[European dissemination of results – interim report]

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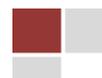
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Table of content

7 ANNEX 2: PLANNED REGIONAL / NATIONAL DISSEMINATION ACTIVITIES OF THE SHOWCASE AND OTHER PARTNERS 57

1   Executive summary

This deliverable presents and evaluates the project's dissemination results in the first 18 months and updates the dissemination plan for the second half of the project (first plan presented in deliverable 5.1, March 2012).

The CreativeCH dissemination plan is a coherent set of online activities, participation in events aimed to attract and network with stakeholders, and dissemination work of the project's showcases. The objective is to foster and help consolidate interest and knowledge in the cooperation of science & technology, cultural heritage and cultural and creative industries organisations.

The project implements a regular flow of communication on two distinct, yet connected levels: broad, mainly online-based and event-based dissemination on the European / international level, and communication on the regional level through the Local Showcases which also directly involve local stakeholders, students and citizens.

MFG Baden-Württemberg is responsible for the overall European dissemination activity, while University of Coimbra supports this dissemination through the CHIEF forum and all other partners are in charge of regional and local dissemination with core focus on the Local Showcases.

Chapter 2 gives an overview of the European-level focused online dissemination activities and results in the first half of the project, and chapter 3 describes the general and showcase related promotion materials that were produced and made available to the project partners. In addition the Annex documents the regional/national dissemination activities and outcomes of the partners.

Chapter 4 presents the evaluation of the dissemination results demonstrating that the project has already achieved considerable dissemination results in line with the goals set in the Description of Work. Overall we estimate that in the first 18 months of the project about 2000 persons were directly in contact with CreativeCH dissemination activities and materials.

Additional specific dissemination activities in the next months have already been identified and agreed among the partners (see chapter 5 and Annex 2).
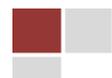
2   European dissemination of results: an overview

This chapter reports the dissemination activities carried out and the quantitative and qualitative results achieved in the first 18 months. While D5.1 European Dissemination of Results – First Plan (March 2012) describes in detail the overall strategic elements of the dissemination plan, the first chapters below give a brief overview on the dissemination objectives and strategy.

2.1 Objectives and strategy of the communication programme

The overall aim of CreativeCH is enabling cities and regions across Europe to benefit from Cultural Heritage assets through creative cooperation of Science & Technology (S&T) centres, Cultural Heritage (CH) organisations and Cultural & Creative Industry (CCI) businesses.

The European Dissemination of results plan consists of a comprehensive set of strategy and tools to communicate to the broad public the project's results, and effectively engage stakeholders in the CreativeCH's activities.

Therefore the CreativeCH dissemination is organised around the following pillars:

- European / international online dissemination activities (website and social media), aimed to address a broad audience of the project's target groups;

- Dissemination through events on the European and national level, and

- Local and regional level communication and involvement through the Local Showcases.

The CreativeCH communication and dissemination strategy reflects an analysis of the goals, key messages, target groups, time horizons and channels which is presented in Deliverable 5.1 (March 2012). The present report examines the effectiveness of the dissemination plan by comparing the set objectives to the actual results in the first 18 months.
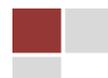
2.2   Overall communication plan M1-M18

During the first 18 months of the project, the communication strategies agreed by the partners in the first dissemination plan (Deliverable 5.1) were followed and the production targets achieved. The tabular overview presents the overall communication plan:

Phases	Objectives	M18 status (fulfillment)
Phase 1: **M1-M6** October 2011 – March 2012	**Initiation of the communication effort**: - 1st series of communication infrastructure development (website, production templates, etc.), - 1st series of deployment of tools, materials, events and activities	All production targets achieved
Phase 2: **M7-M12** April 2012 – September 2012	**Implementation of plan & consolidation of communication**: - 2nd series of communication infrastructure development (writing and translating promotional texts, templates, press release, preparing kits), - 2nd series of deployment of tools, materials, events and activities, - Implementation of joint communication activities, - Monitoring and assessment.	All production targets achieved
Phase 3: **M13-M18** October 2012 – March 2013	**Further implementation and review**: - 3rd series of communication infrastructure development (primarily writing and translating promotional texts), - 3rd series of deployment of tools, material, events and activities, - Further development of joint communication activities, - Monitoring and assessment, - Communication Action Plan mid-term review	All production targets achieved Review of the actual dissemination reported by the present document

Table 1: Overview of production objectives of M1-M18
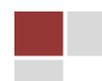
2.3   Online dissemination activities

2.3.1   Overview of the online dissemination activities

One of the pillars of the project's dissemination work is the set of the online dissemination activities. The hub of both international and local online dissemination is the project website www.creative-heritage.eu

The website also serves as the centre of the social media activities, embedding the project's Twitter feed and all other shared information items. Furthermore, the website hosts the summaries and multimedia resources of the CreativeCH thematic workshops as well as the customized Web pages of the showcases and the peer-learning network. Moreover the CHIEF forum is embedded in the project website. All these features will be addressed and analysed in the following paragraphs.

2.3.2   The Website at a glance
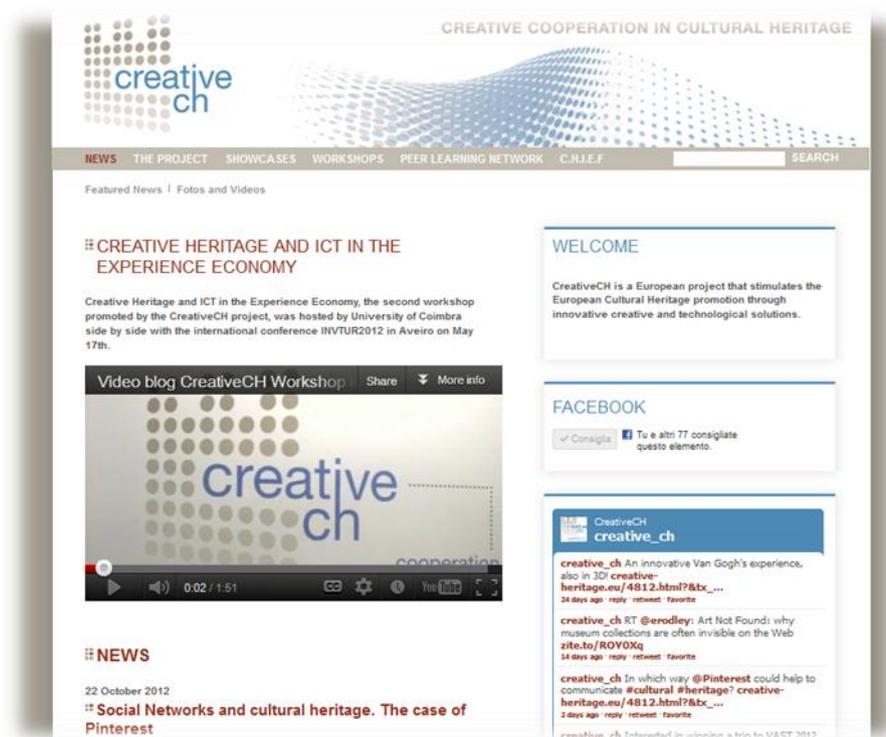
Figure 1 CreativeCH portal homepage
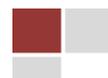
The project website, www.creative-heritage.eu is the main access point for information about the project, its coordination activities, services, events, and for downloading its products in digital format.

A modular, stable and secure content management system (Typo3) was selected, and login credentials were given to all the partners involved. The modularity of the content management system chosen allows each partner to have their own customized backend, in order to ensure flexibility and autonomy – especially to the partners responsible for a CreativeCH showcase in their region.

The website is optimized for high impact on search engines, and during the Project Meeting in Brighton (November 2012) further strategies were presented to the partners to maximize presence of the website in different channels, especially social media.

As a matter of fact, the project website demonstrates to fulfill the objectives set in the D5.1 European Dissemination of Results Plan. Each of the website sections provides results in line with the agreed quantitative and qualitative goals (see chapter 4). Moreover, because of the decision to implement within the website also a section for the Peer Learning Network, the website is now hosting more content than planned initially. Thanks to the modularity of the chosen content management system and to the effective internal communication among the partners, changes have been made without posing problems to the activity plan.

The two figures below present the overall traffic generated by the project website. Because of the analysis software that is integrated in the management system, the information items are in German. In the chart above: breakdown of the Monthly figures [Monatliche Historie], and in detailed overview below, from left to the right side: Month [Monat], Unique Visitors [Unterschiedliche Besucher], Number of Visits [Anzahl der Besuche], Pages accessed [Seiten], Hits [Zugriffe] and actual traffic in Megabites [Bytes].

