

DELIVERABLE

Project Acronym: CIVIC EPISTEMOLOGIES

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Project website, internal communication tools, dissemination plan and promotional material D5.1

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EXECUTIVE SUMMARY

This document provides an overview of the dissemination strategy, activities and materials that the CIVIC EPISTEMOLOGIES project intends to use over the lifetime of the project. The dissemination activities aim to increase the impact of the project by making it visible to as wide an audience as possible, while focusing on those target users for which the project is most relevant: public funding bodies, cultural content owners, publishers, creative industries, e-Infrastructure providers and end users (researchers, educators, students, practitioners and citizens in general). The Dissemination Plan outlined in the deliverable identifies the different messages to be delivered to each of these target groups, the methods to be employed and the expected outcome of those activities.

This document also provides an overview on the progress of the online branding strategy for CIVIC EPISTEMOLOGIES and it acts as a reference point for all necessary actions regarding the promotion of CIVIC EPISTEMOLOGIES's web presence.

Furthermore, it describes the layout structure of the CIVIC EPISTEMOLOGIES project website, the various sections, technical infrastructures and related services.

Finally, it provides a short overview of the production of the print and presentation materials that have been designed and created during the first months of the project and which will be used for the networking and dissemination of CIVIC EPISTEMOLOGIES. All future printed materials for CIVIC EPISTEMOLOGIES will be based on the designs and templates described herein. Printed materials play a key role in dissemination and networking, as the first impression one gets of the project, which cannot be undone, is imparted by them.

This report serves as an easy-to-use guide for the project partners to inform, improve, streamline, and standardise the procedures concerning the project's dissemination activities and it describes how these processes will be monitored.

1 INTRODUCTION

1.1 STRUCTURE OF THE DOCUMENT

The current document is comprised of 11 main Chapters and an Executive Summary.

Chapter 1 is the Introduction and describes the structure of the document, the objectives and the relationship with the other deliverables.

Chapter 2 introduces the objectives and the main characteristics of the project's communication and dissemination work and summarises the target audience to be reached.

Chapter 3 analyses the variety of dissemination methods and channels to be adopted with the goal of disseminating outcomes and results.

Chapter 4 describes the CIVIC EPISTEMOLOGIES logo, branding and visual identity.

Chapter 5 offers a detailed overview of CIVIC EPISTEMOLOGIES's website layout and structure, the public and reserved areas and the blog.

Chapter 6 describes the technical infrastructure, the tools and the additional services that are embedded in the website, e.g. web feeds, analysis tools, etc.

Chapter 7 describes the workflow of the editorial team, the content management and the updating process.

Chapter 8 provides a brief overview of the first dissemination materials that have been produced to present/promote the project and spread its results.

Chapter 9 describes how the effectiveness of dissemination activities will be continuously monitored and evaluated.

Chapter 10 presents the internal communication tools.

Chapter 11 concludes the document.

1.2 OBJECTIVES OF THE DELIVERABLE

This deliverable aims to report the dissemination activities that have been put in place during the first months of the project and to outline the dissemination plan for the following period. It acts as an easy-to-use guide for both the CIVIC EPISTEMOLOGIES partners and for external parties interested in getting in touch and in disseminating the CIVIC EPISTEMOLOGIES project.

In particular, it describes:

1. the objectives the project intends to reach through its dissemination activities;
2. the audience, describing the scope and characteristics of the "potential users";
3. the tools and channels that will be used to disseminate the project's results to the target audience;
4. the layout and structure of the website and of the first dissemination materials;

5. the metrics how to measure the effectiveness of the dissemination campaign.

1.3 RELATIONSHIP WITH OTHER TASKS/DELIVERABLES

This Deliverable has been developed in the framework of activities planned in Tasks 5.1 and 5.2, under the responsibility of PROMOTER, leader of WP5 "Dissemination, communication and sustainability".

It includes some of the results of Deliverable D1.1 "Quality Plan" released as a confidential document in WP1 under the responsibility of the Italian Ministry of the Economic Development.

The results of the dissemination activities, including an improved description of the website and of the dissemination materials, will be delivered as part of Deliverable D5.4 "Final report on dissemination activities and sustainability strategy", which is planned at the end of the project.

