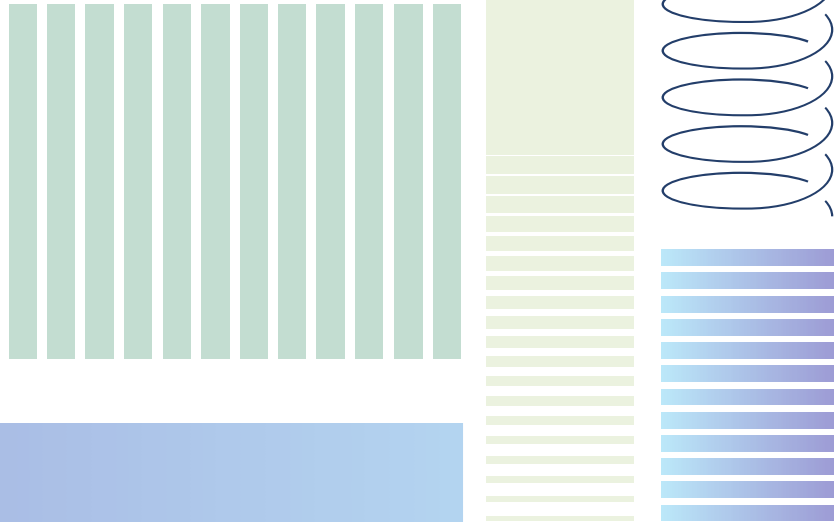


## D8.3. Dissemination plan, unabridged version



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## List of acronyms

<b>AITEX</b>	Asociación de Investigación de la Industria del Textil
<b>ASEMUS</b>	Asia-Europe Museum Network
<b>CIETA</b>	Centre International d'Etudes des Textiles Anciens
<b>DEM</b>	Dissemination & Exploitation Manager
<b>EACEA</b>	International Council of Museums
<b>ENCATC</b>	Asia-Europe Museum Network
<b>EU</b>	European Union
<b>EURATEX</b>	European Apparel and Textile Confederation
<b>GLAM</b>	Galleries, libraries, archives and museums
<b>ICCN</b>	Inter-City Intangible Cultural Cooperation Network
<b>ICCROM</b>	International Centre for the Study of the Preservation and Restoration of Cultural Property
<b>ICOM</b>	International Council of Museums
<b>ICT</b>	Information and Communications Technologies
<b>JPICH</b>	Joint Programming Initiative on Cultural Heritage
<b>KPI</b>	Key performance indicator
<b>NEMO</b>	Network of European Museum Organisations
<b>SSH</b>	Social Sciences and Humanities
<b>UNWTO</b>	United Nations World Tourism Organization

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The present deliverable, D.8.3 Dissemination plan, unabridged version, presents a suitable dissemination plan in order to make SILKNOW known among a range of audiences and stakeholders. Target groups are identified and actions to reach them are described. It also establishes the procedures for all partners to get involved in dissemination tasks, as well as their roles and responsibilities.

## 1. INTRODUCTION

This document presents the “Dissemination plan, unabridged version” for the SILKNOW project. It defines the objectives, strategies and implementation measures envisioned to disseminate the project results in order to ensure its impact.

In order to target key audiences and stakeholders to maximize impact and awareness of SILKNOW’s activities and results, this deliverable identifies a number of dissemination opportunities, such as conferences, seminars, conference papers, articles in professional journals, among others. As already mentioned, it also identifies the objectives of the dissemination strategies, as well as what will be disseminated, to whom, how and who will be in charge of these activities.

The whole consortium will be able to create opportunities for disseminating the project within each partner’s own areas of expertise and countries, thus guaranteeing the correct management of information and dissemination tools, through the procedures set forth here.

Moreover, please note that even if these activities cover the whole project duration, it will not be until the second year of the project when SILKNOW will start having results; therefore, the main dissemination strategies will take place between months 19 and 36.

This deliverable is structured in four sections: the dissemination strategy (itself including objectives, target audiences, roles and responsibilities of each partner), the tools and activities that will be used to disseminate SILKNOW, KPIs to monitor this strategy and already held events.