Monatliche Historie
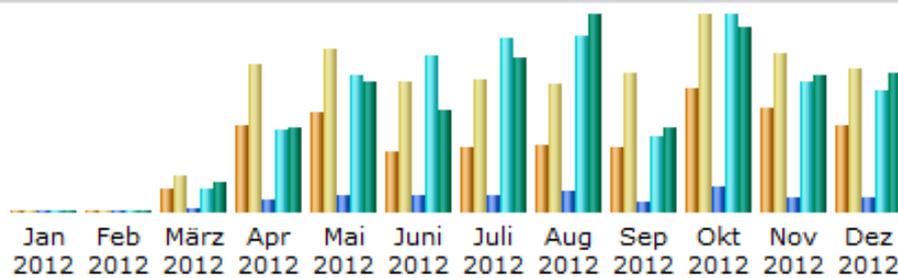
Monat	Unterschiedliche Besucher	Anzahl der Besuche	Seiten	Zugriffe	Bytes
Jan 2012	0	0	0	0	0
Feb 2012	0	0	0	0	0
März 2012	109	168	470	3276	23.13 MB
Apr 2012	405	695	1711	11381	66.01 MB
Mai 2012	463	764	2181	18803	103.65 MB
Juni 2012	282	613	2236	21701	81.45 MB
Juli 2012	299	623	2267	23944	121.68 MB
Aug 2012	310	599	2810	24306	156.16 MB
Sep 2012	305	653	1452	10384	66.20 MB
Okt 2012	581	926	3454	27154	146.69 MB
Nov 2012	490	741	2100	17864	107.90 MB
Dez 2012	407	674	2068	16757	110.61 MB
Total	3651	6456	20749	175570	983.48 MB

Figure 2 www.creative-heritage.eu, statistical overview for 2012

Monatliche Historie

Monat	Unterschiedliche Besucher	Anzahl der Besuche	Seiten	Zugriffe	Bytes
Jan 2013	533	924	3507	23006	153.26 MB
Feb 2013	656	1100	4009	24072	139.82 MB
März 2013	363	702	2957	24484	114.42 MB
Apr 2013	0	0	0	0	0
Mai 2013	0	0	0	0	0
Juni 2013	0	0	0	0	0
Juli 2013	0	0	0	0	0
Aug 2013	0	0	0	0	0
Sep 2013	0	0	0	0	0
Okt 2013	0	0	0	0	0
Nov 2013	0	0	0	0	0
Dez 2013	0	0	0	0	0
Total	1552	2726	10473	71562	407.51 MB

**Figure 3 www.creative-heritage.eu, statistical overview January to March 2013**

The project website was publicly launched in March 2012 and in the first year of operation welcomed 5203 unique visitors. The distribution of the visits and the overall trend in the individual indicators present a robust increase of attractiveness in the first twelve months.

Moreover, as the goal of unique visitors of the website until project end has been 6000, the 5203 unique visitors already achieved demonstrate that the website serves the project goals very well.

2.3.3 The website – News Section

This section is the landing page of the website and therefore intended to be the most dynamic part of the website, with regular news and updates on project activities, multimedia and social networks plug-ins aimed to attract more followers.
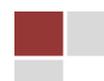
During the first 18 months of the project, MFG has constantly monitored major websites, blogs and social media channels related to CH, S&T and CCI in order to include relevant news feed in the project website. As explained in this chapter, this activity supports in building a solid network of international audiences following CreativeCH's activities.

The News section delivers content exclusively in English, including articles and feature audiovisual reports produced for the Web-based publication. In the next months also a series of feature videos will be produced in collaboration with the project's partners (see chapter 2.3.9 below).

The aim of the News section is to attract stakeholders and enthusiasts to the project website through highlighting interesting projects and activities in the field of CH, S&T and CCI. In fact, as can be seen from the statistics this section is one of the most attractive of the website. Overall, the News section alone attracted 1779 visits.

One important aspect of the website is that in order to address and involve the project stakeholders the content of the news as well as of most other sections is written without jargon, thus understandable for the interested public.

As yet 36 news posts were published in this section which means on average 3 entries per month. The news published on the project website by the regional showcases are not included in this count but covered separately in the chapter below.

2.3.4   The website – Local Showcases section

The section Local Showcases is the main platform for communicating on the European level activity highlights and results of the four CreativeCH showcases. Each of the partners responsible for a showcase was provided with custom login and password and the rights to edit and author content pertaining to the showcase.

Moreover, a tutorial of 20 pages and an online-sandbox were made available to assist the showcase partners in developing the necessary skills for maintaining their showcase page (Figure 4).
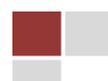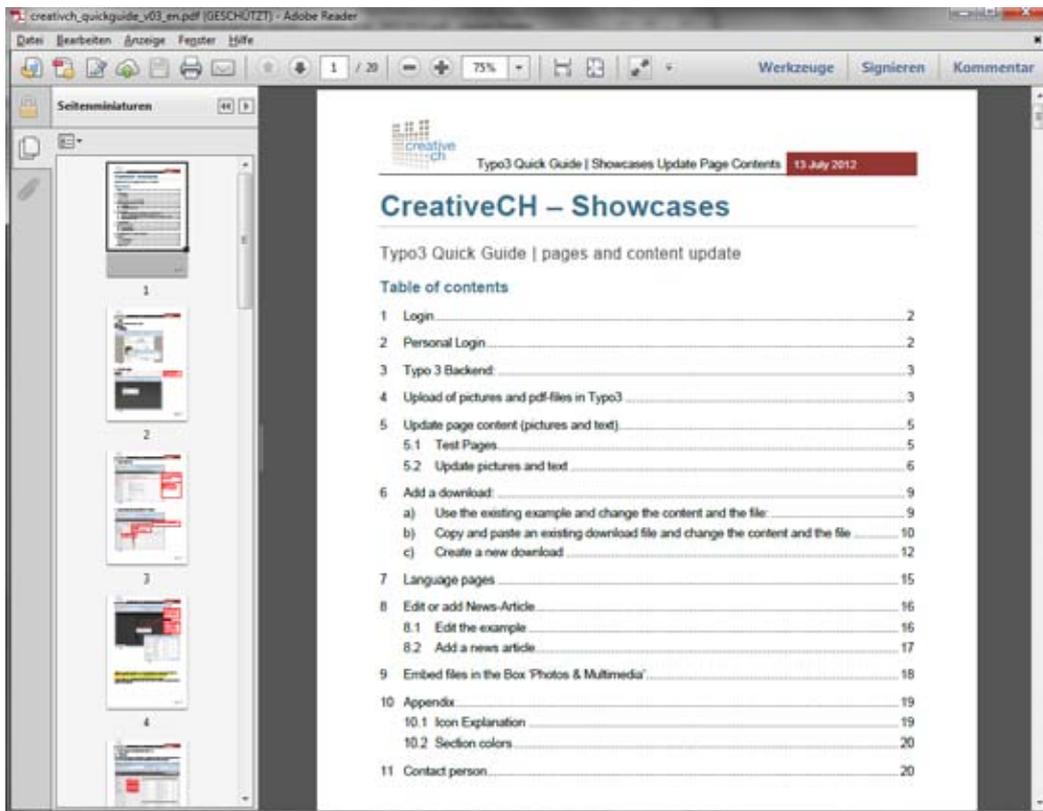
Figure 4 Typo3 CMS Tutorial - Index

The showcases pages of the project website are available in both English and the respective local language in order to overcome possible language barriers and address local, regional or even national audiences.

The structure behind the four different Showcases webpages is the same (see the example presented as figure 5): each provides a description and contact information and, on the right hand, news posts published by the showcase are displayed chronologically.

In addition graphical elements are intended to link to further information and opportunities to participate in a showcase (see figure 6). Yet these elements are currently discussed among the partners and may be changed in the next release that will be aimed at allowing for a more immediate access and navigation of all information about the activities of a showcase.
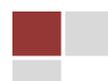
**Figure 5 Local Showcase webpage – Salzburg**
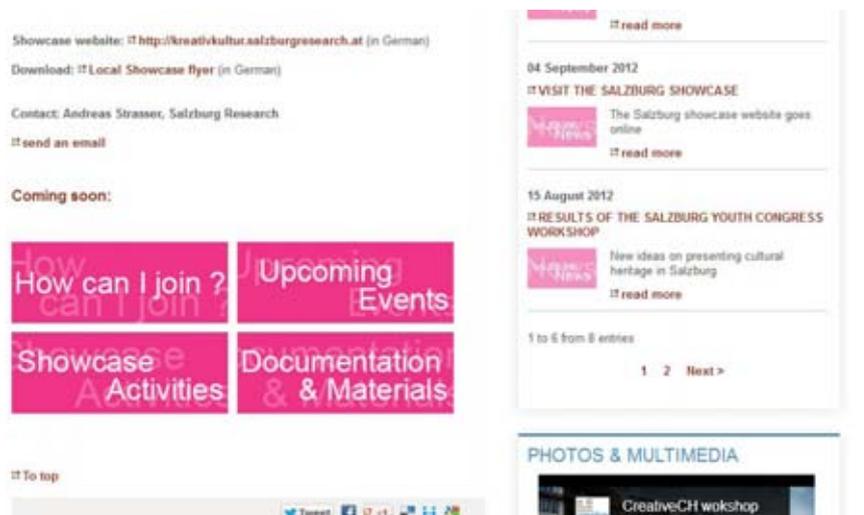
Figure 6 Local Showcase webpage - detail
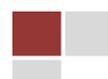
Due to the different approach and schedule of each showcase, there are significant differences between their webpages. For example, the Tuscany showcase whose main activities and public events will happen in the second half of the project currently has less feeds compared to other showcases that have organised smaller events earlier on.