2 DISSEMINATION GOALS AND TARGET

2.1 OBJECTIVES

The dissemination activities aim to increase the impact of the project by making it visible to as wide an audience as possible, while focusing on those target users for which the project is most relevant.

The main objectives of the dissemination and outreach activities planned in CIVIC EPISTEMOLOGIES are to:

- Spread awareness of the activities and outcomes of the project to the widest possible audience;
- Distil the results of the project and present them in a useful, easy to understand format for the CIVIC EPISTEMOLOGIES target audiences, using a variety of techniques and media as appropriate for delivery of the content;
- Maximise the impact of the project's work through a programme of public events and publications;
- Coordinate the participation of the partners in external events in order to promote the CIVIC EPISTEMOLOGIES project;
- Report and regularly publish news about the dissemination events organised by the project;
- Liaise with the WPs and contribute to the common objective of creating a network of common interest via the dissemination and communication actions.

Through this dissemination plan, WP5 intends to facilitate the achievement of the above-mentioned purposes.

2.2 METHODOLOGY

The dissemination activities will be conducted along the lines and the market segments described in this document, ensuring an effective communication and promotion of CIVIC EPISTEMOLOGIES's goals, approach, and results.

The dissemination plan of the CIVIC EPISTEMOLOGIES project has the following key characteristics:

- a clear and consistent project message;
- identified target audiences;
- a spectrum of communication channels (web, seminars, media, conferences, journals, etc.);

- integration with social networking and community sites such as Digital Meets Culture¹, Facebook and Twitter;
- regular updates and newsletters concerning CIVIC EPISTEMOLOGIES progress, plans and achievements;
- access to target audiences via networks of contacts and in tandem with established events;
- concertation with other EU projects, in the field of cultural heritage and citizen sciences.

All dissemination activities will be conducted in WP5 under the coordination of PROMOTER, which will ensure the delivery of a consistent message to an external audience.

All partners should keep track of the relevant occasion of dissemination that they have and collect all this information in the internal report of activities that must be submitted to the WP5 leader every three months. All the reports will be valuable as feedback to improve dissemination tools and methodologies.

All Consortium partners are invited to contribute to the production of dissemination material and to provide feedback on the material produced by the WP5 leader. Consortium partners are also invited to contribute to the public website, publishing information about relevant events, papers, or other material in order to make the website a high quality information resource.

2.3 THE CIVIC EPISTEMOLOGIES AUDIENCE

The outreach activities of CIVIC EPISTEMOLOGIES aim to contribute to the creation of the network of actors (called in the project the 'Network of Common Interest') who are willing to commit themselves to the implementation of the Roadmap developed by the project. The project targets the whole value-chain, from public funding bodies to the cultural content owners, publishers and creative industries, e-Infrastructure providers and end users (researchers, educators, students, practitioners and citizens in general).

In particular, the key targets for dissemination of the CIVIC EPISTEMOLOGIES project results are as follows:

- Ministries and state agencies with responsibility for e-Infrastructures;
- E-Infrastructure providers, usually National Research and Education Networks (NRENs), grid and cloud providers (e.g. EGI);
- Policy-making bodies which map out the future of e-Infrastructures on behalf of the European Commission, of national government and of others. Good examples are e-IRG and ESFRI;

¹ <http://www.digitalmeetsculture.net>

- Cultural heritage organisations, including Ministries of Culture and memory institutions (museums, libraries, archives, etc.);
- Organisations which coordinate and represent memory institutions (e.g., NEMO, EMF, ICOM, EBLIDA, CENL);
- Research organisations that provide technical and expertise advice to cultural stakeholders;
- Cultural and creative Industries;
- Other projects in the digital culture, digital humanities, e-Infrastructures and policy arenas.

In addition, the results of CIVIC EPISTEMOLOGIES will be presented to other networks and other national, regional and European projects. The presentation of the results will contribute to the improved and widespread delivery of the impact expected through the adoption of the CIVIC EPISTEMOLOGIES results.

