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Table of Contents

1. Executive summary	4
2. Introduction	5
3. Dissemination strategy	6
4. Dissemination message, activities and materials	7
a. General planning	7
b. Website and online dissemination	9
c. Conferences and events	10
d. Project reports and working papers	11
e. Other dissemination materials	11
5. Quality assurance and monitoring	11

1. Executive summary

This Dissemination Plan gives an overview of the dissemination strategy, activities and materials the DC-NET project intends to use in order to distribute its results as widely as possible.

The 4 main target groups of the knowledge of the DC-NET project results are (1) the Member States, specifically the ministries and agencies responsible for cultural policies and/or research policies, (2) the cultural heritage research community, (3) the e-Infrastructure providers and (4) national research and competence centres in the areas of cultural heritage and of e-Infrastructures.

The Dissemination Plan defines the different messages to be addressed to each of these target groups, the means used to this end, and the expected outcome of those activities.

One of the most important ways of distributing information will be the project website, whose role in the dissemination process is described in this document, and whose design is discussed in more detail in Deliverable 5.2. A series of conferences and seminars will also play a very important role in the dissemination policy.

A section on Quality Assurance and monitoring lists criteria for the evaluation - and if necessary adaptation - of the effectiveness of the Dissemination Plan.

2. Introduction

The main objectives of the DC-NET project are to strengthen coordination between public research programmes in the digital cultural heritage sector in the participating countries, and to raise awareness of the possibilities offered by e-Infrastructures to help carry out those research programmes.

For DC-NET, dissemination (under WP5) of the project findings is not an additional project task, but rather a dimension of the project itself in close synergy with the other work packages, since the project aims to increase the cultural heritage community and the e-Infrastructures community's knowledge of each other. Effectively exchanging information about the services e-Infrastructures offer and the research needs of the digital cultural heritage community to all actors concerned in order to discover synergies between both is essential for the project's success.

The dissemination activities of DC-NET have not only the objective to simply deliver relevant project results to key target groups, but also to improve the relevance and usefulness of these results by a continuous dialogue in which these stakeholders play an active part. For a project which aims to raise awareness, openness towards the reactions and ideas of the target audiences involved is important.

The Dissemination Plan, a deliverable of the DC-NET project, is a strategic document providing an overview of the DC-NET dissemination strategy, activities and materials.

The effectiveness of this Dissemination Plan will be monitored and if necessary reviewed in the course of the project, depending on specific project outcomes which might need a different approach than originally foreseen. Communication regarding a research project must have a certain level of flexibility, because especially later project stages are sometimes difficult to predict at the start of a project.

3. Dissemination strategy

DC-NET aims to involve 4 main target groups in its activities:

- *The Member States*: specifically the ministries and agencies responsible for cultural policies and/or research policies
- *The cultural heritage research community*
- *The e-Infrastructure providers*
- *National research and competence centres in the areas of cultural heritage and of e-Infrastructures*

However, the project partners should keep an open mind concerning possible other target groups emerging as the project goes on and information about the project results is disseminated - for example: the education world (teachers and students in cultural heritage related fields), etc.

- *The Member States' ministries and agencies responsible for cultural and/or research policies:*

These institutions will obviously benefit from the knowledge generated by the DC-NET project, in that the project results will enable them to gain insight in public cultural research programmes in other Member States, and to involve research infrastructures in cultural heritage research activities. The project starts out with 8 member States as directly involved project partners, but other countries will be encouraged to join in by a targeted dissemination strategy.

- *The cultural heritage research community*

One of the aims of the project is to raise awareness within the cultural heritage community of common national research priorities, and the possible contribution e-Infrastructures offer. The cultural heritage community will be offered information about and training in the use of e-Infrastructures for their research purposes: the services on offer, access and usage conditions (both functional and technical), etc. All levels and sizes of the cultural heritage community can benefit from this knowledge, but the smaller institutions will be targeted through larger interest groups, and national or regional agencies and institutions.

- *The e-Infrastructure providers*

DC-NET aims to interest and involve e-Infrastructure providers in cultural heritage research.