However all showcase partners managed to feed their respective webpages with content and some news items – mNACTEC 10, SRFG 9, PIN and UVT three each – that communicate local activities through the common European platform.

Salzburg Research in addition to their showcase section on the project website decided to implement also a local website (http://kreativkultur.salzburgresearch.at) that is based on a Wordpress weblog (Figure 7).

Figure 7 Local Showcase Salzburg Wordpress based webpage
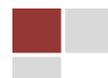
The postings on this website are in German and document the development of the showcase in more detail. This local website in the period September 2012 - March 2013 welcomed about 400 unique visitors.

2.3.5   The website – Workshops section

This section is the richest in terms of materials that is made available for download or viewing. In fact, each CreativeCH workshop is covered with a unique scheme which includes both written and audiovisual reports as well as the presentations (slides) held at the workshop. Furthermore a full report of each workshop is available that summarises the presentations and key results as well as includes the agenda, list of participants, thematic links, etc. Thus interested stakeholders can access information on the thematic workshops in different formats and at different levels of granularity.

In addition, each of the three workshops already held was covered with Twitter postings and on the workshop at the INVTUR conference in Aveiro (Portugal) in May 2013 also a live stream hosted on the organizer's platform was provided. To cover the ambiance and atmosphere of the different workshops there are also many photographs available on Flickr and embedded on the workshops pages.

From the qualitative point of view, the coverage of the workshops is tailored to the broadest public possible and thanks to the multiple communication formats avoids sacrificing parts of the content. In fact, the dissemination of the workshops seems to attract the interest of the broad target groups CreativeCH aims to address, ranging from the general public to users that are more familiar with the project topics. In particular, the published videos allow everybody an easy access and introduction to the workshop topics.

As presented in the table below, the content of the workshops shows a constant growth in terms of views and downloads. Up to 400 people, including one time and repeat visitors, have already viewed or downloaded workshop material. As expected the access to materials is growing over time. Currently most downloads/views of material are for the first workshop in Stuttgart (published 18-23.04.2012), e.g. 150 downloads of the workshop summary and 180 downloads of presentations.
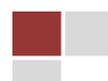
Most interest ay yet attracted the video of the Aveiro workshop (published 22.05.2012) with 240 views. The two video interviews taken in Stuttgart (published 20.04.2012) together attracted 194 views, and the video of the Brighton workshop (published 06.12.2012) 130 views. Dissemination of information before and during the workshops through Twitter and the EuroMACHS Facebook page seems to drive quite some interest in the project activities and results (for example, more people accessing the project website and CHIEF forum).

With a growing number of visitors to the project website, we also expect many more people accessing the available workshop materials.

Workshop content	Web link	Published	Downloads / views until 27/03/2013
Stuttgart workshop, 18.04.2012			
Workshop summary "Creative Clusters have the power to stimulate cross-fertilisation of ideas" by C. Ficano and E. Oliveira, MFG	http://www.creative-heritage.eu/workshop_creative_clusters.html	23.04.2012	360
3 workshop presentations	http://www.creative-heritage.eu/workshop_creative_clusters.html	23.04.2012	134
CreativeCH video interview with Valentina Montalto / KEA European Affairs, produced by MFG Innovation, on You Tube	http://www.youtube.com/watch?v=NQED-3T8NoY	20.04.2012	134
CreativeCH video interview with Anamaria Wills / CIDA, produced by MFG Innovation, on YouTube	http://www.youtube.com/watch?v=PwAB6w1sL0o	20.04.2012	60
CreativeCH images of the Stuttgart Workshop on Flickr 81 photographs	http://www.flickr.com/photos/creativech/sets/72157629885420327/ and http://www.flickr.com/photos/creativech/sets/72157629950002249	18.04.2012	67

CreativeCH Twitter 6 tweets during the event	https://twitter.com/creative_ch	18.04.2012	58 potential readers
Aveiro workshop, 17.05.2012			
Workshop summary: "Promotion of Cultural Heritage in Europe through the effective use of innovative technology"	http://www.creative-heritage.eu/workshop_creative_clusters0.html	31.05.2012	147
4 workshop presentations	http://www.creative-heritage.eu/workshop_creative_clusters0.html	31.05.2012	68
CreativeCH video of the Workshop in Aveiro, produced by MFG Innovation, on YouTube	http://www.youtube.com/watch?v=EWd0VW3L3Kk	22.05.2012	240
CreativeCH images of the Aveiro Workshop on Flickr 103 photographs	http://www.flickr.com/photos/creativech/sets/72157629970808094/ and http://www.flickr.com/photos/creativech/sets/72157630103189516/	17.05.2012	140
CreativeCH Twitter 3 tweets during the event	https://twitter.com/creative_ch	17.05.2012	72 potential readers
CHIEF forum	http://chief.uc.pt/forum/	15-21.05.12	71 visits with 510 page views (18.05: 201 views)
Twitter @paulasimoes (UoC) 40 tweets	http://twitter.com/#!/paulasimoes	16-18.05.12	678 potential readers; 6 retweets. 3 retweeted by followers
Twitter @euromachs (UoC) 8 tweets during the event	http://twitter.com/#!/euromachs	17.05.2012	95 potential readers, 2 retweets. 2 retweeted by followers

EuroMACHS Facebook 7 posts about the event	https://www.facebook.com/EuroMACHS	15-17.05.12	131 potential readers, 13 likes; 19 shares by followers and 3 comments (data re-trieved on 29.01.2013)
Brighton workshop, 21.11.2012			
Workshop summary "How to involve citizen in the promo-tion of Cultural Heritage"	http://www.creative-heritage.eu/index.php?id=5354	05.12.2012	117
5 Workshop presentations	http://www.creative-heritage.eu/index.php?id=5354	05.12.2012	61
CreativeCH video of the Citizen Cultural Participation workshop, Brighton, UK, produced by MFG Innovation, on YouTube	http://www.youtube.com/watch?v=SVoM8NA_FVg	06.12.2012	130
CreativeCH images of the Brighton Workshop on Flickr 25 photographs	http://www.flickr.com/photos/creativech/sets/72157632137529812/	21.11.2012	101
CreativeCH Twitter 4 tweets during the event	https://twitter.com/creative_ch	21.11.2012	85 potential readers
CHIEF forum	http://chief.uc.pt/forum/	19-25.11.12	78 visits with 619 page views (22.11: 114; 23.11.: 145 views)
EuroMACHS Facebook 8 posts during the event	https://www.facebook.com/EuroMACHS	21-24.11.12	131 potential readers; 20 likes, 5 shares and 3 comments (data re-trieved on 29.01.2013)
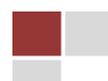
2.3.6   The website – Peer Learning Network section

The Peer Learning Network aims to involve representatives of stakeholder organisations from the domains of Cultural Heritage, Arts and Culture, Creative and Cultural Industries, Science and Technology to discuss and evaluate knowledge in, and benefits yielded through, creative cooperation of such organisations.

The members of the Peer Learning Network are informed about forthcoming workshops, topics discussed on the CHIEF, interesting projects etc. through a newsletter produced and issued by PIN.

At present the Peer Learning Network comprises 38 members – well in line with the objective of 50 members by the end of the project. At a glance, the Peer Learning Network includes members from:

>   15 universities and related research centres,
>
>   8 cultural heritage institutions and networks,
>
>   3 regional/municipality-level projects,
>
>   3 heritage and creative projects promotion agencies,
>
>   3 S&T centres and consortiums,
>
>   2 civil society organisations,
>
>   2 creative SMEs, and
>
>   2 media artists.

On a geographical basis, the Network membership shows the following distribution: 13 from Italy, 11 from Spain, 2 each from Austria, Portugal, Finland, Greece and Germany, and 1 each from France, Sweden and the Netherlands.

In the next months, several activities are planned to engage more members and stimulate discussion. These activities are proposed by PIN and will be hosted on the project website or CHIEF (discussion) and disseminated through the CreativeCH communication channels.

2.3.7   The website – CHIEF Forum section

The CHIEF forum is managed by the project team at the University of Coimbra (technical details about the platform are provided in Deliverable 2.1). The forum is not hosted on the
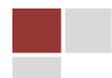
same platform as the CreativeCH website, but within the website a presentation page referring to the Forum was implemented. This page is mainly intended to closely link the activities of the forum with the website.

The CHIEF dissemination activities are complementary to the project website. In fact, the two fields are cross-fertilizing each other, thereby, allowing an effective multiplication of project stakeholders and users addressed.