3 TOOLS AND CHANNELS

CIVIC EPISTEMOLOGIES employs a range of complementary dissemination mechanisms to transmit the project messages to its target audiences. The following sections describe these areas comprising the project's web presence, events and presentations, media and journals.

3.1 PROJECT WEB PRESENCE

The main channels used to promote and disseminate the activities and the results of the project to the key stakeholders are the online tools: project website, social networks and Digital Meets Culture the online magazine edited by partner Promoter (see Section 6.4).

The project website publishes all project knowledge assets. It announces the events organised by the project, as well as other events that are relevant, and will be updated immediately after every dissemination and/or concertation event, so that the website is a fully current reflection of the project at all times. This includes prompt publication of project intermediate results, discussion papers, presentations, and seminars and workshop minutes.

For a more detailed description of the project website, please refer to the Section 5.2.

The CIVIC EPISTEMOLOGIES website is linked to the most popular social networks (Facebook, Twitter) as described in the Section 6.1.

All articles published on the CIVIC EPISTEMOLOGIES website are automatically posted on Civic Epistemologies' Facebook and Twitter page, opening the possibility to all partners to share/re-tweet them.

Furthermore, a dedicated showcase is maintained on Digital Meets Culture online magazine (powered by partner PROMOTER) as described in the Section 6.4.

Finally, all the CIVIC EPISTEMOLOGIES partners are encouraged to disseminate the activities and outcomes of the project on their own institutional websites and on their institutional newsletters, e-bulletins and social media marketing tools, periodically updating news, events and links to relevant documentation.

3.2 EVENTS AND PROJECT PRESENTATIONS

Another important channel for the dissemination of CIVIC EPISTEMOLOGIES is the organisation of workshops, training events and international conferences and the participation of CIVIC EPISTEMOLOGIES partners in a number of other relevant events and scientific conferences.

The main events organised by CIVIC EPISTEMOLOGIES are:

- Three Focus Groups as part of WP2 activities (Valletta, Coventry and Stockholm) across different communities of citizens involved in research, and interviews with further citizens researchers from other countries;
- Four case studies meetings in Coventry (two for each case study) as part of WP4. These activities bring together the relevant groups and stakeholders to explore the "fit" of technologies to local circumstance, and the value of digital technologies, or the limitations

particular technologies present, to enhancing the engagement of stakeholders, ranging in scale from construction and property companies to smaller creative enterprises and individuals to academic researchers, in local economic, business and cultural development;

- Three Workshops as part of WP2 and WP3 activities: a Workshop on User Needs will be organised in Valletta (WP2) in November 2014²; a Workshop on the Roadmap will be organised in Brussels (WP3) in February 2015 and a Workshop on Innovation for cultural heritage institutions will be organised in Budapest (WP3) in July 2015;
- One International Conference in Berlin (November 2015) to illustrate and promote the Roadmap. The conference will offer an opportunity for as many members as possible of the network of common interest to come together to discuss the topic of citizen researchers in digital cultural heritage and humanities and to contribute to the general vision to an open science infrastructure for the digital cultural heritage in 2020. The conference also foresees the participation of the EC and e-Infrastructures representatives, from both partner and non-partner countries.

In close cooperation with all WPs, CIVIC EPISTEMOLOGIES will contact the organisers of international, European and national events and workshops organised by other institutions and projects and related to the themes of DCHH, e-Infrastructures for DCHH and Digital Science. Project presentations will be customised in order to illustrate objectives, activities and outputs of the project tailored for the specific event.

Until the end of November 2014, the project has been presented at the following events:

- Digital Library 2014 Conference (that combined JCDL & TPDL 2014), London 8 September 2014³;
- DARIAH 4th General VCC meeting, Rome 17-19 September 2014⁴;
- Eagle International Conference 2014, Paris 29 September 2014⁵;
- Irish EPA National Information Day for Horizon 2020 Societal Challenge 5, Dublin 2 October 2014⁶;

² <http://www.civic-epistemologies.eu/workshop-on-requirements-wp2-in-malta-valletta-25-27-november-2014/>

