

ARCHES

H2020 – 693229

D7.2 Communication plan, activities and publications – 1st version

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With contributions from all involved project partners, via a participatory communication survey and personal meetings

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Abstract

This document is a first version for the dissemination plan and activities of the project ARCHES. It is the basis of a master plan for all communication and dissemination activities to be implemented during the project.

The plan contains the strategy for dissemination of the project and its key points such as outlining the target audiences, key messages, communication channels, dissemination tools, planned dissemination activities, materials and workshops. The methodology for the quantitative indicators are employed to measure the results produced.

The methodology may be change in each version of this document. Some changes according to the results that we are measuring in the process.

Executive summary

This deliverable describes in detail the dissemination strategy of ARCHES.

The content of the deliverable is divided into eight sections. These are:

- Introduction (an overview of the present deliverable)
- Objectives

This section lists the objectives that should be achieved for the successful implementation of the dissemination activities.

- Dissemination activities

The section is split into two subsections: dissemination actions inside and outside the project consortium. The former subsection is about actions that are mainly orientated in sharing technical knowledge resulting from the research and developments. The latter subsection summarises the dissemination activities during the three year such as: presentations of the project to target audiences at conferences, workshops and other events, successful stories, presentation of the project in online scientific magazines, participation in scientific conferences etc.

- Audience

ARCHES intends to grant access to culture for everybody, regardless of age, gender, capabilities or cultural background. The target audience of the ARCHES project are Government bodies and institutions; Museums, art galleries and heritage organisations; Art organisations, promoters and networks; Other European projects (such as Culturalbase, Linked Heritage, AMBAVis); Journalists, bloggers, communicators in the fields of art, culture, accessibility and technology.

- Materials

The materials that are used for the purpose of dissemination are the project logo, templates, leaflets, presentations, publications, videos, press releases, conference materials, workshop materials. The internal tools for the dissemination actions between the consortium members are mailing lists, content repository and web page.

- Methods

This section outlines the general dissemination methodology for the project. The selected methods for dissemination are: scientific magazines and conferences; website; mass media; social media; meetings and workshops. A list with recommended/target conferences and magazines in which scientific publications can be made is included.

- Collaboration

This section focuses on the other projects and partners that are collaborating (or will collaborate) with the ARCHES project. There are two subsections: other museums and other projects.

- Indicators

A list of quantitative indicators for measuring the dissemination results produced during the project are included, as well as the methodology of measuring the results.

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Keywords	Dissemination, media, news, publications, web

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24-10-2016	0.1	Moritz Neumüller	First Draft
14-11-2016	0.2	Moritz Neumüller	Chapters on objectives and general methodology
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Abbreviations

AMBAVis: Access to Museums for Blind and Visually Impaired people through 3D technology

ARCHES: Accessible Resources for Cultural Heritage EcoSystems

CA: Consortium Agreement

DmC: Digital meets Culture

DoA: Description of Action

EU: Europe Union

GEM: Group for Education in Museums),

H2020: Horizon 2020

ICOM: International Council of Museums

MWNF: Museum With No Frontiers

NEMO: Network of European Network Organisations

ONCE: Organización Nacional de Ciegos Españoles (National Organisation for the Blind in Spain)

RSS: Really Simple Syndication

UK: United Kingdom

UNESCO: United Nations Educational, Scientific and Cultural Organization

V&A: (partner short name) Victoria & Albert Museum

WC: (partner short name) The Wallace Collection

1 Introduction

The document is the first version of the dissemination plan for the ARCHES project. It is the basis for a master plan for all communication and dissemination activities to be implemented during the project.

The deliverable describes the concepts and activities for collecting, structuring and presenting the information and results of ARCHES. The content of the dissemination plan includes the key points such as outlining the target audiences, key messages, communication channels, dissemination tools, planned dissemination activities, materials and workshops. The methodology for the quantitative indicators are employed to measure the results produced.

A priority for ARCHES lies in planning, developing and executing diverse initiatives to ensure that stakeholders receive relevant, useful and interesting information on the progress of the project, relevant to their areas of interest. Maintaining this across the lifetime of the project is crucial for the execution of ARCHES and foreseeable exploitation actions. This ongoing communication will facilitate participation of a wide range of entities, professionals and citizens in workshops or other events, enabling them to provide feedback and to share their positive experiences of the project with colleagues and friends through word of mouth.

The precondition of success will be the identification of the key target audiences within the project scope. Although this will be assessed in depth, given the multidisciplinary profiles involved in ARCHES, we can advance that they will consist of European museums, art galleries and schools as well as their respective audiences at the very least. The project will also consider cultural institutions or public/private entities that may take advantage of the outcomes in fields related to tourism or education.

The methodology may be change in each version of this document. Some changes according to the results that we are measuring in the process.

2 Objectives

The dissemination of the ARCHES project pursues the following objectives:

- Dissemination of results taking advantage of all available tools – website, social networks, etc.
- Publication of results in peer-review scientific journals with open access, attendance to conferences and workshops.
- Stimulation of technology transfer between consortium members and other key actors in the field of cultural heritage and culture in Europe through the organisation of demonstrations in European museums.
- Promotion of close professional links between partners and by creating and maintaining permanent communication channels.
- Development of an exploitation plan covering all the outputs and different areas of interest and a draft exploitation agreement to build on the rights granted by the CA. The descriptions given in this work package complement the information in the annexes.

As defined in the first meetings with the project partners, the goals and objectives of our dissemination will include:

- Support the generation of an innovative ecosystem focused on inclusive environments for art based on the involvement of arts professionals and institutions, educators, technology developers and citizens.
- Work with cultural heritage sites to enable them to develop provision which will engage with a wider range of audiences through the reutilization of digital cultural assets.
- Act as a forum for the exchange of knowledge and experience.
- Encourage museums to make continuous progress in the areas of accessibility for cultural heritage and multisensory experiences, so that the majority of people can explore, discover and make the most of culture.
- Ensure that cultural institutions become more open towards anyone visiting in person or online, whatever their personal characteristics.
- Promote the exchange of information and disseminate the work undertaken by museum professionals through specialist conferences and events.
- Promote social participation in cultural life by involving citizens as active members.
- Disseminate examples of good practice carried out by cultural institutions and draw attention to museums, which have undertaken steps to become more open to all visitors, by using the ARCHES tools and methods.
- Help museums to adapt their mission statements, values and policies to the necessities of a new European cultural landscape.
- Disseminate activities and projects carried out by members of the network via the ARCHES Website and our Twitter and Facebook pages.
- Provide access to manuals, methods and tools for putting our methodology in practice.

3 Dissemination activities

3.1 Dissemination actions inside the consortium

These actions are mainly oriented to sharing technical knowledge resulting from the research and developments. For this purpose, the internal dissemination tools that we use are.