Initially on the project website a weblog with specialised content was intended to link to the CHIEF forum. However because of the more academic character of this weblog it was finally embedded in the forum itself. Though in particular cases (e.g. the CHIEF Awards) the content is also provided on the project website, edited to address the general public.

The CHIEF forum presents the CreativeCH topics that are open for discussion as well as sub-topics added by users; as yet 115 posts have been published. The charts below show the CHIEF figures for monthly unique visitors and page views in the period May 2012 to the 12th of March 2013.

About 1100 unique visitors accessed the platform since its release in May 2012, of which 114 have become active members.

Monthly page views

■ Monthly page views

Month	Value
May-12	688
Jun 12	276
Jul 12	542
Aug 12	582
Sep 12	1109
Oct-12	3655
Nov 12	3987
Dec-12	1866
Jan 13	2384
Feb 13	454
Mar-13	281
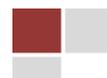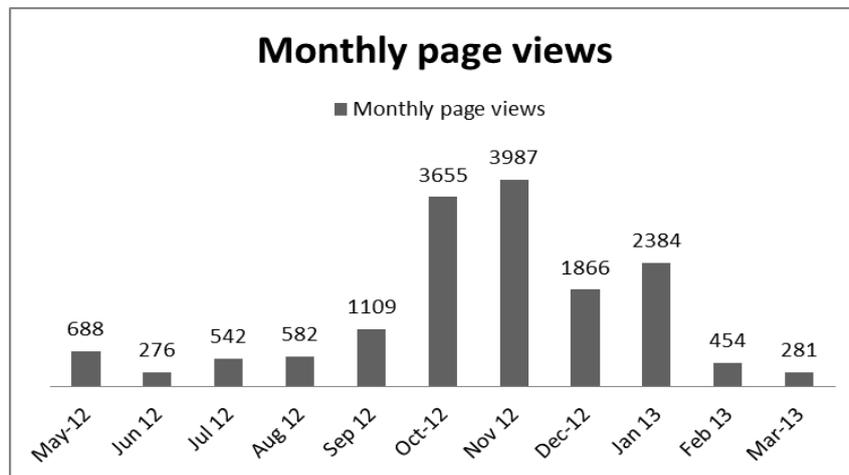
In the period May 2012 to the 12th of March 2013 CHIEF visitors viewed over 15,800 pages. The high figures starting in September 2012 and extending into January 2013 can be related to the third CreativeCH workshop that included the first CHIEF award that was tied to the topic of that workshop, "Citizen Cultural Participation". We expected at least similar figures for the next two workshops that will take place in May 2013 and will also be accompanied by CHIEF Awards.

2.3.8 CreativeCH on Twitter

CreativeCH established specific actions in social media with the aim to support the dissemination and to exchange information with the overall S&T, CCI, CH community. The main goals of the social media communication strategy according to Deliverable 5.1 are:

- to bring people together and new target participants to the project activities,

- to spread project information through storytelling and showcasing,

- to disseminate information about project events and to involve new participants.

The core social media tool deployed is Twitter which is used to disseminate news produced by the consortium as well as interesting activities in networks related to the CreativeCH topics. This channel allows for strengthening the interest of international stakeholders in the CreativeCH project of at present 98 are following the Twitter feeds. The current statistics of @CreativeCH, the official account of the project are given below:

Twitter Statistics	
Followers	101
Following	198
Tweets	71
Interactions (mentions, retweet, quoting)	44

Because of its immediate nature Twitter also is used for live coverage of CreativeCH workshops. This coverage is a strong catalyst of interest toward the workshop pages on the project website and the CHIEF forum. In fact, it has one of the highest impacts in the "interactions" data shown in chapter 2.3.5 above.

2.3.9   The Multimedia element

One of the characteristic elements of CreativeCH's dissemination activity is the use of multimedia. To date five video features were produced by MFG to support the dissemination of the project goals, topics and results. There are two main areas that receive special support through video features: the CreativeCH series of thematic workshops and the specific feature news section of the website.

Concerning the three workshops already held, for each of them one or two videos were produced that present the workshop topic and discussion in a direct and entertaining way (see chapter 2.3.5 for further information about the workshops dissemination activity). The workshop videos have been published on YouTube and access to them is also embedded in the project website. End of March 2013 the access figures for the videos were as follows:
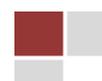
Workshop	Link to the video	Total views (as of 26.03.13)
Workshop 1: Creative Clusters, Stuttgart, 18/4/12 (two video interviews)	http://youtu.be/PwAB6w1sL0o http://youtu.be/NQED-3T8NoY	194 views
Workshop 2: Creative Heritage and ICT in the Experience Economy, Aveiro, 17/2/2012	http://youtu.be/EWd0VW3L3Kk	239 views
Workshop 3: Citizen Cultural Participation, Brighton, 21/11/2012	http://youtu.be/SVoM8NA_FVg	129 views

Thus within one year after the publication of the first videos these products were accessed by over 560 viewers.

The videos were all released in High Definition (HD 720p), which will be the standard for all the CreativeCH project videos. Since the third workshop also a CG animation is available that will be used as introduction to all following workshop recaps.

Beside the videos that are created for the Workshop, the project dissemination strategy includes the production and distribution of feature videos that will present exemplary cooperation in Cultural Heritage using creative approaches and novel technologies.

To date one video was published as special feature, "Zeitfenster: Time Travel App", which describes a mobile App developed by student at Stuttgart Media University with content provided by cultural heritage institutions.

Video	Link	Total views (as of 26.03.13)
Zeitfenster: Time Travel App	http://youtu.be/0xSDYoZJrmw	449 views

In the third project meeting in Brighton (21/11/2012) the project partners agreed on the development of a series of videos for promoting the CreativeCH topics. As leader of the dissemination work package MFG currently develops the pilot of this series, which will cover the topic of digitization of Cultural Heritage featuring such work at the Württembergische
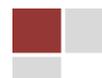
Landesbibliothek Stuttgart. This pilot video is planned to be published and disseminated through the project's information channels in April 2013. All project partners are invited to identify other interesting topics and examples in their regions.

3 General and showcase promotion material

This chapter covers general project promotion material as well as material specifically produced for the four showcases.

3.1 General project promotion material

Under this category all material is subsumed that project partners can use for promoting the project at conferences, workshops and other public events. For such activities MFG during the first months of the project developed different kinds of dissemination media.

This includes a portable roll-up with the CreativeCH core message "Stimulating European cultural heritage promotion – through innovative, creative and technological solutions", the partner logos, EU FP7 logos, the project website and other information. Each partner received such a roll-up for displaying the information at public event.

Furthermore, a general flyer presenting core information about the project was developed and 3000 copies distributed to the project partners for dissemination at events and to other contacts (see Figure 8).
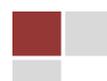
Figure 8 CreativeCH dissemination material: the flyer

In addition, a bookmark was produced with the project logo, website address and a RQ code of the address. 2200 copies of the bookmark were printed and distributed to the project partners for dissemination at events and to other contacts.

Figure 9 CreativeCH dissemination material: the bookmark
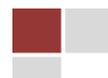
Moreover, as addressed in the chapter below, a poster was developed by MFG and SRFG that is used for presenting the showcases at international events. The poster covers the common framework and individual concepts of the four showcases (see Figure 15, p. 31).

3.2   Local showcases dissemination material

On the local level CreativeCH realises four showcases of creative cooperation of S&T–CH–CCI organisations. These showcases aim to explore and demonstrate how such cooperation can allow regions and cities to benefit from cultural heritage assets.

As stated in Deliverable 4.1 Local CreativeCH Showcase – mobilization and implementation (August 2012), the specific functions of the local showcases are:

- *to acquire first-hand experience in such cooperation,*

- *to involve the local population, in particular, the younger generation / students,*

- *to develop a good understanding of the practical success factors of such cooperation,*

- *to present the cooperation at local and European events and in other dissemination channels,*

- *to feed the insights into the CreativeCH peer-learning network and programme, and*

- *to underpin recommendations and guidance on good practice cooperation.*

Given the specific "glocal" character of the Showcase, which means that their topics are common to cultural heritage worldwide but tackled in an exemplary way in a concrete local setting, the dissemination strategy was conceived according to this concept.

MFG together with the showcase partners developed the overall framework for the showcase dissemination strategy. Because of the local aspects of the activities, the partners are responsible for the provision of the content such as showcase news, media contacts, events, etc. But MFG provides both technical and editorial support to the partners according to the dissemination plan defined in Deliverable 5.1 (e.g. templates for leaflets).
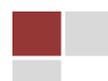
The online dissemination activities related to the local Showcases are described in chapter 2.3.4 above. As yet no critical issues were faced by MFG in fulfilling the task of supporting the dissemination activities of the showcase partners. All partners managed to publish description and news about their showcase on the project website, although some less than others because their main public events are planned for the second phase of the project.