³ [http://www.city.ac.uk/digital-libraries-2014/](http://www.city.ac.uk/digital-libraries-2014;); <http://www.digitalmeetsculture.net/article/combined-conference-jcdl-tpdl-2014/>

⁴ <http://dariah.eu/en/activities/general-vcc-meetings/4th-general-vcc-meeting.html>

⁵ <http://www.eagle-network.eu/about/events/eagle2014/>; <http://www.digitalmeetsculture.net/article/first-eagle-international-conference/>

⁶ <http://www.epa.ie/newsandevents/events/old/2014nationalinformationdayhorizon2020societalchallenge5.html#.VIAwHzGpfT8>

- Archives and Cultural Industries (ICA), Girona 13 October 2014⁷;
- Discovering Collections, Discovering Communities: Forging collection-based collaboration between archives, museums and academia, Birmingham 29-30 October 2014⁸;
- 8th Irish Earth Observation Symposium 2014, Maynooth (Ireland) 30-31 October 2014⁹;
- Euromed 2014 International Conference, Cyprus 3-8 November 2014¹⁰ – Workshop “*The Digitization Age: Mass Culture is Quality Culture. Challenges for Cultural Heritage and Society*” – presentation of the project delivered by Mauro Fazio, the project coordinator;
- 9th International Conference on Knowledge, Information and Creative Support Systems, Cyprus 6-8 November 2014¹¹ - “*Citizen Science in the Humanities: A Promise for Creativity*” – short paper presented by Milena Dobрева (UoM), WP2 Leader;
- Symposium: Dance and Museums working together, London 27 November 2014¹².

Other events have already been identified as good dissemination opportunities for the project, such as:

- PerformART Conference Bilgi University Conference, Istanbul 19-20 December 2014¹³;
- Digital Echoes Symposium 2015: Intangible and Performance-based Cultural Heritage, Coventry 13 February 2015¹⁴;
- Networkshop 2015, Hungary 31 March – 2 April 2015¹⁵

⁷ <http://www.girona.cat/web/ica2014/eng/index.php>

⁸ <http://www.rluk.ac.uk/events/discovering-collections-discovering-communities/>

⁹ <http://ieos2014.com/>

¹⁰ <http://www.civic-epistemologies.eu/civic-epistemologies-will-attend-to-the-euromed-international-conference-2014-limassol-cyprus-3-november-2014/>

¹¹ <http://www.civic-epistemologies.eu/9th-international-conference-on-knowledge-information-and-creative-support-systems-6-8-november-2014/>

¹² <http://www.horniman.ac.uk/visit/events/symposium-dance-and-museums-working-together>

¹³ <http://www.performartconference.org/>

¹⁴ <http://c-dare.co.uk/events/digital-echoes-2015/>

¹⁵ <https://conference.niif.hu/event/3/>

- Communities and Technologies (C&T) Conference 2015, Limerick (Ireland) 27-30 June 2015¹⁶.

Finally, conferences, concertation meetings and information days organised by the European Commission will also be targeted.

3.3 MEDIA AND SCIENTIFIC JOURNALS

Progress and results will be illustrated in proceedings and in relevant professional journals.

To this regard, a paper about the project is being published in the "Digital Heritage. Progress in Cultural Heritage: Documentation, Preservation, and Protection" that collects the proceedings of the 5th International Conference, EuroMed 2014, Limassol, Cyprus, November 3-8, 2014¹⁷.

Three other delivered papers, one of them already published with a forthcoming expected publication in Springer, are:

- Dobрева, M., & D. Azzopardi. (2014) Citizen Science in the Humanities: A Promise for Creativity. In: George A. Papadopoulos (ed.) Proceedings of the 9th International Conference on Knowledge, Information and Creativity Support Systems, Limassol, Cyprus, November 6-8, 2014, ISBN: 978-9963-700-84-4, pp. 446-451¹⁸.
- Dobрева, M., Azzopardi, D. & K. Ivanova (2014). Citizen science and its Big Data Challenges in the Cultural Heritage Domain. Delivered on 4 November 2014 during the workshop Big data and cultural heritage, within the EuroMed 2014 conference, Limassol, Cyprus, November 3-8, 2014.
- Dobрева, M. & K. Ivanova (2014) Citizen science as a tool for better engagement and obtaining new knowledge in the Humanities. (delivered in Bulgarian). Conference on Bulgarian Philology in Bulgaria and Abroad, 25-25 October 2014, Plovdiv, Bulgaria¹⁹.