- Mailing lists
- Content repository
- Web page
- Physical and virtual Meetings (using Zoom software)

3.2 Dissemination outside inside the consortium

The objective of these activities is, as part of the communication strategy, to release updated information on the progress and outcomes of the project to produce high impact on stakeholders and target audiences. Different tools will be employed in different contexts:

Website: A public and dedicated website has been running already before the kick-off meeting was held and the first modifications were made in the first few months after launch. The website presents updated information on the progress, events, achievements, etc., while also acting as a content repository for deliverables and publications (as and when needed). There are six public sections on the website: home, objectives, work packages, consortium, deliverables and contact. Each one is devoted to show specific contents that are controlled, edited and updated by the webmaster using the corresponding (private) management tool. As proposed by the Communication Manager and discussed in two general and one specific meeting, there is also a Landing Page. The landing page is the presentation page of the project. This section shows a brief description about the ARCHES project together with a video introduction in different languages – Spanish, German and English. At the top right-hand corner of the Landing Page, there is a button where users can access to the content website of the project. Objective: more than 25 000 visits. Measuring by Google Analytics. Detailed and comprehensible reports will be created with Google Data Studio.

Social media: A Twitter and a Facebook account were be created for the purpose of enabling more dynamic interaction with stakeholders, including the EU, other Horizon 2020 (H2020) projects, journalists, enterprises, etc. Rather than concentrating all news on ARCHES, the Communication Manager shares and retweets information about other related applications and advances in the field of cultural heritage. Objective: more than 200 social media followers. Measuring by Twitter and Facebook’s own statistics functions.

We also set up a Facebook Account for the Participatory Research Group in London, called London Arches. This profile is managed by Helena Garcia Carrizosa, ARCHES Research Associate at the Open University, in close coordination with Communication Manager, Moritz Neumüller.

The Twitter account ArchesEU has, at this early stage of the project (late March 2017) some 120 followers, which indicates that we will be able to exceed the set goal of 200 followers at the end of the project.

Mass media: Since four European countries are represented in the consortium, each partner is committed to announcing relevant achievements through newspapers, TV and radio programmes or blogs in their regions. The Project Coordinator, in collaboration with the other participants and the Communication Manager, will periodically produce press releases that will be translated into the

corresponding languages. Press conferences are also contemplated, to communicate milestones of the project. For international dissemination a joint action is planned, focusing on thematic blogs and online magazines, e.g. “Digital meets Culture” [DmC]. Objective: more than 25 appearances in the media.

Publications: Scientific knowledge will be disseminated using all available resources. Partners will decide the most suitable channels – magazines, conferences, etc. – according to their field of expertise and taking into account indicators such as the impact factor. In terms of peer-reviewed scientific publications, the consortium will comply with the green/gold models and will encourage participation in open access publications. The contribution to online magazines that promote science popularisation, such as Alpha Galileo [AlphaGalileo], will be also encouraged as they generally reach a wider audience. Objective: more than 15 technical contributions.

Using this set of tools and resources, the release of regular updates on project progress and outcomes will be easy. The aim, as outlined before, is to build and foster an engaged stakeholder community through the circulation of the latest news and to develop a strong connection between the partners and potential end-users. Even though the dissemination tools will largely broadcast relevant information to the audiences, we believe that critical feedback will be valuable to plan exploitation activities or improve the functionalities of the applications and strategies developed in ARCHES. Hence, we will also keep open bidirectional communication channels (contact email address, interaction via Twitter, etc.) in parallel with the organisation of the communication activities described in the following section. The inclusion of these external (and unofficial) counsellors is also aligned with the strategy to cover the value chain beyond the consortium, even though it must be remarked that end-users are already extensively involved in the work plan and leading pilot exercises.

In addition, other materials such as leaflets, posters, roll-ups or the video to be produced during the pilot stages will support the actions and give visibility to the project based on a common corporate identity. Likewise, they will help to support networking activities when attending conferences, events or workshops, or when visitors enter the museum and ask for further information.

4 Audience

Museums constitute an integral part of the European cultural landscape. They showcase cultural evolution spanning over thousands of years, and are crucial players and institutionalized bodies concerned with the preservation of cultural heritage. To pass this knowledge on to all parts the population is among the key functions of museums. In this context, educational services by museums have gained importance over the past decades. As a consequence, museums are increasingly considered as platforms, where informal learning takes place. In 2003, the European Year of People with Disabilities, the Council of the European Union adopted a resolution regarding increased accessibility of cultural infrastructure and cultural activities for people with disabilities. The European Disability Strategy 2010-2020 aims for full economic and social participation of people with disabilities. Full access to cultural activities is an important aspect hereof. Generally speaking, ARCHES intends to grant access to culture for everybody, regardless of age, gender, capabilities or cultural background.

The target audience of the ARCHES project are:

- Government bodies and institutions (local and regional authorities, ministries of European countries, European Commission, UNESCO) and more specifically their departments dedicated to culture & heritage, education, accessibility and technology.
- Museums, art galleries and heritage organisations (national, regional and local outreach) in Europe, and beyond.
- Art organisations, promoters and networks (ICOM, Google Art Project, NEMO, MWNF, Art Beyond Sight, Museum For All, Design For all Foundation, etc.) as multipliers for dissemination of the project results
- Other European projects (Culturalbase, Linked Heritage, Digital meets culture, Europeana, AMBAVis)
- Journalists, bloggers, communicators in the fields of art, culture, accessibility and technology.

Furthermore, the exploitation plan will distinguish among target audiences as a function of their field of interest, the user groups (as defined in the participatory research), and their implication in the process.

5 Materials

The materials that are used for the purpose of dissemination are the project logo, templates, leaflets, presentations, publications, videos, press releases, conference materials, workshop materials. The internal tools for the dissemination actions between the consortium members are mailing lists, content repository and web page.

All the materials which are and will be used for the dissemination of the project ARCHES will be kept up to date throughout its implementation. This task is devoted to provide confidence that the project will satisfy the quality standards, will preserve the access rights and will be performed as a continuous process in which the partners spend the minimum effort on minor aspects but concentrate on the main goals. As a consequence, one of the first initiatives was to create a set of templates – presentations, deliverables, deliverable review and meeting minutes – to facilitate the readability and the integration of contents. Likewise, using a specific format assures that whenever some specific data is required – authorship, dissemination level, status, etc. – these fields are filled in and nothing is missing. It saves time and improves the communication within the consortium and with the European Commission while a “corporate identity” is built through the attendance to workshops, conferences and meetings with third parties.