## 2. DISSEMINATION STRATEGY

### 2.1. Objectives

The main objective of the present dissemination strategy is to maximize the research impact and to ensure the transfer of knowledge and project results.

Other objectives are:

- To ensure that the project results are used and known by different stakeholders, increasing research impact.
- To organize training on the project outcomes.
- To organize and participate in networking events aiming to involve new stakeholders.
- To raise public awareness and enable use of project key findings.

### 2.2. Target audiences

In order to maximize the project results, the project partners have identified seven targeted audiences. These audiences are:

**1. Cultural Heritage (TA1).** GLAM, textile museums / collections, other heritage institutions, networks and international organizations, of different types (regional such as NEMO, ASEMUS), professional (ICOM, ICCROM), thematic (CIETA); cultural digital content repositories and aggregators (Europeana or Wikidata); humanities and heritage researchers, university-based or otherwise; “neighbor” projects within Horizon2020 and associated programs.

**2. SSH Education (TA2).** Contents linked to cultural heritage have a crucial role to play in education, including all forms and levels of learning in different environments: from vocational (Art & Design schools, networks of textile schools as the Association of Universities for Textiles - AUTEX) and university-based (Cultural Heritage departments and degrees) to adult education (e.g., foreign languages’ learning institutions such as Instituto Cervantes and other national institutes for culture members of European Union National Institutes for Culture - EUNIC). From a thematic viewpoint, the Silk-Road Universities Network provides a forum for exchange of research and educational experiences.

**3. ICT (TA3).** University departments and research institutes, private companies, etc.

**4. Textile / creative industries (TA4).** Sector professional associations, both on a national and a European level (AITEK, EURATEK, European Technology Platform for the Future of Textiles and Clothing, etc.).

**5. Tourism (TA5).** International organizations as the UNWTO, that has developed some initiatives on the Silk Road since 2014; regional public bodies such as the Agència Valenciana del Turisme; professional associations; travel guides' publishers; travel portals as TripAdvisor, that issues an annual guide about *Travel Trends for the Silk Road*; local tourism boards and convention bureaus, etc.

**6. Policy makers (TA6)** and governmental bodies, tasked with responsibilities on digitization and cultural heritage. At the European level, DG-CONNECT, and also the Directorate-General for Education and Culture, EACEA, Creative Europe, European existing initiatives such as the JPICH, as well as their civil society counterparts (Europa Nostra, Culture Action Europe, ENCATEC, etc.). Of course, national Ministries of Culture, and regional authorities where those duties are decentralised.

**7. Journalists (TA7)** in a number of specialized sectors: magazines and newspaper sections on fashion & style, business, economy and international trade, popular history and culture; TV news editors, heritage and cultural management newsletters, bloggers, etc.

The next table provides the specific objectives addressed to each target group.

Target group	Objectives
Cultural Heritage	<ul style="list-style-type: none"> <li>• To encourage museums to become content providers in SILKNOW.</li> <li>• To foster best practices and recommendations on digital data curation among GLAMs.</li> <li>• To ensure the use of the thesaurus and the visualization tools in their contexts.</li> <li>• To present the project results in academic environments such as conferences, symposia or scientific journals.</li> </ul>

SSH Education	<ul style="list-style-type: none"> <li>• To use SILKNOW as a tool for richer interpretation of European heritage.</li> </ul>
ICT	<ul style="list-style-type: none"> <li>• To promote new approaches on 3D printing advantages.</li> <li>• To present the project results in academic environments such as conferences, symposia or scientific journals.</li> </ul>
Textile / creative industries	<ul style="list-style-type: none"> <li>• To provide inspiration and references for designers in silk heritage motifs in their own collections.</li> </ul>
Tourism	<ul style="list-style-type: none"> <li>• To provide access to visualizations and references about historical routes created by silk heritage among European regions and cities.</li> <li>• To increase online communication and access to textile museums' holdings of silk heritage.</li> </ul>
Policy makers	<ul style="list-style-type: none"> <li>• To support the use of best practices and recommendations on digital data curation at an EU level.</li> <li>• To raise awareness on silk as a relevant and endangered part of EU heritage.</li> </ul>
Journalists	<ul style="list-style-type: none"> <li>• To provide information related to the project.</li> </ul>

## 2.3.Roles and responsabilites

UVEG as leader of the WP8 will supervise all the dissemination activities, under the direct supervision of the DEM, Prof. Ester Alba.