For the local dissemination MFG has developed material and templates for the four local Showcases. For example, a leaflet template was developed (see figure 10 below):

Figure 10 Local Showcase dissemination template. Catalonia's showcase leaflet
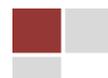
The leaflet template was developed following the style of the webpages of the showcases on the project website. The mNACTEC showcase leaflet above, with the content translated in Catalan, was printed by MFG in 2500 copies and shipped to the partner in November 2012.

Due to the later start of the main public events other partners preferred to wait for the leaflet production, while SRFG developed a first own leaflet for the showcase in Salzburg (see figure 11 below). This leaflet was produced by SRFG in 1000 copies as handout for participants of their series of workshops and dissemination to regional key contacts.

Figure 11 Leaflet of the Local Showcase in Salzburg

Furthermore, MFG with editorial support of SRFG produced a poster that is used for presenting the common framework and individual concepts of the four showcases (see figure 12 below). This poster is used by the project partners to present the showcases at international events.

Figure 12 Poster of the four CreativeCH Showcases

4 Evaluation of the dissemination activities in M1–M18

This chapter compares and evaluates the results presented in the previous chapters and Annex 1 to the goals defined in the Description of Work (Part B, pages 36-37) and some additional expectations given in the dissemination plan D5.1 (page 52).

As shown in the table below, the achievements of the dissemination strategy in the first 18 project months overall are in line with the defined goals. In some dimensions the dissemination performance goes beyond the target set for this period even approaching or exceeding the goal for the whole life cycle of the project.

This is the case concerning the access figures of the project website (unique visitors) and registered members of the CHIEF forum. Also the membership of the European Peer-learning Network is well underway.

Particularly noteworthy also is the large number of people directly reached on the regional/national level through workshops and other own or related events (over 1500 persons in 18 workshops or other events).

Performance indicators		
Topic	*Goal M36*	*Status quo M18*
Website unique visitors	6000 [M1-M12: 1000; M13-M24: +2000; M25-M36: +3000]	5203
Twitter followers	200	100
CHIEF registered members	Over 100	112
European peer-learning network members	Over 50	38
Conference presence	10	4 VAST 2011, Prato, IT INVTUR 2012, Aveiro, PT World Congress 2012 - Regional Science Association International, Timisoara, RO VAST 2012, Brighton, UK
S&T- CH - CCI cooperation	At least 2 conferences	-

becomes a regular topic at major conferences	include the topic in their programme	
CreativeCH Workshops	10 in different European countries Expected 30 participants each Results available on the project website	3 (next two in May 2013, other events scheduled) On average 24 per workshop Full documentation of results online Up to 400 people, including one time and repeat visitors, have already viewed or downloaded workshop material
Regional/national/international workshops and other own or related events	2 workshops per showcase with 10-15 participants	1507 participants (events see Annex): PIN: 2 events, 65 participants SRFG: 4 events, 245 partic. mNACTEC: 7 events, 643 partic. UVT: 2 events, 90 participants UoC: 3 events, 64 participants MFG: 2 events, 200 participants
Involvement and training of students in the showcase development	10-20 students per showcase	The main focus as yet was not on training but on involvement through surveys, workshops and other activities (see Annex 1): PIN: 20 students involved (50 additional expected in the next months) SRFG: Over 180 students involved, not trained (also 21 teachers of tourism colleges) mNACTEC: 40 students involved (many more teachers informed or trained) UVT: 10 students of the university participate in the ethnographic work with local community members UoC: does not implement a showcase, but advises the other partners on training approaches
Showcases public presentations of results at	4 per showcase	2 presentations of all four showcases at conferences:

international or larger regional/national events		INVTUR 2012: about 100 persons VAST2012: about 80 persons Regional/national public presentations are planned in the second half of the project.
Regional media presence of showcases and other project activities	At least 5 times along the project per partner	5 overall (each with an estimated audience of about 30,000)[1]
News posted on the general website	60 (10 per year per partner)	36
Dissemination of promotion material	4000 in English 8000 in local languages	About 1000 pieces of promotion material in English at international conferences or national workshops with international participation About 600 locally in local language: in Catalan by mNACTEC, in German by SRFG The other Showcases did not yet disseminate local leaflets to a wider audience
Handbook and Toolkit	Dissemination of 300 print copies of the Handbook 500 online consultations or downloads of the Handbook or Toolkit	In progress, to be available in project month 27 (December 2013)

Thus the execution of the CreativeCH dissemination plan already achieved good results on several dimensions.

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[1] [1] "L'informatica in aiuto della cultura", Il Tirreno newspaper, Prato edition, 15/10/2011; [2] "Ecco gli esperti di archeologia", La Nazione newspaper, Viareggio edition, 15/10/2011; [3] "A city tour with your smartphone" (transl.), Diari die Terrassa newspaper, 21/07/2012 [ES]; [4] "Augmented reality and Heritage in Terrassa" (transl), La Torre, 28/10/2012 [ES]; [5] "Torre del Palau High School will create a city tour for smartphones" (transl.), Diari de Terrassa newspaper, 30/10/2012.
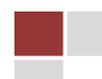
The regional/national public presentation of the showcases is not lagging behind but according to the Description of Work (DoW) foreseen to be done in the second half of the project (i.e. when the showcases are well established). We expect that these presentations will also drive

- *a wider regional/national level dissemination of promotion material*, and

- *regional/national media presence of the showcases and other project activities*.

Two other targets that were not fully reached already have been noted in Deliverable 3.3 European workshop programme – results and update of plan:

Workshop participants: Initially it was foreseen to have an attendance of some 30 workshop participants. But we found that participation of about 20 (or a few more) fits better to allow for focused discussion of the topic and presentations in a workshop setup (roundtable). At the INVTUR2012 conference in Aveiro / Portugal the workshop was held in a large tent for the exhibition booths. While this allowed for involving some more participants the setup was not optimal as it required using microphones and the light conditions were not favourable for projecting presentations and videos. Overall we think that the online access and download of the workshop results (full workshop report, video/s and presentation material) more than compensates a lower figure of workshop participants.

Presentation of the showcases and other project activities at conferences: Such presentations are meant to be done in public spaces of conferences (e.g. entrance or exhibition areas) and reach an audience of some 150 conference attendees. The audiences of the presentations at the INVTUR 2012 conference in Aveiro / Portugal (exhibition space) and the VAST 2012 symposium in Brighton / UK (entrance hall) were somewhat below our expectations, about 100 and 80 respectively.

Finally, *S&T- CH - CCI cooperation as a regular topic at major conferences*: An envisaged result of CreativeCH is that such cooperation becomes a regular topic of the programme of at least two major events. Agreements on this could not yet be accomplished but we expect that the further seven CreativeCH workshops and the increasing awareness of the importance of the creative and cultural industries will help in achieving this goal.
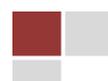
5   Planned dissemination activities M19–M36

This chapter outlines the main dissemination activities foreseen for the second half of the project as agreed by the partners in the 3rd project meeting in Brighton, 21 November 2012.

In the first dissemination Plan (March 2012), the project life cycle was divided in six parts:

- The first three parts are focused on the development and rollout of the main dissemination channels and tools for CreativeCH, as described and assessed in the present report.

- The next three phases, starting from month 19, aim to expand the audience of CreativeCH as well as fine-tune the communication activities to the identified target groups.

Since seven workshop are still to come and the main dissemination activities of the Local Showcases to be carried out, the solid dissemination basis built in the first part of the project will help the consortium to successfully engage and involve Citizens (in particular students), Cultural Heritage, Science & Technology, and Cultural & Creative Industry organisations in the project.

At a glance, the table below shows the main output planned for the next three phases. The specific actions and their evaluation will be discussed by the consortium in each project meeting, starting from the next meeting scheduled for the 17th of May in Florence, Italy. Possible changes to the overall strategy below will be considered and agreed by all partners.

Phases	Objectives
Phase 4: M19-24 April 2013 – September 2013	**Fine-tuning of the project's communication strategy** (based on the results of evaluation in the present D 5.2): - Pilot of the CreativeCH Video Feature series published and assessed - Writing and translating promotional texts, templates, press release - Deployment of tools, materials, events and activities - Foster Local Showcases online dissemination activities

Phase 5: M25-M30 October 2013 – March 2014	**Continuation of CreativeCH dissemination strategy:** - Visual identity for the printed material (e.g. D3.4; D3.5 and D4.3) - Printing and shipping of CreativeCH toolkit and handbook - Draft of the project results valorization plan - Conclusion of CreativeCH Video Feature series. - Writing and translating promotional texts, templates, press release - Development of final communication activities plan
Phase 6: M31-M36 April 2014 – September 2013	**Implementation and Review:** - Dissemination of printed material - Local Showcases "Lesson Learned" series online - Project results valorization plan - Writing and translating promotional texts, templates, press release

Regarding the Local Showcases regional activities, an overview of already planned dissemination activities is included as Annex 2. The descriptions have been provided by the partners responsible for the Local Showcases.

Below we briefly present specific European level activities that are planned in the next 18 months:

Website

General enhancements: Rework of website navigation and bundling of content allowing for better direct access to the content in some website sections.