6 Methods

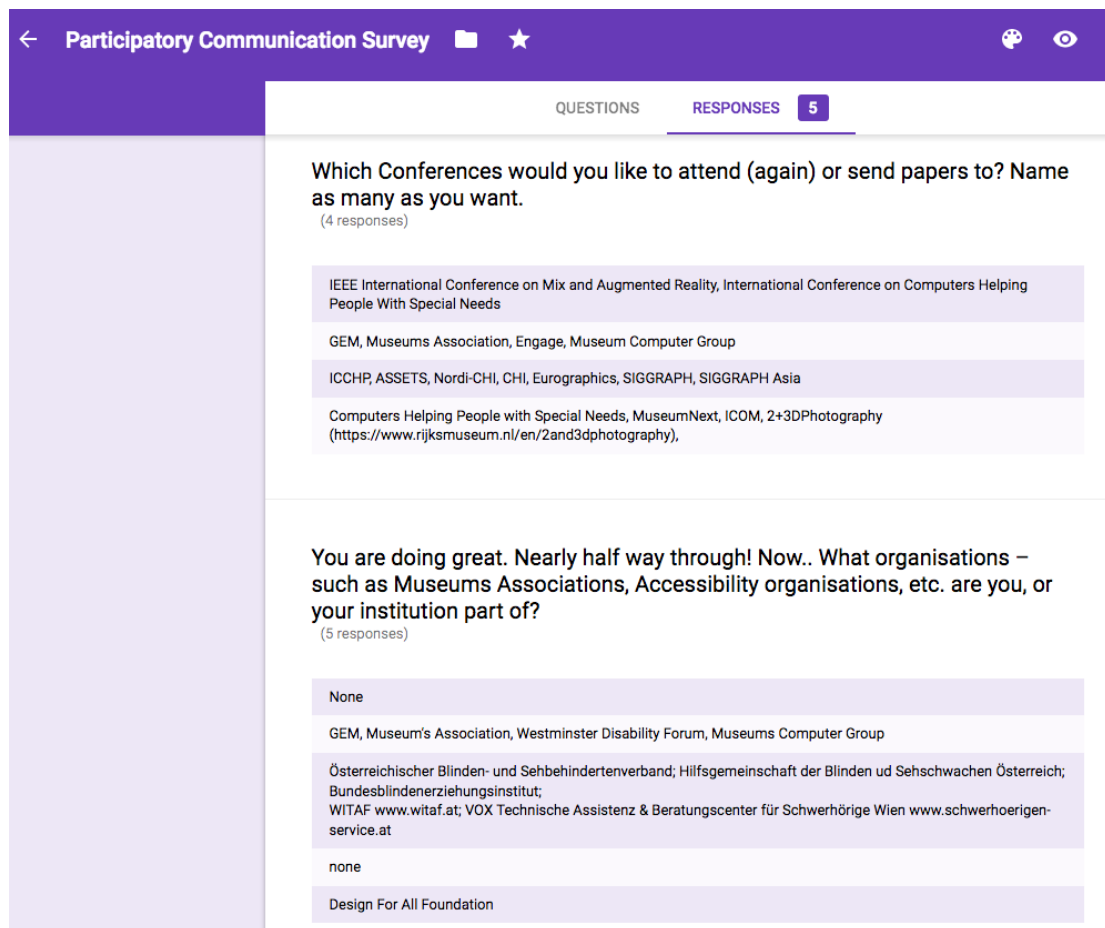
6.1 General methodology

Participatory Communication Survey to establish main criteria of dissemination

All ARCHES project partners were asked to define which kind of dissemination would work best for them, in order to find the right balance between the EU guidelines for Communication and our own needs as organisations, within and beyond the ARCHES Project.

This was done via a “Participatory Communication Survey”, sent via Google Forms (Figure 1). It contained questions such as Which Academic Journals and Magazines would you like to include in the dissemination of ARCHES?; Which Conferences would you like to attend (again) or send papers to; and Which Social Media does your institution use?

Nearly all partners have answered the survey, and the results show that there is a great variety of interests on how and where to disseminate our results.



Participatory Communication Survey

QUESTIONS RESPONSES 5

Which Conferences would you like to attend (again) or send papers to? Name as many as you want.
(4 responses)

- IEEE International Conference on Mix and Augmented Reality, International Conference on Computers Helping People With Special Needs
- GEM, Museums Association, Engage, Museum Computer Group
- ICCHP, ASSETS, Nordi-CHI, CHI, Eurographics, SIGGRAPH, SIGGRAPH Asia
- Computers Helping People with Special Needs, MuseumNext, ICOM, 2+3DPhotography (<https://www.rijksmuseum.nl/en/2and3dphotography>),

You are doing great. Nearly half way through! Now.. What organisations – such as Museums Associations, Accessibility organisations, etc. are you, or your institution part of?
(5 responses)

- None
- GEM, Museum's Association, Westminster Disability Forum, Museums Computer Group
- Österreichischer Blinden- und Sehbehindertenverband; Hilfsgemeinschaft der Blinden und Sehschwachen Österreich; Bundesblindenerziehungsinstitut; WITAF www.witaf.at; VOX Technische Assistenz & Beratungszentrum für Schwerhörige Wien www.schwerhoerigen-service.at
- none
- Design For All Foundation

Figure 1: Participatory Communication Survey via Google Forms.

Once a critical number of Consortium Members have answered (at least one per organisation), we will structure the information and convert it into an action plan.

This survey was complemented with direct meetings with the responsible staff members for press and communication in some of the organisations, in order to coordinate our efforts in the communication of the ARCHES Project and its results.

The consensus was that:

Each institution should keep communicating “their way”, but take in account that the other members and the Communication Manager may post the same content, in another way.

When referring to other Consortium Members’ activities (e.g. in Social Media), the posts should mention not only the name of the other member, but also ARCHES as the link between both organisations. For example, the Thyssen Museum might post that “our @ARCHES project partner @VRVIS is currently testing tactile models in our galleries”, or something like this.

The Communication manager will serve as the connecting link between the press departments of all the museums. He will contact them in regular time periods to check their necessities and coordinate the communication efforts.

6.2 Scientific magazines and conferences

The Consortium has answered the question “Which Academic Journals and Magazines would you like to include in the dissemination of ARCHES?” with an exhaustive list, which will have to be filtered and organized further. For the moment, we put the whole list as delivered by the participants of the survey:

- Journal on Computing and Cultural Heritage
- Museum's Journal, GEM (Group for Education in Museums), Engage
- Neues museum-die österreichische museumszeitschrift
Museum heute - Landesstelle für die nicht staatlichen Museen in Bayern
- TACCESS, JOCCH,
These are high-level conferences with Journal publications: CHI, SIGGRAPH
- I would like to see our results also in Art and Design Magazines, not only Heritage and Museum specific publications
- We are open to any academic journals and magazines, z. B. Standbein Spielbein, Museum aktuell, Museum international, ICOM News the magazine for museum professionals etc.
- Journal of Enabling Technologies;
- Technology & Disability
- British Journal of Educational Technology
- Disability and Society
- Journal of Enabling Technologies
- British Journal of Learning Disabilities
- European Journal of Special Needs Education
- The international journal of the Inclusive Museum
- Museum and Society
- International Journal of Heritage Studies