Moreover, short articles will be published in project newsletters, e-bulletins, blogs and portals managed both by the European Commission (i.e. Research & Innovation) and at national level by the project's partners in their respective Countries.

¹⁶ http://comtech.community/?page_id=7

¹⁷ http://link.springer.com/chapter/10.1007/978-3-319-13695-0_81

¹⁸ <http://kicss2014.cs.ucy.ac.cy/files/KICSS2014Proceedings.pdf>

¹⁹ <http://paisii.slovo.uni-plovdiv.net/en/1>

4 CIVIC EPISTEMOLOGIES VISUAL IDENTITY

It is very hard to summarise in a simple graphical image the concepts as large and meaningful as the ones the project is focusing on: digital cultural heritage and digital humanities. In the need to streamline those concepts for communication purposes, we believed the acts of writing and drawing could be considered as minimum common features of anything related to all of them.

CIVIC EPISTEMOLOGIES is about supporting European citizens in participating scientific research, providing information to researchers and cultural institutions. We wanted to emphasise, again within a streamlined approach, a feeling of “let’s do it together”. That is why we wanted the visuals to be bold and joyful, with crisp primary colours contrasting on light backgrounds; scratches and coloured spots nicely represent the work in progress, trying to learn in our changing society towards a growing diffuse engagement in DCHH.

The core aim of the visual identity is to develop an overall ‘look-and-feel’, a unique and easily identifiable brand to be consistently utilised across all platforms during dissemination. This includes the following elements:

- the CIVIC EPISTEMOLOGIES Logo;
- the graphic elements, guidelines and specifications (e.g. colours, CSS rules, typographical rules, etc.);
- a tagline, an encapsulation of CIVIC EPISTEMOLOGIES brand personality, summarising what CIVIC EPISTEMOLOGIES stands for in concise terms;
- templates for the webpages (home page; general page, events pages; blog pages; partners page; contacts page, etc.).

4.1 THE CIVIC EPISTEMOLOGIES LOGO

The visual identity consideration mentioned above impacted on the logo design: a scroll pen and a brush complete the two lines of the letter “v” of the word “civic”, as if they were placed inside an imaginary pen holder formed by the overall logo typography.

All files using the CIVIC EPISTEMOLOGIES branding will be checked for compliance with the certified standards and will be reviewed to ensure data is of a high quality.



Figure 1. The CIVIC EPISTEMOLOGIES logo

4.2 THE CIVIC EPISTEMOLOGIES TAGLINE AND ILLUSTRATION

Another important component of the CIVIC EPISTEMOLOGIES 'brand personality' are the CIVIC EPISTEMOLOGIES tagline and the graphic illustration, which summarises what CIVIC EPISTEMOLOGIES stands for in concise terms.

The chosen tagline is *A ROADMAP FOR CITIZEN RESEARCHERS IN THE AGE OF DIGITAL CULTURE*.

The tagline was chosen carefully to highlight the fact that the overall objective of the project is to develop and validate a Roadmap for the use of e-Infrastructures to support the participation of European citizens in research on cultural heritage and digital humanities. Critically, the Roadmap will offer support for improved social cohesion arising from the sharing of knowledge and understanding of European citizens' common and individual cultures.



Figure 2. Graphic illustration

The graphic illustration shows three funny characters representing people belonging to three different ages of life – elderly, adult and youth – that are walking along the same path. Each one is carrying a communication device, the one that is supposed to represent, according to age and look, his/her typical way to acquire and share information. Not only are they moving in the same direction, but also they are connected by a coloured beam zapping out from each device: while in their peculiar way and style, they communicate and share knowledge.

A simple illustration, styled accordingly with the logo design, to recap the mission of the project: to validate a roadmap for e-Infrastructures development to support the participation of European citizens in scientific research on DCHH.