- *National research and competence centres in the areas of cultural heritage and of e-Infrastructures*

National research and competence centres with cultural heritage and/or e-Infrastructures expertise are important contributors to the cooperation possibilities between e-Infrastructures and the cultural heritage community.

4. Dissemination message, activities and materials

a. General planning

It is important for a project to be visible and recognisable. The different products need to be clearly linked to the project. This can be realised by developing a 'house style' for all material. A joint brand identity will also strengthen the project internally, as partners feel that they are part of a joint effort.

A recognisable logo, style, etc has been developed by a project partner with the assistance of a professional in marketing and branding.

Three kinds of activities, each with a different timing schedule, will ascertain that information about the project's progress reaches all target groups and that all target groups remain involved throughout the project:

- *Newsletters* will provide information on a quarterly or bi-annually basis
- *Event-focused actions* will centre around the conferences planned
- *A (semi-)permanent stream of news and information* will be available on the website
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Target group	Message	Means	Expected outcome
<i>Member states</i>	<p>1. DC-NET is open to new partners</p> <p>2. Possibilities e-Infra-structures offer for cultural heritage research</p> <p>3. Information about public cultural research programmes and priorities in other MS; information about how e-Infrastructures can contribute</p> <p>4. Analysis of feasibility, cost, value, impact, etc of this cooperation between the CHS and e-</p>	<p>1. WP1 Working Groups outputs on website and in newsletter, hard copy bro-chures with project summary and contact details to be distributed at events, etc</p> <p>2. Distribution of WP2 project deliverables via newsletter, website; conference invitation; conference itself; published conference proceedings; two WP5 conferences at ministerial level</p> <p>3. Distribution of WP1 and WP3 results via newsletter, website, workshop among cultural ministries to exchange information</p> <p>4. Distribution of WP4 deliverables via newsletter and website</p>	<p>1. Discovering new interested e-Infrastructure, cultural heritage and research sector partners and encouraging them to join project</p> <p>2. Raised awareness of research possibilities for policy makers and actors involved in research activities</p> <p>3. Agreement on common research needs and priorities involving e-Infrastructures</p> <p>4. Ideas for innovation and progress in cultural and research policies</p>

	Infrastructures		
<i>Cultural heritage community</i>	<p>1. Possibilities e-Infrastructures offer for cultural heritage research</p> <p>2. Information about public cultural research programmes and priorities in other MS; information about how e-Infrastructures can contribute</p> <p>3. Analysis of feasibility, cost, value, impact, ... of this cooperation</p> <p>4. Common research plan for the cultural heritage research community and e-Infrastructures</p>	<p>1. Distribution of WP2 project deliverables via newsletter and website</p> <p>2. Distribution of WP1 and WP3 results via newsletter, website</p> <p>3. Distribution of WP4 deliverables via newsletter and website</p> <p>4. Distribution of WP6 deliverables (Joint activities plan, training materials, training events) via newsletters, website, final project conference</p>	<p>1. Raised awareness of research possibilities offered by e-Infrastructures</p> <p>2. Information about shared research priorities where e-Infrastructures can contribute</p> <p>3. Practical guidelines to implement this cooperation with cultural heritage sector research programmes</p> <p>4. Hands on action plan for future research involving e-infrastructures + technical training enabling the accomplishment of such an action plan</p>
<i>e-Infrastructure providers</i>	<p>1. Information about public cultural research priorities where e-infrastructures can mean an added value</p> <p>2. Analysis of feasibility, cost, value, impact, ... of this cooperation</p> <p>3. Common research plan for the cultural heritage research community and e-Infrastructures</p>	<p>1. Distribution of WP1 and WP3 results via newsletter, website</p> <p>2. Distribution of WP4 deliverables via newsletter and website</p> <p>3. Distribution of WP6 deliverables (Joint activities plan, training materials, training events) via newsletters, website, final project conference</p>	<p>1. Cooperation with cultural heritage sector in research programmes</p> <p>2. Practical guidelines to implement this cooperation with cultural heritage sector research programmes</p> <p>3. Trained cultural heritage researchers and experts, able to use e-infrastructures to their full advantage</p>
<i>National research and competence centers</i>	<p>1. Information about public cultural research priorities where e-infrastructures can add value</p> <p>2. Analysis of feasibility,</p>	<p>1. Distribution of WP1 and WP3 results via newsletter, website</p> <p>2. Distribution of WP4</p>	<p>1. Raised awareness about cooperation possibilities for e-Infrastructures in cultural research</p>