- Disability and Society
- Museum Journal
- Journal of Education in Museums
- Centre for Accessible Environments - Access by Design;
- Museum Associations - Museum Practice
- MENCAP Viewpoint
- RNIB connect magazine
- Action on hearing magazine
- Museum and Society. Leicester University
- ICOM. International Council of Museums
- The Journal of Museum Education (GEM)
- Curator: The Museum Journal.
- Museos.es. Ministerio de Educación Cultura y Deporte
- Revista PH. Instituto Andaluz del Patrimonio
- Amigos de los Museos
- Revista Digital de la Nueva Museología
- Revista APETO (Occupational therapy)
- Revista ONCE
- Individuo y sociedad.
- Papeles de Arteterapia.
- Revista científica la ciudad accessible
- Revista del Real patronato de discapacidad. Centro Español de Documentación sobre Discapacidad.
- Cultura y Educación
- Revista española de Pedagogía. Universidad Internacional de la Rioja.
- Educación XXI. UNED
- V&A Journal, Arts Council
- International Conference on Computers Helping People with Special Needs
- International Conference on Applied Human Factors and Ergonomics (incl. <http://www.ahfe2017.org/board.html#dfi>)
- AAATE Congress - Association for the Advancement of Assistive Technology in Europe
- International ACM SIGACCESS Conference on Computers and Accessibility

- ACM Transactions on Accessible Computing
- ACM Journal on Computing and Cultural Heritage
- European Association For Computer Graphics
- Annual event in computer graphics and interactive techniques
- Associated: ICCVIA 2018 - 20th International Conference on Computer Vision and Image Analysis
- Associated: SETEDEC - International Conference on Software and Emerging Technologies for Education, Culture, Entertainment, and Commerce
- Premier international conference of Human-Computer Interaction
- Main Nordic forum for human-computer interaction research
- International Conference on Human-Computer Interaction
- Highly interdisciplinary conference that focuses on computational and engineering approaches to improve the quality of life and enhance human performance
- International Conference on Additive Manufacturing & 3D Printing
- International Conference on Universal Access in Human-Computer Interaction
- International Symposium on Research, Education, Innovations, and Applications of 3D Technologies
- International Journal of Rapid Manufacturing
- Rapid Prototyping Journal
- Tactile Reading conference

Accordingly, the participants has answered the question "And, what journals / publishers have you disseminated through recently?) with the following list:

- R. Krall, Wir kommen wieder! Barrierefreie Kunstvermittlung im Kunsthistorischen Museum, in: neues museum 16-4, Oktober 2016, S.52-55
R. Krall, Gemeinsam anders sehen. Konzeption eines Tastbuches zur Kunstvermittlung im Kunsthistorischen Musuem Wien / Tagungsbeitrag einer Fachtagung vom 2.Februar 2017 in der Bayerischen Museumsakademie, wird im Dezemberheft 2017 von Museum heute (s.o.) erscheinen
Gemeinsam anders sehen. Das etwas andere Museumsbuch für Sehende und Menschen mit Sehbeeinträchtigung, hrsg. von Sabine Haag, Konzept und Texte von Rotraut Krall, Wien, KHM-Museumsverband, 2014
- A. Reichinger, M. Neumüller, F. Rist, S. Maierhofer, W. Purgathofer. "Computer-Aided Design of Tactile Models - Taxonomy and Case Studies". In Miesenberger, K., Karshmer, A., Penaz, P., Zagler, W., eds.: Computers Helping People with Special Needs. Volume XXX of Lecture Notes in Computer Science. Springer Berlin / Heidelberg (2012)
M. Neumüller, A. Reichinger. "Tactile Photography", In Materiality/Immateriality in Photography, Conference Proceedings, Phoitoreasercher 19/2013 Vienna (2013).
Moritz Neumüller, Andreas Reichinger, Florian Rist, Christian Kern, 3D Printing for Cultural

Heritage: Preservation, Accessibility, Research and Education. Research Challenges in Cultural Heritage, Volume 8355 of the series Lecture Notes in Computer Science pp 119-134 (2014)

- As we did recently research in the field of public transport our recent publications have been in journals of this area.
 - Seale, Jane K (2017). From the voice of a ‘Socratic Gadfly’: a call for more academic activism in the researching of disability in postsecondary education. *European Journal of Special Needs Education*, 32(1) (In Press).
- Nind, Melanie; Seale, Jane; Chapman, Rohhss and Tilley, Liz (2016). The Conundrum of Training and Capacity Building for People with Learning Disabilities Doing Research. *Journal of Applied Research in Intellectual Disabilities* (Early Access). file
- Seale, Jane (2016). How can we confidently judge the extent to which student voice in higher education has been genuinely amplified? A proposal for a new evaluation framework. *Research Papers in Education*, 31(2) pp. 212–233.
- Seale, Jane; Georgeson, Jan; Mamas, Christoforos and Swain, Julie (2015). Not the right kind of ‘digital capital’? An examination of the complex relationship between disabled students, their technologies and higher education institutions. *Computers & Education*, 82 pp. 118–128. file
- Seale, Jane; Nind, Melanie; Tilley, Liz and Chapman, Rohhss (2015). Negotiating a third space for participatory research with people with learning disabilities: an examination of boundaries and spatial practices. *The European Journal of Social Science Research*, 28(4) pp. 483–497. file
- Seale, Jane; Gibson, Suanne; Haynes, Joanna and Potter, Alice (2015). Power and resistance: Reflections on the rhetoric and reality of using participatory methods to promote student voice and engagement in higher education. *Journal of Further and Higher Education*, 39(4) pp. 534–552.
- Rix, J. & Parry, J. (2017) Using In-the-Picture to engage with the child’s perspective, *Sage Research Methods Cases* <http://dx.doi.org/10.4135/9781473992931> (60%)
- Rix, J., Sheehy, K., Fletcher-Campbell, F., Crisp, M., & Harper, A. (2015). Moving From a Continuum to a Community Reconceptualizing the Provision of Support. *Review of Educational Research*, 85(3), 319-352.
- Kim, Chae-Young; Sheehy, Kieron and Kerawalla, Lucinda (2017). *Developing Children as Researchers: A Practical Guide to Help Children Conduct Social Research*. Abingdon: Routledge.
- Kucirkova, Natalia; Messer, David and Sheehy, Kieron (2017). Implementing “The Our Story app” to in-crease children’s narrative skills: Lessons learnt from one English pre-school classroom. In: Veneziano, Edy and Nicolopoulou, Ageliki eds. *Narrative Literacy and other skills: Studies in interventions*. John Benjamins (In Press) .
- Twining, Peter; Rix, Jonathan and Sheehy, Kieron (2016). *Developing Point of Learning : an innovative approach to enhancing professional learning*. Imagine Education, London.
- Herring, P.J.; Kear, Karen; Sheehy, Kieron and Jones, Roger (2016). A virtual tutor for children with autism. *Journal of Assistive Technologies* (in press).
- Kucirkova, Natalia; Sheehy, Kieron and Messer, David (2015). A Vygotskian perspective on parent-child talk during iPad story sharing. *Journal of Research in Reading*, 38(4) pp. 428–441.
- Rix, Jonathan; Sheehy, Kieron; Fletcher-Campbell, Felicity; Crisp, Martin and Harper, Amanda (2015). Moving from a continuum to a community: reconceptualising the provision of support. *Review of Educational Research*, 85(3) pp. 319–352.
- Ferguson, Rebecca; Faulkner, Dorothy; Whitelock, Denise and Sheehy, Kieron (2015). Pre-teens' informal learning with ICT and Web 2.0. *Technology, Pedagogy and Education*, 24(2) pp. 247–265.
- Sheehy, Kieron and Budiyanto (2015). The pedagogic beliefs of Indonesian teachers in inclusive

schools. *International Journal of Disability, Development and Education*, 62(5) pp. 469–485.

