraged to make sure they have something to say, select workshops where it will have an impact, and ones that will attract the experts they wish to speak to. Partners are advised to always include the corporate image when presenting or speaking about LH Partners are advised to distribute LH promotional material and booklets on these occasions.
Demos	Engage Promote	Demonstrations allow partners to show what has been developed and receive feedback. Demos are useful early in the project to get feedback from stakeholders on functionality, usability, look-and feel. Partners are encouraged to consider a demo for stakeholders at their own institution to keep them informed about what LH is doing.	Mainly documentation and tools produced by WP3 and WP7	Partners are advised to always use the corporate image when presenting or speaking about LH Partners are advised to distribute LH promotional material and booklets

Journal articles	<p>Raise awareness</p> <p>Promote</p> <p>Inform</p>	<p>Partners are encouraged at every opportunity to author articles on the LH project.</p> <p>During the project partners may wish to contribute to electronic newsletters, blogs, portals.</p> <p>Peer reviewed journals in relevant disciplines in an advanced phase of the project, when there are data and results to report, are a very important opportunity.</p>		<p>Partners are advised frequently include references to the LH results</p> <p>We advise sending in a copy of any journal article or academic paper to the project's coordinator so that it may be published or linked also on the LH website.</p>
Case studies	<p>Inform</p> <p>Promote</p>	<p>Case studies explain what partners accomplished and what has been learned by the network so that others may benefit from the experience. If partners have produces good results, a case study could be very valuable to inspire others who may be building something similar.</p>		<p>Partners are encouraged to enquire about organisations and websites collecting case studies in your area.</p>
Publications	<p>Raise awareness</p> <p>Inform</p>	<p>Partners are encouraged to prepare deliverables on specific topics, the content of which could be included in specific publications (Linked Heritage booklets).</p>	<p>Linked Heritage Booklet on Terminology</p>	<p>Partners are encouraged to distribute printed copies, according to targets</p>

5 MONITORING

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

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

- *Page views*: number of web pages requested and viewed by the user
- *Visits or sessions*: number of visits to a site made by users.
- *Unique visitors*: number of single users that have visited the site, net of duplications.
- *Time spent*: time spent in minutes and seconds while navigating or viewing the pages of a site or using a digital application.

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

Two reporting forms have been implemented in order to report on participation in events:

- **Linked Heritage Events reporting form**: This form must be used when a partner is organising a Linked Heritage workshop
- **External events reporting form**: This form must be used when a partner is presenting and disseminating Linked Heritage outcomes in events organised by other institutions.

Both form templates are available in the reserved area of the project website:

<http://www.linkedheritage.org/index.php?en/173/templates>

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

The following table lists the **success indicators** foreseen in the DoW as far as dissemination is concerned.

Indicator	Method of measurement	Expected progress (cumulative)		
		Year 1	Year 2	Year 3
Number of dissemination events	Events held / Participation to third parties events	0	10	30
Number of Linked Heritage conferences	Conferences held	0	1	2
Number of academic journal or conference publications	Partner submissions, details on website	4	8	10
Number of meetings with sister projects in the Europeana ecosystem	Meetings held	4	8	10

Events are available on the website, in the archive, according to the LH events categories:

<http://www.linkedheritage.org/index.php?en/146/events>

Papers and short articles may be monitored on the website at page:

<http://www.linkedheritage.org/index.php?en/161/papers-and-short-articles>

Presentations in external events are monitored on the website at page:

<http://www.linkedheritage.org/index.php?en/156/presentations>

6 CONCLUSIONS

The dissemination plan will ensure that the programme:

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

The project's coordinator, together with WP7 leader, will share the strategy with all partners, WPs, working groups and task forces, inviting them to contribute ideas for the duration of the project.

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

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

Goals: Determining the goals of our dissemination effort for Linked Heritage.

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

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

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

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

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