As every partner can contribute to different dissemination actions, a procedure has been established in order to ensure the correct diffusion of the project's results. According to the GA, article 29.1 "Obligation to disseminate results", any partner who wishes to disseminate results must give a 45-day-in-advance notice to the DEM (copying the rest of the partners),

together with sufficient information about the results and channels they plan to use. If the DEM or the rest of partners make no objections, the partner may release the information. In addition, following the Article 29.2 “Open access to scientific publications”, each partner must ensure open access to all peer-reviewed scientific publications derived from the project. These publications must acknowledge EU funding by including the following text:<sup>1</sup> “This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 769504”.

Also, in order to have a correct internal communication, UVEG has prepared an Excel spreadsheet available at the project's Google Drive where partners must indicate conferences, events and papers they have attended / published or are willing to attend / publish. Each event has an ID number and the ordinary information, such as date, place, organizer, title of the event and presentation, partner in attendance, and comments. The same procedure applies to papers: ID number, journal, title of the paper, author(s), preferred citation form and comments.

This model is based on the contribution of all Consortium partners, which have agreed to contribute jointly to the dissemination strategy. The next table presents in more detail the roles and responsibilities of each partner:

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<sup>1</sup> Article 29.4 Information on EU funding- Obligation and right to use the EU emblem



L=leader C= contributor A=All partners	SSH				ICT				SMEs	
<b>ACTIVITIES</b>	UVEG SSH	UNIPA	CNRS	IC	LUH	JSI	EURECOM	UVEG ICT	GARIN	MF
Newsletter	L	C	C	C	C	C	C	C	C	C
Publications	A									
Online communications	L	C	C	L	C	C	C	C	C	C
Contribution to external events (conferences, fairs, etc.)	A									
Planning and organization events (workshops, exhibitions, etc.)	L	C	C	C	C	C	C	C	C	C
Social and professional networks	A									
Media	L	C	C	C	C	C	C	C	C	C

## 3. TOOLS AND ACTIVITIES

### 3.1. Newsletter

An electronic quarterly newsletter will be available via the website and online mailing lists. The newsletter will include information on the project progress, activities, conferences and events.

### 3.2. Scientific publications

Project partners individually, or in collaboration will publish the project advances and results in scientific journals and magazines, a minimum of 3 articles will be published in high impact journals. Scientific publications are an effective way to communicate the project among our peers and to attract researchers and organizations to collaborate within SILKNOW purposes.

SILKNOW will ensure that these publications are open access and will be accessible via the website.<sup>2</sup>

The following table shows the relevant journals for the dissemination of the project:

Journals	Relation
Leonardo (MIT Press)	SSH/ICT
Textile Research Journal	SSH
Textile: The Journal of Cloth and Culture	SSH
Journal of Cultural Heritage	SSH
Journal of Textile Design Research and Practice	SSH
Simulation Modelling Practice and Theory	ICT
Computers in Industry	ICT
Computers and Graphics	ICT
Zeitschrift für Kunstgeschichte	ICT
International Journal of Virtual and Augmented Reality	ICT
Expert Systems with Applications	ICT
PFG – Journal of Photogrammetry, Remote Sensing and Geoinformation Science	ICT
ISPRS Journal of Photogrammetry and Remote Sensing	ICT
Intelligent Systems	ICT

<sup>2</sup> Please note that some articles in journals might finally be published after the 36 months of the project life. Peer-reviewed and other editorial processes can take 1 year, and even more, before the submitted paper is finally accepted and made public.