- At the museum we have an Academic Art magazine (*Revista Goya*) although the editorial line does not correspond with ARCHES project
Revista Goya publishes articles about art history and theory (topics related to art, architecture and visual culture in Spain and Latin-American, from Antiquity to our days, from a historical perspective.)

The question “Which Conferences would you like to attend (again) or send papers to?” was answered with this list:

- IEEE International Conference on Mix and Augmented Reality, International Conference on Computers Helping People With Special Needs
- GEM, Museums Association, Engage, Museum Computer Group, Museum Next
<https://www.museumnext.com/>
Museums and the Web <http://www.museumsandtheweb.com/>
- ICCHP, ASSETS, Nordi-CHI, CHI, Eurographics, SIGGRAPH, SIGGRAPH Asia
- Computers Helping People with Special Needs, MuseumNext, ICOM, 2+3DPhotography (<https://www.rijksmuseum.nl/en/2and3dphotography>),
- 22nd International Conference on Cultural Heritage and New Technologies, Ecsite Annual Conference etc.
- Heritage, International Conference; ‘Are we doing enough? Contemporary relevance in heritage’- Relevance 2017 ICOM; Conference on Accessibility in Film, Television, and Interactive Media Event Announcement/ Call for Papers; Digital Accessibility for an Information Society (STS60) AAATE Conference; Digital Cultural Heritage 2017; Disability and Disciplines: The International Conference on Educational, Cultural, and Disability Studies; Tenth International Conference on The Inclusive Museum; DISABILITY INNOVATION SUMMIT;
- Congreso Internacional Educación y Accesibilidad en Museos y Patrimonio/ Museums and the Web (<http://www.museumsandtheweb.com/>) / ICOM Conference (Kyoto 1919)
- Global Disability Innovation Hub - Disability Innovation Summit - London 13-14 July 2017

6.3 Website

The website is one of the key methods for dissemination due to the fact that anyone can get information about the project –the general public is the target audience. The website has been described already in Deliverable 7.1.

We will use Google Analytics and the Google Data Studio (Beta Version) to analyse (Figure 2), visualise and communicate our website traffic to the other members.

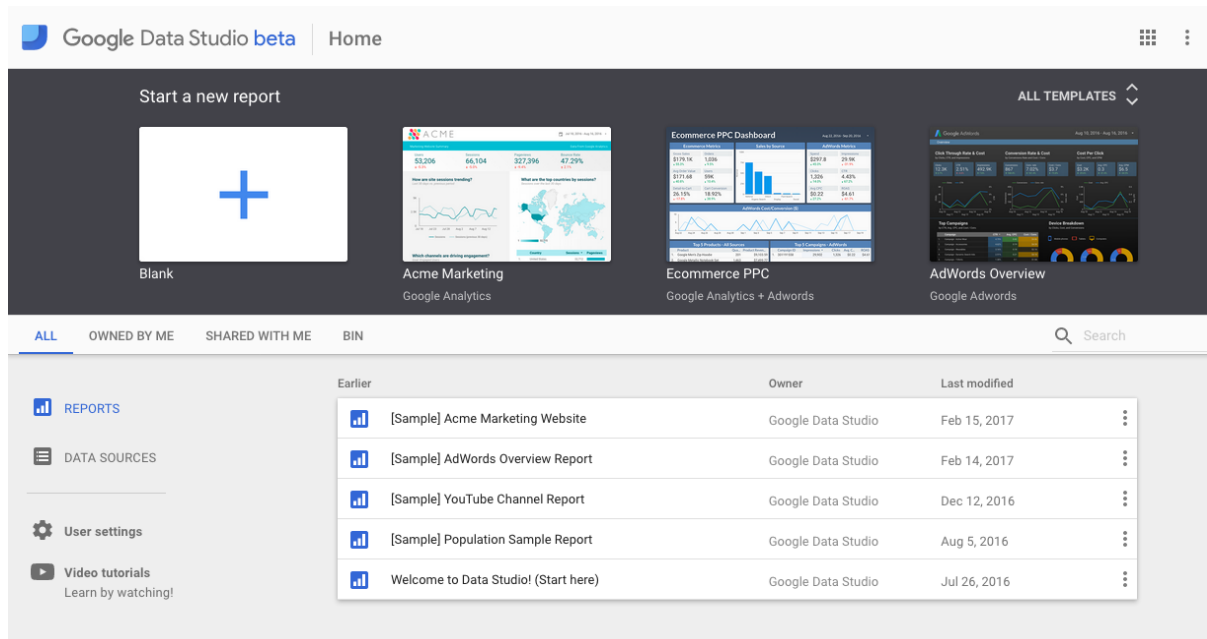


Figure 2: Google Data Studio.

6.4 Mass media

In the Participatory Survey, the Consortium members have showed interest for the following media and answered “Which mass media (TV, Radio, Newspapers and blogs) would you like to talk about ARCHES (and yourself)?” with:

- In touch with mass media in Asturias, but difficult to reach at national level. We have a couple of contacts in RTVE and Euronews from a past project. This may be an option for the last year when the tools are ready.
- BBC, The Guardian, The Telegraph, The Independent, disabledgo.com, disabilitynewsservice.com
- We had different TV, Newspaper, Radio and blogs write about our projects in the past. Normally they just come and ask if they may write about our projects, or just use the press-kit sent out after events.
- Art related, not only accessibility and heritage related media
- Quality newspapers, national TV and broadcasting
- Mencap blog; RNIB Connect; BBC inTouch; DisAbility on air;
- We have a media database with more than 1000 contacts, including spanish general media and specific of art.
- El País
El Mundo
El ABC

6.5 Social media

Although this is part of the dissemination and exploitation strategy, the consortium as a whole has decided to start with two social networks (see Figure 3 and Figure 4): Twitter (@Arches_EU) and Facebook (@Arches_EU, www.facebook.com/ArchesEU). The Communication Manager is in charge of publishing new

content. However, all partners can suggest to incorporate new comments, videos, ideas, etc.



Figure 3: Twitter account (@Arches_EU).

In parallel, the research groups of each country (the UK, Spain and Austria) may want to use a communication channel based on social media where they can talk in their own language. A pilot experience is being carried out in the UK with Twitter, Pinterest and Facebook. @ArchesExplorationUK allows the participating museums and universities to recruit people for the validation. It will also be channel for the participants to post about their experience during the sessions. When the visits to the V&A and the WC start, the consortium will be able to evaluate whether reproducing this scheme in other countries makes sense or not. To this end, experts will assess the contents, levels of interaction, impact and other key performance indicators. Feedback from the members of these groups will be also taken into consideration.



Figure 4: Facebook account (@Arches_EU, www.facebook.com/ArchesEU/).