Section Local Showcases: Enhancement of the layout and presentation of content, in *particular more content will be edited in the local languages.*

Section European Peer-learning Network: Include richer documentation of activities and results.

Section CHIEF: Measures to drive visitors of the project website to the CHIEF forum, become registered members and participate in thematic discussion.
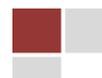
Special products

A video features series on exemplary creative cooperation in the communication of Cultural Heritage with information and communication technologies. The pilot of the series is planned to become available in April 2013, to be discussed in the next project meeting in Prato, 17 May 2013.

Between M31 and M36, MFG in collaboration with the showcases managers will develop a series of interview with the managers aimed at collecting and disseminating the experiences and lessons learned by the showcases.

Conference presence:

Additional activities are planned for presenting the showcases and other project activities at major conferences, for example, where the CreativeCH workshops are held. The aim is to reach more conference participants beyond the workshop participants. For example, the additional activities include pre-conference promotion and highlighting of CreativeCH in the conference programme.

Disseminate of more promotion material in print and digital format

Activities in this area will include inclusion of material in conference bags or direct handout of printed material to as many as possible conference attendees, and electronic distribution of existing digital versions of promotion material to a larger list of organizations.

Media coverage

In the second half of the project we also aim to achieve media coverage of CreativeCH in international media, for example, print and online magazines, special CH, CCI or S&T thematic websites, also EU funded FP7 publications and information portals are candidates.
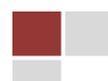
6 Annex 1: Regional / national dissemination activities of the showcase and partners, M1-M18

6.1 PIN - Servizi Didattici e Scientifici per l'Università di Firenze – Italy

Events

Name of the event	VAST 2011
Date and Location	18-21 October 2011, Prato, Italy
Person attending	Franco Niccolucci and entire staff at PIN
Type of dissemination activity (conference....)	(verbal) presentation at the Conference
Target audience	Archaeologists, IT specialists, CH professionals
Number of participants/ people reached	80-85

Name of the event	Industrie Creative: il ruolo della cultura e dell'innovazione in tempo di crisi Forum Fondazione Industria e Cultura
Date and Location	12 July 2012, Fondazione Industria e Cultura, Rome, Italy
Person attending	Franco Niccolucci
Type of dissemination activity (conference....)	Presentation at the Forum followed by discussion
Target audience	Economists, local politicians, Industrial, Cultural and academic sector

Number of participants/ people reached	25

Name of the event	Michael Culture Workshop: Innovative Services for Tourism
Date and Location	20 March 2013, Biblioteca Nazionale Centrale, Rome
Person attending	Franco Niccolucci
Type of dissemination activity (conference....)	Presentation of the CreativeCH project
Target audience	Professionals from the Cultural heritage and tourism fields, new technologies and innovative services
Number of participants/ people reached	40

Other off- and online activities, including publications

Title	L'informatica in aiuto della cultura
Author	Diego Blasi
Published in (website url, name of publication)	"Il Tirreno" (newspaper, Prato edition)
Date of publication	15/10/2011
Format (online/print)	print
Number of readers (approximately)	65.000

Title	Ecco gli esperti di archeologia
Author	Lucia Pecorario
Published in (website url, name of publication)	La Nazione (newspaper, Viareggio edition)
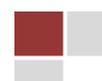
Date of publication	15/10/2011
Format (online/print)	print
Number of readers (approximately)	110.000

6.2   Salzburg Research – Austria

Events

Name of the event	Science Night Salzburg
Date and Location	27 April 2012 Techno-Z Science & Technology Park, City of Salzburg
Person attending	Julia Eder, Andreas Strasser
Type of dissemination activity (conference....)	Public event, where science and technology projects are introduced to the general public
Target audience	General public, in particular families, children and teenagers
Number of participants/ people reached	39 students and other young people participated in a survey on the perception of local heritage Several hundred visitors at Techno-Z (more than 7,000 visitors overall at Science Night Salzburg)
Outcomes (feedback, results,...)	Survey on young people's understanding of cultural heritage (39 respondents) Dissemination of project related material

Name of the event	Salzburg Youth Congress 2012
Date and Location	28 June 2012 Salzburg City Library (Stadt:Bibliothek Salzburg, Neue Mitte Lehen)

Person attending	Julia Eder, Andreas Strasser
Type of dissemination activity (conference....)	Workshop
Target audience	Youngsters (secondary higher schools, 14-18 years)
Number of participants/ people reached	Ca. 150 pupils from six schools (1 per cent of students in that age group in the Land Salzburg)
Outcomes (feedback, results,...)	Perceptions and ideas on how to promote local cultural heritage in Salzburg

Name of the event	Symposium on Cultural Heritage
Date and Location	7 November 2012 College of Education, Wels
Person attending	Julia Eder, Andreas Strasser
Type of dissemination activity (conference....)	Symposium/workshop
Target audience	Participants from various tourism colleges in Salzburg and Austria in general; background in tourism and cultural heritage
Number of participants/ people reached	21
Outcomes (feedback, results,...)	Discussion on the role of new media and technologies in communicating & teaching cultural heritage to the young; Networking with tourism schools Presentation of CreativeCH project

Name of the event	European Cultural Routes
Date and Location	3-4 December 2012 Castle of Leopoldskron, Salzburg
Person attending	Guntram Geser, Andreas Strasser
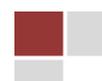
Type of dissemination activity (conference....)	Symposium
Target audience	European experts on cultural heritage (focus on cultural routes)
Number of participants/ people reached	35
Outcomes (feedback, results,...)	Presentation of CreativeCH project Discussion of trends and innovative approaches in communicating cultural heritage Networking with European experts

Other off- and online activities, including publications

Title	Salzburgs Kulturerbe Entdecken
Author	SRFG
Published in (website url, name of publication)	http://kreativkultur.salzburgresearch.at
Date of publication	15 posts on activities, participants and achievements of the local showcase, including documents presenting summarised results of surveys and workshops
Format (online/print)	Online
Number of readers (approximately)	About 400 unique visitors since September 2012

Title	Salzburgs Kulturelles Erbe Neu Entdecken
Author	SRFG
Published in (website url, name of publication)	Salzburg Showcase Leaflet
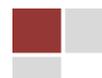
Date of publication	October 2012
Format (online/print)	Print (also available for download)
Number of readers (approximately)	1000 copies, dissemination at local events

6.3   Museu de la Ciència i de la Tècnica de Catalunya – Spain

Events

Name of the event	Social web: new opportunities for cultural institutions
Date and Location	8th and 9th October 2012, Terrassa
Person attending	Eusebi Casanelles, Carme Prats, Evandro Oliveira
Type of dissemination activity (conference....)	Seminar
Target audience	Cultural institutions professionals
Number of participants/ people reached	70
Outcomes (feedback, results,...)	Cultural institutions professionals trained in the use of social media: potential, strategies, techniques and success cases that can support in their day-to-day communication work.

Name of the event	Science and children
Date and Location	10th Novermber 2012, mNACTEC (Terrassa)
Person attending	Carme Prats
Type of dissemination activity (conference....)	Seminar
Target audience	Primary and secondary school teachers

Number of participants/ people reached	120
Outcomes (feedback, results,...)	Target informed about mNACTEC educational programme and facilities, including the development of a mNACTEC app for smartphones and tablets, in the context of a discussion on the importance of science for children.

Name of the event	Virtual dimension: web and app presentation
Date and Location	17th January 2012, Palau Moja (Barcelona)
Person attending	Carme Prats
Type of dissemination activity (conference....)	Presentation
Target audience	Curators, teachers and tourist operators
Number of participants/ people reached	130
Outcomes (feedback, results,...)	Presentation of two new ICT mNACTEC facilities: a new website (http://sistema.mnactec.cat/ and an app for smartphones and tablets

Name of the event	mNACTEC App and "Roda de calaixos"
Date and Location	28th March 2012
Person attending	Carme Prats
Type of dissemination activity (conference....)	Presentation
Target audience	mNACTEC Staff
Number of participants/ people reached	16
Outcomes (feedback, results,...)	mNACTEC staff informed about the new museum piece "Roda de calaixos" and the development of an app for smartphones and tablets.

Name of the event	Basic competences
Date and Location	12th April 2012
Person attending	Carme Prats
Type of dissemination activity (conference....)	Seminar
Target audience	Primary, secondary and high school teachers
Number of participants/ people reached	190
Outcomes (feedback, results,...)	Target informed about several aspects of mNACTEC, including an app for smartphones and tablets, and how they can help develop students's basic competences.

Name of the event	Maths Olympics: The sustainable city and me
Date and Location	19th May 2012
Person attending	Carme Prats
Type of dissemination activity (conference....)	Science competition
Target audience	Young people aged 12 years and over
Number of participants/ people reached	25
Outcomes (feedback, results,...)	In the framework of a discussion on "good living", young people informed about mNACTEC app for smartphones and tablets.