AI Magazine	ICT
Multimodal Technologies and Interaction (MTI)	ICT/SSH
Semantic Web Journal (SWJ)	ICT
Journal of Web Semantics (JWS)	ICT
Information Processing and Management (IPM)	ICT

### 3.3. Attendance to external events

In order to promote SILKNOW activities and results as well as to engage with their peers, all project partners have planned to attend to different events, such as workshops, conferences and international fairs. These events are excellent opportunities to enlarge the projects dissemination because of the high attendance of researchers and users from each field.

The next table shows some events that may be used for academic dissemination.<sup>3</sup>

Conferences	Relation
Congreso Internacional de museos de la seda	SSH
EVA - Electronic Visualisation & the Arts	SSH / ICT
Museums and the Web	SSH / ICT
Digital Humanities - Alliance of Digital Humanities Organizations (ADHO)	SSH / ICT
Humanidades Digitales Hispánicas	SSH / ICT
Centre International d'Etudes des Textiles Anciens (CIETA) Congress	SSH
Arte y producción textil en el Mediterráneo medieval	SSH

<sup>3</sup> 3 SILKNOW partners will attend at least 8 international conferences during the project's lifecycle.

International Conference on Regional Science	SSH / ICT
International Society for Photogrammetry and Remote Sensing Congress	ICT
Annual Scientific Meeting of the German Society of Photogrammetry, Remote Sensing and Geoinformation	ICT
International Committee of Architectural Photogrammetry Symposium	SSH / ICT
3rd International Congress Science and Technology for the Conservation of Cultural Heritage	SSH / ICT
International Symposium of ICOMOS Committee for Documentation of Cultural Heritage	SSH
IEEE Conference on Computer Vision and Pattern Recognition (CVPR)	ICT
Computer Science and Information Technologies (CSIT)	ICT
IEEE International Conference on Big Data	ICT
International Conference on Virtual Systems and Multimedia (VSMM)	ICT
International Symposium on Mixed and Augmented Reality (ISMAR)	ICT
European Semantic Web Conference (ESWC)	ICT
International Semantic Web Conference (ISWC)	ICT
WWW Conference (TheWebConf)	ICT
International Conference on Language Resources and Evaluations (LREC)	ICT

International Conference on Empirical Methods in Natural Language Processing (EMNLP)	ICT
Semantic Web in Libraries (SWIB)	ICT
International Conference on Information and Knowledge Management (CIKM)	ICT
ACM Multimedia	ICT
ICT 2018: Imagine Digital - Connect Europe	ICT

### 3.4. Events organized by SILKNOW

The project is going to organize events such as workshops, conferences, seminars, etc. Project partners will carry out local events in order to provide relevant information to regional and national stakeholders.

The next events are planned:

- 1 International Conference on silk heritage.
- General dissemination events (workshops, open days) organized in coincidence with the project's internal meetings. For instance, taking advantage of the partners' meeting in Lyon in September 2018, the first morning will be an open event for heritage and textile organizations of the Rhône-Alpes region, one of Europe's richest areas in silk heritage.
- 2 training workshops for interested cultural heritage organizations, especially focused on digital data curation.
- 1 event related to 2018 European Year of Cultural Heritage. It will take place in Algemesi, Spain, during the 7th Inter-City Intangible Cultural Cooperation Network (ICCN) General Assembly.

### 3.5. Events hosted by the IC

SILKNOW results will be displayed in at least five IC centers, that have been chosen according to the project partners' countries and locations: Hamburg (by proximity to Hannover),

Ljubljana, Lyon, Palermo and Warsaw. IC will study the best way to present the project results and will act as consultant regarding the type of event that they considered the most suitable for each centre. For instance, they might consist of lectures, round tables or presentations with specialists in fields related to SILKNOW; they might include physical elements (3D printouts, posters) or digital elements (QR codes, tablets, laptops). In order to better communicate these events, a strategy has been developed.<sup>4</sup>

### **3.6. Social and professional networks**

A targeted dissemination of SILKNOW's results is essential for the project. In order to do so, synergies with similar on-going projects will be ensured. Networking through project partners and collaborating institutions will result in a strong network of textile heritage institutions interested in enhancing access to their digital contents. Finally, lobbying, networking and consultation with EU's bodies especially those responsible for the organization of the European Year of Cultural Heritage will be an excellent channel to disseminate the project results. These activities will take place during the whole project lifecycle.