6.6 Meetings & Workshops

The organisation of on-site demonstrations all around Europe (as part of WP6) is one of the initiatives that will favour the consolidation of an innovative ecosystem to generate more inclusive environments. In general terms, each action will consist of two phases:

- Training for professionals: The consortium has envisioned the organisation of training courses to show how people with differences and difficulties associated with perception, memory,

cognition and communication – and even a wider audience, e.g. children or older people – can benefit from the reuse of digital cultural assets to better understand art and, simultaneously, improve their lives and experiences. These will be targeted at different professional profiles, from educators, curators or art specialists to other staff such as assistants or museum attendants – as it is of paramount importance for them to behave correctly and know how to react in front of the target visits groups. The courses will focus on three major ideas: (i) guidelines and recommendations for visits and interactive experiences, (ii) identification of internal/external digital sources (Internet, our platform, repositories, archives, etc.) and (iii) how to generate contents for specific profiles.

- Open house days: The consortium will provide materials and tools so that these can be employed in real environments for one to three weeks. The resources will be adapted to the specific characteristics of the venue as well as to the audience, ensuring a delightful experience which will give ample opportunities for interpreting, learning and experimenting. Visitors will be asked to provide feedback by means of satisfaction surveys. Besides this, we plan to edit videos capturing their reaction, feelings and opinions – informed consent will be mandatory according to the ethical principles of the project.
- The Communication Manager will be in charge of these actions – under supervision of the Communication and IPR Committee – and supported by a team of specialists that will travel to the different venues. Moreover, we can say that training is not limited to on-site demonstrations, but when a third party is interested in a very particular area of the overall strategy, or under exceptional circumstances, on-line courses and talks may be arranged on demand.
- It is deemed that between 7 and 10 on-site demonstrations will be adequate, taking into account that the activities should be customised accordingly. Although we have already six museums as active members of the consortium, our aim is to reach other European countries too based on the expressions of interest received and an open call to participate.

7 Collaborations

Together with on-site demonstrations, the consortium is also considering other ways to boost communication: The Collaboration with research projects and international networks. This way, synergy with other related projects and the participation in international networks will contribute to the achievement of the goals, especially relating to communication and exploitation. We will encourage the involvement of partners as members of associations and expert groups that will be relevant for the project. Objective: collaboration with more than 5 projects and international networks. One of them is Culturalbase (<http://culturalbase.eu/>), and a first meeting with Susana Pallarés Espinosa has been held in November 2016.

8 Indicators

We will use a number of such tools to check if our communication actions are working. In addition we will be able to measure if we are approaching the target that interests us, in what way, and if we are really fulfilling all the proposed objectives. The main indicators with which we can measure constantly and thus be able to improve our communication, will be the website and social media.

8.1 Website

We will use Google Analytics and the Google Data Studio (Beta Version) to analyse (Figure 5 and 6), visualise and communicate our website traffic to the other members.

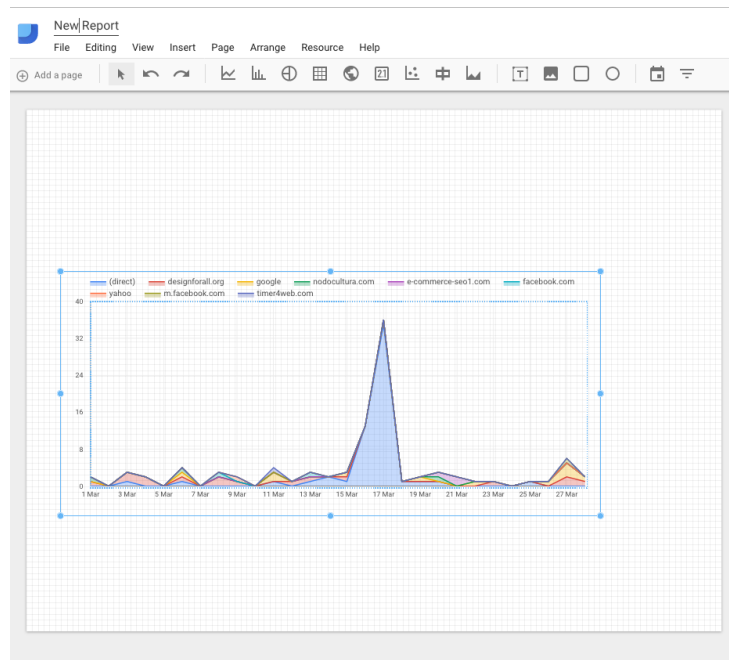


Figure 5: Google Data Studio graphics.

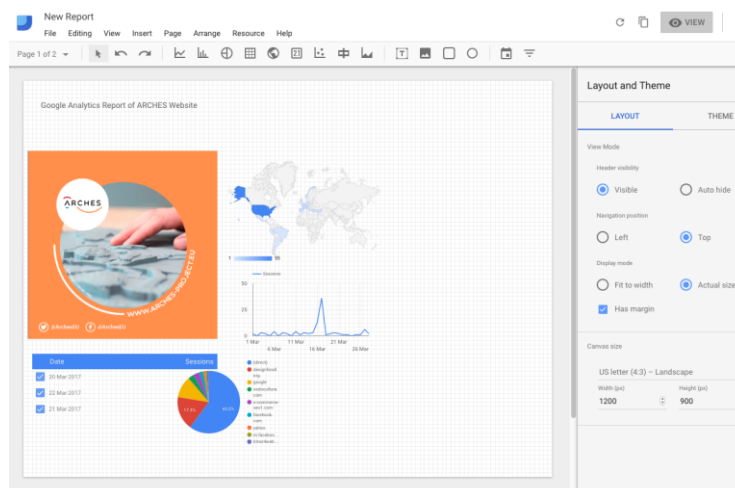


Figure 6: Google Data Studio audience.

By connecting the Google Analytics data on traffic, geolocations and other information to the Data Studio, we can create reports and then share them with the other Consortium members (Figure 7).