	cost, value, impact, ... of this cooperation	deliverables via newsletter and website	2. Practical guidelines to implement this cooperation between cultural heritage sector research programmes and e-infrastructures
	3. Common research plan for the cultural heritage research community and e-Infrastructures	3. Distribution of WP6 deliverables (Joint activities plan, training materials, training events) via newsletters, website, final project conference	3. Trained cultural heritage researchers and experts, able to use e-infrastructures to their full advantage

b. Website and online dissemination

The project website (www.dc-net.org) will be used as a major means of communication from the very beginning of the project to the its end, and even beyond. As deliverable D5.2, particular attention needs to be paid to its design and maintenance. DC-NET's recognisable house style will be used. Its function is to inform the project's end user groups (see 4.a.) as well as a wider, interested community, comprising for example academic, commercial, and public sector audiences.

Visibility of the website is a priority: the web site is optimized for search engines; an efficient web referencing campaign will be implemented (targeted to both search engines and user communities). Frequent traffic monitoring will allow the identification of audience's main areas of interest and verify the user friendliness of the web site. Regular evaluation of ranking in search engines will be performed.

The site will consist of a publicly accessible part, as well as a password protected part for internal communication among project partners.

The website will present the project, its contributing partners, and all news and events in relation with the project. Registration for project events will be possible via the website, as well as accessing the content of conference presentations in different ways (text files, video, audio - see below).

The website also includes a "library" where users can access or download project documents, newsletters (see below), project deliverables, etc. Another section will provide links to related project websites.



Home page of the web site <http://www.dc-net.org>

Possible additional features are the following:

- Audio and video material: podcasting key presentations (video) and/or speeches (audio)
- Youtube promotion video sequences
- Photo galleries for Events or general promotion purposes
- Twitter account for short communications or announcements

Another important means of dissemination is the project's newsletter. This 8-10 page publication describes the project and its consecutive findings in an accessible, professional way. The newsletter appears at least twice a year and will be disseminated primarily in electronic format (e-mail and website), although about 200 hard copies of each issue will also be available at all DC-NET events.

c. Conferences and events

As described in the DoW, 4 major international public events will be organised by DC-NET:

- The public conference to present the launch of the project, following the kick-off meeting, in the country of the coordinator
- A first mid-term international conference in the second half of 2010, to be included in the programme of the Belgian Presidency of the EU

- A second mid-term international conference, in the first half of 2011, to be included in the programme of the Hungarian Presidency of the EU
- A final international conference to present the achievements of the project, at the end of 2011

In addition, a program of national training events will be carried out during the last semester of the project. Project partners can also organise national dissemination events.

d. Project reports and working papers

Throughout the project, both internal and external project reports will be prepared. All reports and working papers will be formatted according to the DC-NET house style. The e-Infrastructure Handbook and the Technical Reference, the Digital Cultural Heritage Services Priorities Report and the findings of the research work, all official project deliverables described in the DoW, will be published as Working Papers.

e. Other dissemination materials

Apart from the dissemination materials already mentioned, DC-NET will use a range of additional tools. These will include, among others, project leaflets in different languages, standard presentations about the project in the project partners' national languages, and handouts at conferences and seminars.

Dissemination through social networks such as Facebook, Slideshare, Flickr, YouTube will allow the DC-NET project to reach an even wider audience without additional expenses.

5. Quality assurance and monitoring

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

- a. 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.
- b. Country representatives will be asked to provide reports on their national dissemination activities.
- c. In order to evaluate if target groups are reached, and if definitions of main target groups need to be adjusted, the report of the dissemination events will be analysed on a regular basis so that recommendations can be provided where necessary.
- d. Analysis of the reports on the dissemination events (expressions of interest, subscriptions, evaluation forms, etc) will also allow to check whether planned schedules need to be adjusted or other types of activities are necessary.