Name of the event	Summer school: Training for trainers on technology
Date and Location	5th July 2013
Person attending	Carme Prats
Type of dissemination activity (conference....)	Training for trainers
Target audience	Secondary school teachers

Number of participants/ people reached	60
Outcomes (feedback, results,...)	Target informed about mNACTEC educational programme, exhibitions, workshops and facilities, including an app for smartphones and tablets.

Name of the event	Survey
Date and Location	2nd, 7th and 8th December 2012, mNACTEC (Terrassa) 2nd February 2013, mNACTEC (Terrassa)
Person attending	Gisela Gonzalo
Type of dissemination activity (conference....)	Survey
Target audience	Museum visitors
Number of participants/ people reached	57
Outcomes (feedback, results,...)	Visitors of all age groups gave their opinion about several aspects of the museum: app, exhibitions, facilities, etc.

Name of the event	App and chroma key trial
Date and Location	25th February 2013, mNACTEC (Terrassa)
Expected attendance	30
Type of dissemination activity (conference....)	Showcase trial (students testing the showcase: app, chroma...)
Target audience	High School students

Other off- and online activities, including publications

Title	A city tour with your smartphone (transl.)
Author	Mercè Boladeras
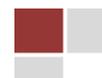
Published in (website url, name of publication)	Diari de Terrassa (Terrassa newspaper)
Date of publication	21st July 2012
Format (online/print)	Print and online
Number of readers (approximately)	34000 potential readers of Diari de Terrassa
Outcomes (feedback, results,...)	Locals of Terrassa informed about the participation of young people in the app development

Title	Augmented reality and Heritage in Terrassa (transl.)
Author	Unknown
Published in (website url, name of publication)	La Torre del Palau http://www.naciodigital.cat/latorredelpalau/noticia/20538/realitat/augmentada/patrimoni/terrassa
Date of publication	28th October 2012
Format (online/print)	Online
Number of readers (approximately)	30.000 potential readers
Outcomes (feedback, results,...)	Readers informed about the participation of Torre del Palau High School students in the development of an app for smartphones and tablets

Title	Torre del Palau High School will create a city tour for smartphones (transl.)
Author	Mercè Boladeras
Published in (website url, name of publication)	Diari de Terrassa (Terrassa newspaper)
Date of publication	30th October 2012
Format (online/print)	Print and online

Number of readers (approximately)	34000 potential readers of Diari de Terrassa
Outcomes (feedback, results,...)	Locals of Terrassa informed about the participation of young people in the app development

Title	Social networks in less than 5 minutes
Author	ESOCOM
Published in (website url, name of publication)	https://www.youtube.com/watch?feature=player_embedded&v=FBadDzUBYyo
Date of publication	30th October 2012
Format (online/print)	Online
Number of readers (approximately)	65 views on Youtube
Outcomes (feedback, results,...)	CreativeCH partners and Youtube users informed about the outcomes of the seminar *Social web: new opportunities for cultural institutions*

Title	CreativeCH poster
Author	CreativeCH
Published in (website url, name of publication)	mNACTEC hallway
Date of publication	September 2012
Format (online/print)	Print
Number of readers (approximately)	Museum visitors
Outcomes (feedback, results,...)	Museum visitors informed informed about the main aspects of the CreativeCH project

Title	Leaflet distribution

Author	CreativeCH
Published in (website url, name of publication)	Museum hallway
Date of publication	Made available on September 2012
Format (online/print)	Print
Number of readers (approximately)	100 leaflets (approx.) taken
Outcomes (feedback, results,...)	Museum visitors informed about the main aspects of the CreativeCH project

Title	CreativeCH poster
Author	CreativeCH
Published in (website url, name of publication)	Torre del Palau High School corridor
Date of publication	1st February 2013
Format (online/print)	Print
Number of readers (approximately)	High school students
Outcomes (feedback, results,...)	Torre del Palau High School students informed about the main aspects of the CreativeCH project

6.4 Universitatea de Vest din Timisoara – Romania

Events

Name of the event	9th World Congress of Regional Science Association International
Date and Location	9-12 May 2012, Timisoara, Romania
Person attending	50

Type of dissemination activity	Conference
Target audience	Scientific researchers, academics
Number of participants/ people reached	250
Outcomes (feedback, results,...)	Enrichment of contacts list and potential stakeholders worldwide.

Name of the event	Timisoara Memory Keeper
Date and Location	22 November 2012, Timisoara, Romania
Person attending	40
Type of dissemination activity	Workshop
Target audience	Elder community of Timisoara
Number of participants/ people reached	40
Outcomes (feedback, results,...)	Raising awareness on the importance of memory sharing and preservation of cultural heritage.

Name of the event	On Cultural Heritage and Patrimonization
Date and Location	12 February 2013, Timisoara, Romania
Person attending	50
Type of dissemination activity	Workshop
Target audience	Artists in the field of architectural heritage, academics.
Number of participants/ people reached	50
Outcomes (feedback, results,...)	Liaisons with the community interested in the preservation, conservation and valorisation of architectonic heritage.
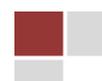
Name of the event	Invited colloquium on innovative technologies and cultural heritage in Europe
Date and Location	04.02.2013, Penn State University, College of information sciences and technology
Person attending	40
Type of dissemination activity	Lecture
Target audience	Graduate students, academic staff
Number of participants/ people reached	40
Outcomes (feedback, results,...)	Interest in related scientific initiatives.

6.5   Universidade de Coimbra – Portugal

Events

Name of the event	INVTUR/BIT
Date and Location	16th, 17th, 18th May 2012 in Aveiro, Portugal
Person attending	Prof. Joaquim Carvalho, Sara Dias, Paula Simoes
Type of dissemination activity (conference....)	Fair, Workshop
Target audience	Researchers and practitioners in cultural tourism promotion
Number of participants/ people reached	30 assisting to the workshop; 32 persons on the CreativeCH booth; 12 of them reached directly
Outcomes (feedback, results,...)	Intense debate from persons assisting to workshop; CHIEF (from 15th to 21th May 2012): 510 pageviews (201 of them on 18th, next day to workshop); 71 visits; 7.18 Pages/Visit; 7:13 Avg. Visit Duration.

Name of the event	Almedina talks "History in the palm of your hands"
Date and Location	17th of May 2012 Coimbra, Portugal
Person attending	Coimbra project team
Type of dissemination activity (conference....)	Presentation and discussion
Target audience	Researchers, Students
Number of participants/ people reached	20
Outcomes (feedback, results,...)	Debate and questions by the persons who were assisting to the presentation. Great interest in the theme.

Name of the event	Almedina talks "New challenges in the developement of historical content"
Date and Location	20th of April 2012 Coimbra, Portugal
Person attending	Coimbra project team
Type of dissemination activity (conference....)	Presentation and discussion
Target audience	Researchers, Students
Number of participants/ people reached	20
Outcomes (feedback, results,...)	Debate and questions by the persons who were assisting to the presentation.

Name of the event	Rethinking how we explain the past: History, Simulations and Games
Date and Location	7th of December 2012 Coimbra @CEIS20 Portugal,
Person attending	Prof. Joaquim Carvalho
Type of dissemination activity (conference....)	Workshop
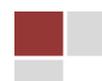
Target audience	Researchers, Students
Number of participants/ people reached	24
Outcomes (feedback, results,...)	Debate and questions

Name of the event	"Heritage, New Technologies & Creativity"
Date and Location	20-21 February 2013, University of Évora and ISCTE Lisbon
Expected attendance	Students and practitioners
Type of dissemination activity (conference....)	International Seminar
Target audience	Students and practitioners of Architecture, History, Design, Visual Arts, Computer Science, Archaeology and Museums.

Other off- and online activities, including publications

Title	CreativeCH dissemination posts
Author	EuroMACHS Blog
Published in (website url, name of publication)	http://euromachs.fl.uc.pt/blog/?s=creativeCh (total of four entries) https://www.facebook.com/EuroMACHS
Date of publication	November 2011 onwards
Format (online/print)	Online
Number of readers (approximately)	Aggregate readers: 273 unique visitors for the Blog, 575 related contacts on Facebook
Outcomes (feedback, results,...)	Dissemination of CreativeCH activities and results
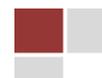
6.6   MFG Medien- und Filmgesellschaft Baden-Wuerttemberg – Germany

Events

Name of the event	Digital Transformations Moot
Date and Location	19 November 2012, London (UK)
Person attending	Stefano Sbarbati
Type of dissemination activity (conference....)	Conference and showcase of technology applied in cultural heritage
Target audience	Experts, academics, practitioner
Number of participants/ people reached	150
Outcomes (feedback, results,...)	Information of conference attendees about CreativeCH

Name of the event	Future Music Camp 2012
Date and Location	11-12 May 2012, Mannheim (DE)
Person attending	Chiara Ficano
Type of dissemination activity (conference....)	Flyer distribution
Target audience	Firms of the creative sector
Number of participants/ people reached	400 participants
Outcomes (feedback, results,...)	Distribution of the project flyer, raising awareness in the creative industries sector

Name of the event	European Cluster Conference 2012
Date and Location	18-20 April 2012, Vienna (AT)

Person attending	Daniel Stürzebecher
Type of dissemination activity (conference....)	Flyer distribution
Target audience	Representatives of cluster and firms, policy makers
Number of participants/ people reached	400 participants
Outcomes (feedback, results,...)	Larger European-wide dissemination, direct contact with European representatives of clusters
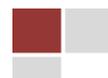
7 Annex 2: Planned regional / national dissemination activities of the showcase and other partners

In the chapters below we present regional/national dissemination activities that are already planned by the showcase and other partners in the second half of the project. The focus of course is on activities in 2013.