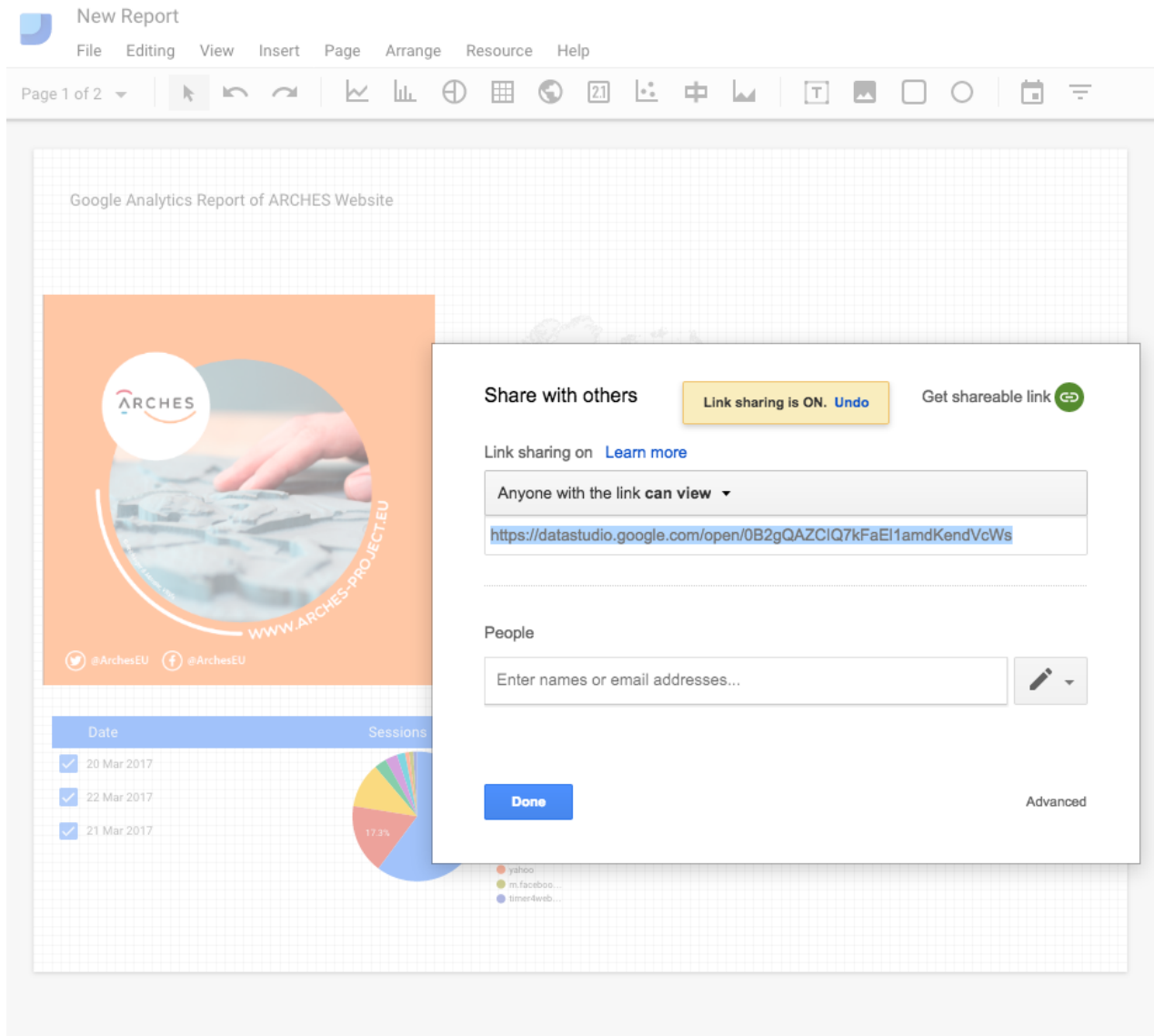


Figure 7: Google Data Studio share document.

8.2 Social media

We will use the own tools from Twitter (Figure 8 and 9), and Facebook (Figure 10 and 11), to analyse, visualise and communicate our website traffic to the other members.

Tweet activity

Your Tweets earned **316 impressions** over this **28 day** period

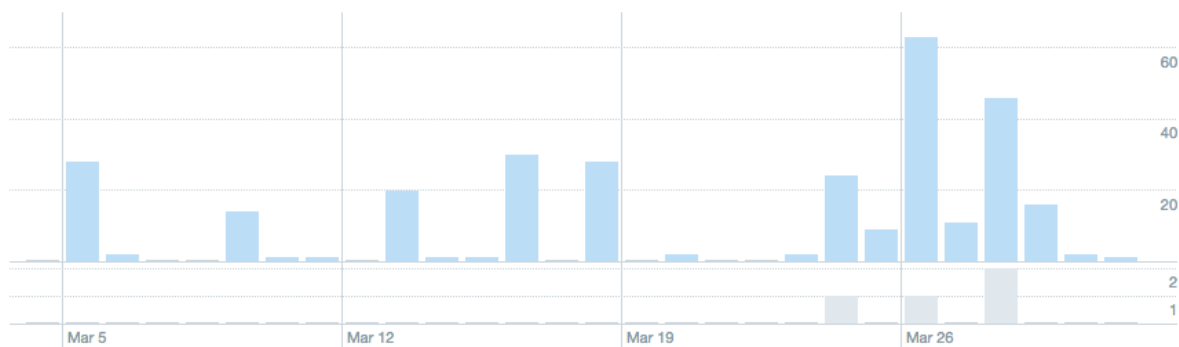


Figure 8: Twitter activity.

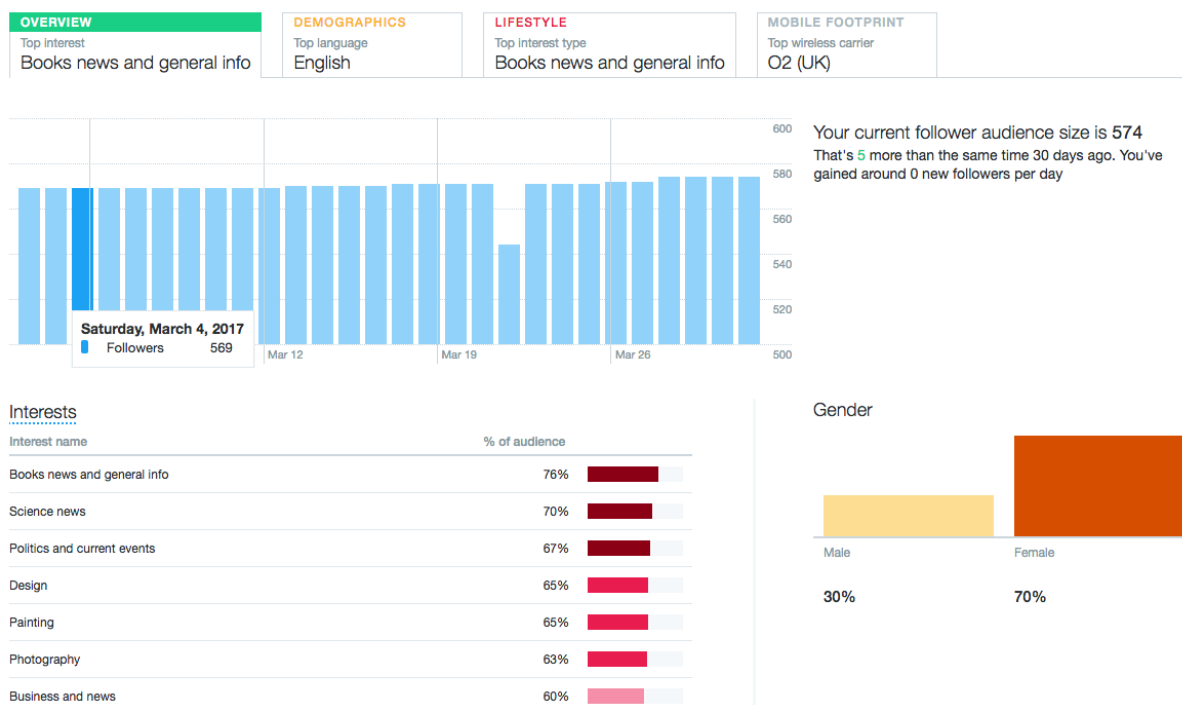


Figure 9: Twitter analysis tool.