### **3.7. Media**

The media sector provides good opportunities not only to communicate the project, but also to disseminate it. SILKNOW uses project tools and partner expertise in order to focus public attention on textile heritage's importance and current risks. This is to be achieved thanks to the publication of opinion articles and informative pieces in op-ed sections. Moreover, the Consortium will invite especial contributors to contribute in specialized magazines and journals. These activities will take place from months 7 to 36.

## **4. PAST EVENTS AND PAPERS**

As per the end of July 2018, SILKNOW has already been presented in different conferences and published in one journal. The next table provides information regarding these events:

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<sup>4</sup> Please see D.8.5 "Communications plan, unabridged version".

EVENT ID NO.	DATE	PLACE	ORGANISER	NAME OF THE EVENT	TITLE OF THE PRESENTATION	INVOLVED PARTNER
EV001	05/03/2018	Valencia (Spain)	Museo Nacional González Martí	Jornada "Els temps de la seda"	Presentación del proyecto	UVEG
EV002	30/04/2018	Cambridge, Massachusetts, USA	Real Colegio Complutense at Harvard University	Digital Humanities Colloquium	SILKNOW: Improving the Access to Digitized Silk Heritage	UVEG
EV003	10/05/2018	Palermo (Italy)	UNIPA	Silknow. Presentazione del Progetto	Silknow. Presentazione del Progetto	UVEG, UNIPA
EV004	13/05/2018	Rotterdam - The Hague (Netherlands)	Europeana	Europeana Tech Conference 2018	No	UVEG
EV005	17-19/05/2018	Strasbourg (France)	Université Rennes 2	Mode et vêtements dans les musées européens	SILKNOW, helping bridge the digital gap for small and medium-sized textile museums	UVEG

EV006	29/06/2018	Valencia (Spain)	UVEG	Curso: actualización sobre H2020 y programas europeos de i+d+i	SILKNOW - weaving our past into the future	UVEG
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ARTICLE ID NO.	DATE	JOURNAL	TITLE	RESPONSIBLE PARTNER	CITATION
PA001	Received: 19 April 2018 Revised: 12 May 2018 Accepted: 13 May 2018 Published: 15 May 2018	Multimodal Technologies and Interaction	Interactive Tools for the Preservation, Dissemination and Study of Silk Heritage—An Introduction to the SILKNOW Project	UVEG	Portalés, C.; Sebastián, J.; Alba, E.; Sevilla, J.; Gaitán, M.; Ruiz, P.; Fernández, M. Interactive Tools for the Preservation, Dissemination and Study of Silk Heritage—An Introduction to the SILKNOW Project. Multimodal Technologies Interact. 2018, 2, 28.

## 5. MONITORING

As means to measure and assess the achievements of the dissemination activities, the following indicators will be used:



Indicators to assess the dissemination activity	<ul style="list-style-type: none"> <li>• Number of total publications in peer reviewed conferences</li> <li>• Number of accepted articles for publications in journals (including ISI listed)</li> <li>• Average number of participants to the events organized by the consortium</li> <li>• Number of media appearances</li> <li>• Number of small GLAM institutions provided with the online material on digital data curation strategies</li> <li>• Average number of participants attending to the exhibition organised in IC centers throughout Europe</li> </ul>	<p>8</p> <p>12</p> <p>60</p> <p>&gt;300</p> <p>30</p> <p>200</p>
Indicators to assess the open access policy of the project	<ul style="list-style-type: none"> <li>• Number of downloads of publications from the SILKNOW web site and IC Electronic Library</li> <li>• Number of SILKNOW followers in on-line research networks (eg ResearchGate, academia.edu, etc.)</li> <li>• Website visitors</li> <li>• Email recipients in global mailing campaigns carried out by IC</li> </ul>	<p>&gt;3,000</p> <p>&gt;320</p> <p>60,000</p> <p>40,000</p>

These indicators will help to readjust actions whenever necessary.



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