7.1 PIN - Servizi Didattici e Scientifici per l'Università di Firenze – Italy

Events

Name of the event	EVA Florence 2013
Date and Location	15-16 May 2013, Florence Italy
Expected attendance	20-25 people to the workshop
Type of dissemination activity (conference....)	Workshop "Internationalisation and Localization of Digital Cultural Heritage"
Target audience	Students in the field of Cultural Heritage and Digital Technologies

Name of the event	Le Notti dell'Archeologia
Date and Location	Late May, Tuscany (dates and locations yet to be defined)
Expected attendance	Hundreds
Type of dissemination activity (conference....)	Travelling exhibit with re-enactment of scenes of daily life in Etruscan times (also with participation of onlookers)
Target audience	Tourists in the Maremma area of Tuscany

Name of the event	Digital Heritage Conference
Date and Location	28 October – 1 November 2013, Marseilles (France)
Expected attendace	30 people
Type of dissemination activity (conference....)	Presentation at the Conference and workshops on creativity (yet to be approved)
Target audience	Students, operators in the CH-CCI-S&T sectors

Name of the event	XVI BMTA Borsa Mediterranea del Turismo Archeologico (Mediterranean Exchange of Archeological Tourism)
Date and Location	14-17 November 2013, Paestum (SA) Italy
Expected attendace	20-25 people (symposium)
Type of dissemination activity (conference....)	Small symposium; presence with re-enactment
Target audience	Cultural heritage tourism researchers and practitioners

Other off- and online activities, including publications

Name of the activity	Le Notti dell'Archeologia
Date	Late May 2013
Type of product	Newspaper reportage
Type of dissemination activity (article, video....)	Articles in local newspapers (Il Tirreno, La Nazione); it is possible there will be a presence on the local news (TV and radio); there will also be leaflets and similar advertising materials
Target audience	Local (possibly also national, if the story is picked up by larger Broadcasting companies) population

Name of the activity	Media Outreach
Date	June 2013
Type of product	Press conferences
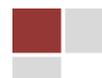
Type of dissemination activity (article, video....)	Press conferences and presentation of the CreativeCH Tuscany showcase
Target audience	Local population, visitors

7.2   Salzburg Research – Austria

Events

Name of the event	"Americans in Salzburg": American students discover and discuss Salzburg's cultural heritage
Date and Location	Started with a first workshop on the 15th of March 2013, Salzburg, additional groups are TBD
Expected attendance	Ca. 25 students per group
Type of dissemination activity (conference....)	Workshop and guided tour, in co-operation with the City Archive and University of Portland (Studies Abroad: Salzburg, Full Year Program)
Target audience	American students visiting Salzburg

Name of the event	"IT solutions for mediating cultural heritage to the young: an industry perspective" (working title)
Date and Location	April 2013
Expected attendance	Ca. 10 people from different companies
Type of dissemination activity (conference....)	Workshop
Target audience	Members of the Creative Industries

Other off- and online activities, including publications

Name of the activity	Development of web and/or mobile applications for Cultural Heritage by youngsters (will be defined in detail in the coming weeks)
Date	Start in April 2013
Type of product	Web and/or mobile applications
Type of dissemination activity (article, video....)	Online dissemination
Target audience	Residents and visitors of Salzburg

Name of the activity	Media outreach
Date	Start in April/May 2013
Type of product	Press releases and information material (texts, images) for journalists
Type of dissemination activity (article, video....)	Media contacts, print and online media
Target audience	Wide audience in the Salzburg region

7.3   Museu de la Ciència i de la Tècnica de Catalunya – Spain

Events

Name of the event	Industrial Cultural Tourism
Date and Location	10th May 2013, mNACTEC (Terrassa)
Expected attendance	25
Type of dissemination activity (conference....)	Workshop

Target audience	Experts on industrial and cultural tourism, CreativeCH partners

Name of the event	Museum lecture
Date and Location	11th May 2014, mNACTEC (Terrassa)
Expected attendance	30
Type of dissemination activity (conference....)	Lecture
Target audience	Museum staff, experts on industrial and cultural tourism

Target audience	Experts on industrial and cultural tourism, CreativeCH partners

Name of the event	Museum lecture
Date and Location	11th May 2014, mNACTEC (Terrassa)
Expected attendance	30
Type of dissemination activity (conference....)	Lecture
Target audience	Museum staff, experts on industrial and cultural tourism

Other off- and online activities, including publications

Name of the activity	Public survey
Date and Location	Several dates (to be confirmed), mNACTEC (Terrassa)
Expected attendance	50-60
Type of dissemination activity (conference....)	Survey (visitors are informed and give their opinion on several aspects of the museum: app, exhibitions, etc.)
Target audience	Museum visitors

7.4   Universitatea de Vest din Timisoara – Romania

Events

Name of the event	Citizen diversity in Timisoara: French families
Date and Location	14 March 2013, Timisoara
Expected attendance	100
Type of dissemination activity (conference....)	Colloquium – presentation of scientific book launch

Target audience	Scientific, citizens

Name of the event	Cultural heritage in rural area
Date and Location	16-18 March 2013, Eftimie Murgu
Expected attendance	50
Type of dissemination activity (conference....)	Open day, public lectures
Target audience	Cultural heritage administrative community, citizen, business stakeholders

Name of the event	Patrimoine. Patrie moi?
Date and Location	3-6 April 2013, Timisoara
Expected attendance	200
Type of dissemination activity (conference....)	Workshop, public lectures, seminar
Target audience	Academy staff, young researchers, public sector

Name of the event	Immaterial cultural heritage in museum environment
Date and Location	May 2013, Caransebes
Expected attendance	60
Type of dissemination activity (conference....)	Workshop, public lectures
Target audience	Citizen, museum staff, cultural professionals

Name of the event	Specificity of cultural heritage in mountain Banat
Date and Location	May 2013, Resita
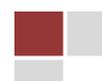
Expected attendance	30
Type of dissemination activity (conference....)	Administrative workshop
Target audience	Public sector

Name of the event	Specificity of cultural heritage in Serbian Banat
Date and Location	June 2013, Banatsko Novo Selo
Expected attendance	80
Type of dissemination activity (conference....)	Public lecture, workshop
Target audience	Public stakeholders, local community

7.5   Universidade de Coimbra – Portugal

Off- and online activities, including publications

Name of the activity	CreativeCH – Train the Trainers
Date	Starting April 2013
Type of product	Online training material and mentoring
Type of dissemination activity (article, video....)	UoC will provide training concepts, material and advice for the showcase partners on how to involve and train participating students
Target audience	CreativeCH partners and other interested related projects with a similar focus

Name of the activity	CHIEF and EuroMACHS weblogs
Date	Mainly April – June and September – December 2013
Type of product	Weblog posts
Type of dissemination activity (article, video....)	Postings on the project topics, CHIEF Awards, CreativeCH workshops
Target audience	Students, young researchers and practitioners

Name of the activity	EuroMACHS Facebook/Twitter
Date	Mainly April – June and September – December 2013
Type of product	Facebook entries and Twitter feeds
Type of dissemination activity (article, video....)	Articles and tweets on the project topics, CHIEF Awards, CreativeCH workshops
Target audience	Students, young researchers and practitioners

7.6 MFG Medien- und Filmgesellschaft Baden-Wuerttemberg – Germany

Off- and online activities, including publications

Name of the activity	Improvement of the overall CreativeCH website (see chapter 5)
Date	April 2013 – June 2013
Type of product	Online content
Type of dissemination activity (article, video....)	Related to the Local Showcases section: Enhancement of the layout and presentation of content, in particular more content will be edited in the local languages.
Target audience	All CreativeCH target groups

Name of the activity	CreativeCH Video Feature Series (see chapter 5)
Date	April 2013 – April 2014
Type of product	Multimedia Feature News
Type of dissemination activity (article, video....)	Related to the Local Showcases: The partners may propose interesting regional/national examples of creative cooperation in the communication of Cultural Heritage with ICT.
Target audience	All the CreativeCH target groups

Name of the activity	Local Showcases – Experiences and Lessons learned
Date	April – September 2014
Type of product	Between M31-M36, MFG in collaboration with the showcases managers will develop a series of interviews with the managers aimed at collecting and disseminating the experiences and lessons learned by the showcases.
Type of dissemination activity (article, video....)	Interviews, articles
Target audience	All the CreativeCH target groups