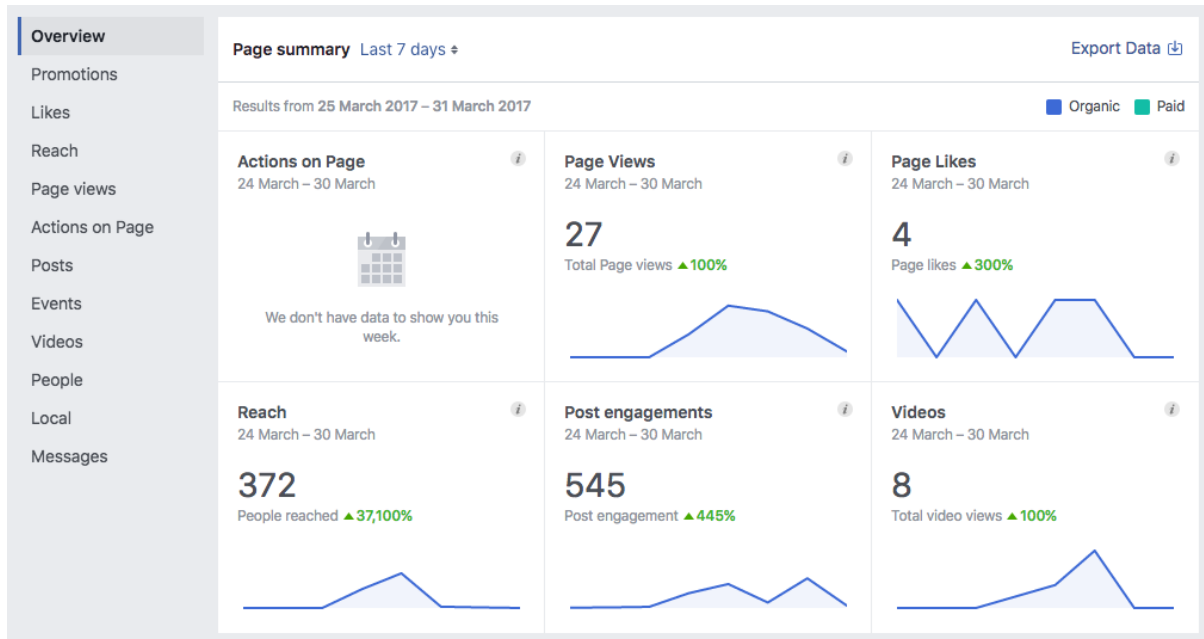


Figure 10: Facebook activity.

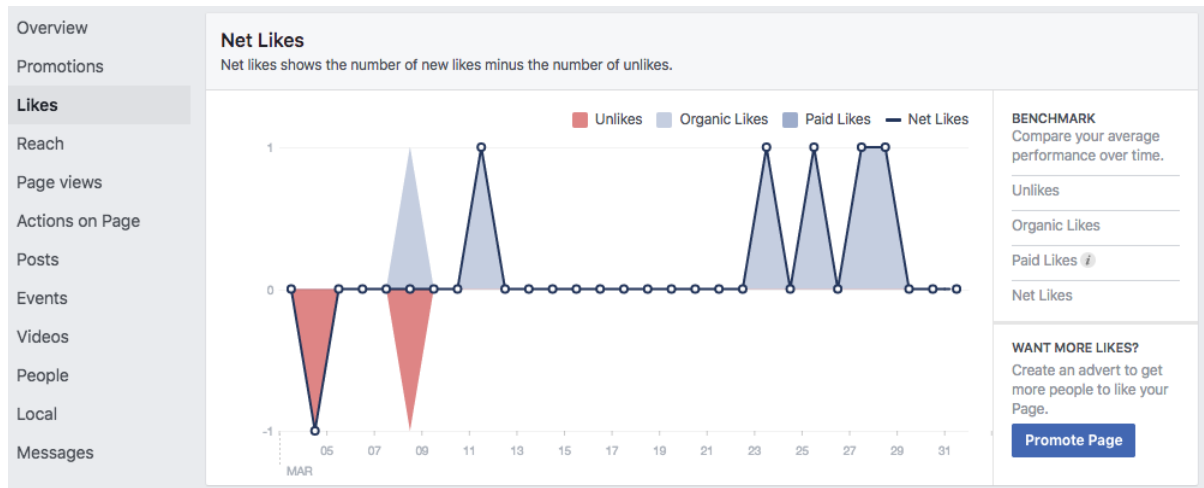


Figure 11: Facebook information on “Likes”.

9 Conclusions

The communication strategy has been defined with the participation of all partners and led by the Communication Manager. This is a preliminary plan tackling relevant aspects, such as target audiences, key messages and communication channels for ARCHES. This report has established, for example, the proper methodology to reach different target audience groups such as scientists, art specialists, educators, SMEs and museum visitors, as well as additional information associated with the audience segmentation. The report will be continuously updated based on the evolution of ARCHES and the objectives reached.

Achieving the maximum media impact from the outset is one of our principal goals. In order to do so, we designed a website and refinements are being submitted continuously. It presents an overview of ARCHES with a general project description, objectives and details of consortium partners, access to public deliverables or the content repository and a section with news that will allow site visitors to be kept updated. Several sign-language avatars will be generated to translate static texts during the lifespan of the project. Running alongside the website, the Twitter and Pinterest accounts will dynamically spread information on project progress, interesting facts related to technology, education and cultural heritage, forthcoming events and other snippets of interest. It will also allow partners to be in close touch with other projects, entities and actions in a day-to-day interaction. In addition, leaflets, roll-ups and other paper-based dissemination material will be prepared and made readily available during workshops, conferences or fairs for delegates and participants throughout the entire lifespan of project. This will include press releases coinciding with the kick-off meeting and other relevant events. Videos produced during the pilots and demonstrations are being exploited to catch the attention of the audience, and are available with or without sign-language. The efforts to succeed will be measured in the deliverables by means of quantitative indicators that will take into account TV appearances, radio features, newspaper coverage, participation in international conferences, contributions to peer-review publications (gold vs green model) and other media exposure.

Although the aforementioned dissemination materials are essential within the communication strategy, other alternatives are possible – e.g. networking, collaboration with projects and networks, etc. The Communication Manager will take advantage of all available resources to initiate contacts with museums, schools, public/private institutions and centres to organise the on-site demonstration activities to be developed under WP6. Together with the partners involved in this task, he will work toward the promotion, coordination and management of each event following the criteria – such as proximity, number of attendants, facilities, previous experience, etc. – agreed by the Communication and IPR Committee to select the most suitable venues to hold these actions when referring to entities not participating in the consortium. Expressions of interest received during the preparation of the proposal will be analysed in depth with the responses to an open call that will be published to attract external institutions that are not in close touch with the partners.