5 CIVIC EPISTEMOLOGIES WEBSITE LAYOUT AND STRUCTURE

The domain name that has been registered for the CIVIC EPISTEMOLOGIES website is the following:

- www.civic-epistemologies.eu

The website is both the cornerstone of the project dissemination strategy, which is to promote the project activities and results to a wide audience, and the access point to the main outcomes e.g. the Roadmap development as well as the Pilot and Case Studies progress (public area). Furthermore, it serves as an internal collaborative space for the project (reserved area).

5.1 LOGIC VIEW

CIVIC EPISTEMOLOGIES website implementation is based on a very simple logic and a fresh web design, which is intended to drive the user's attention on the main function of the portal.

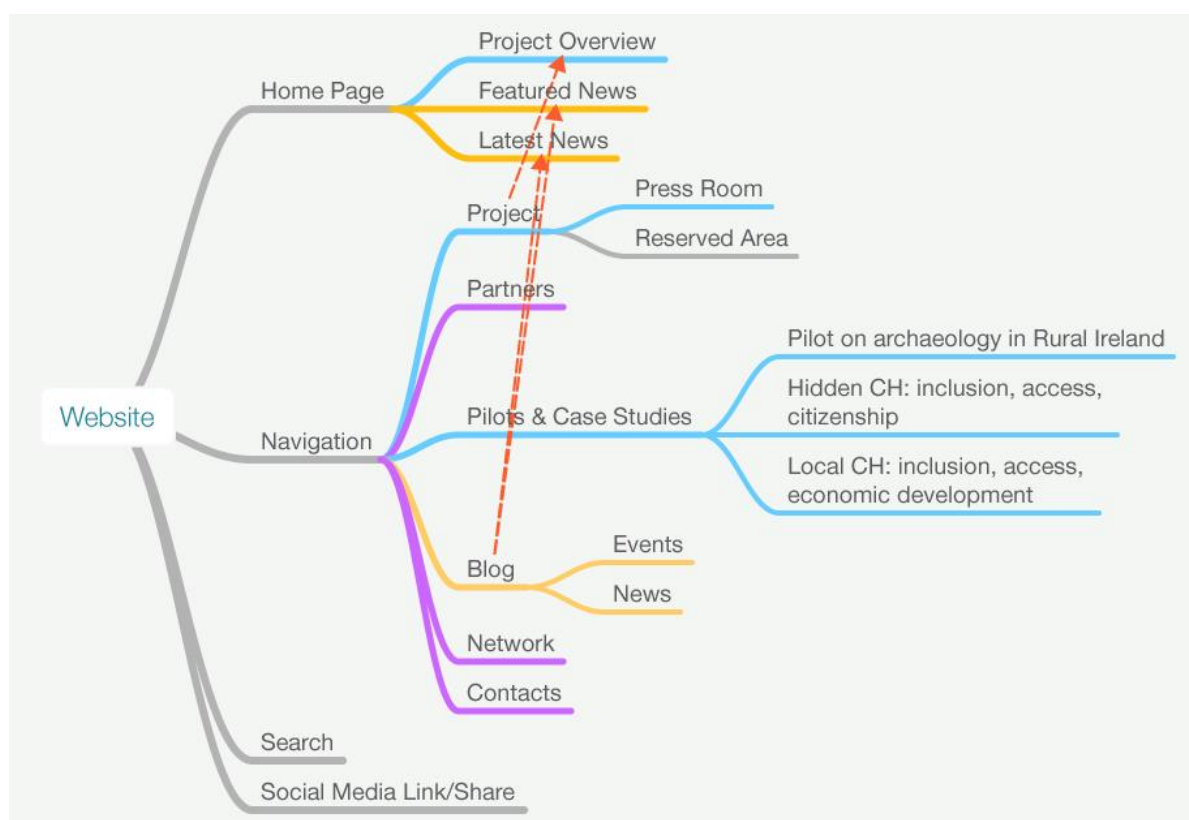


Figure 3. CIVIC EPISTEMOLOGIES website logic view

5.2 PUBLIC AREA

5.2.1 Home

The landing page of the website is a clean looking and intuitive access point from which all further navigation begins.

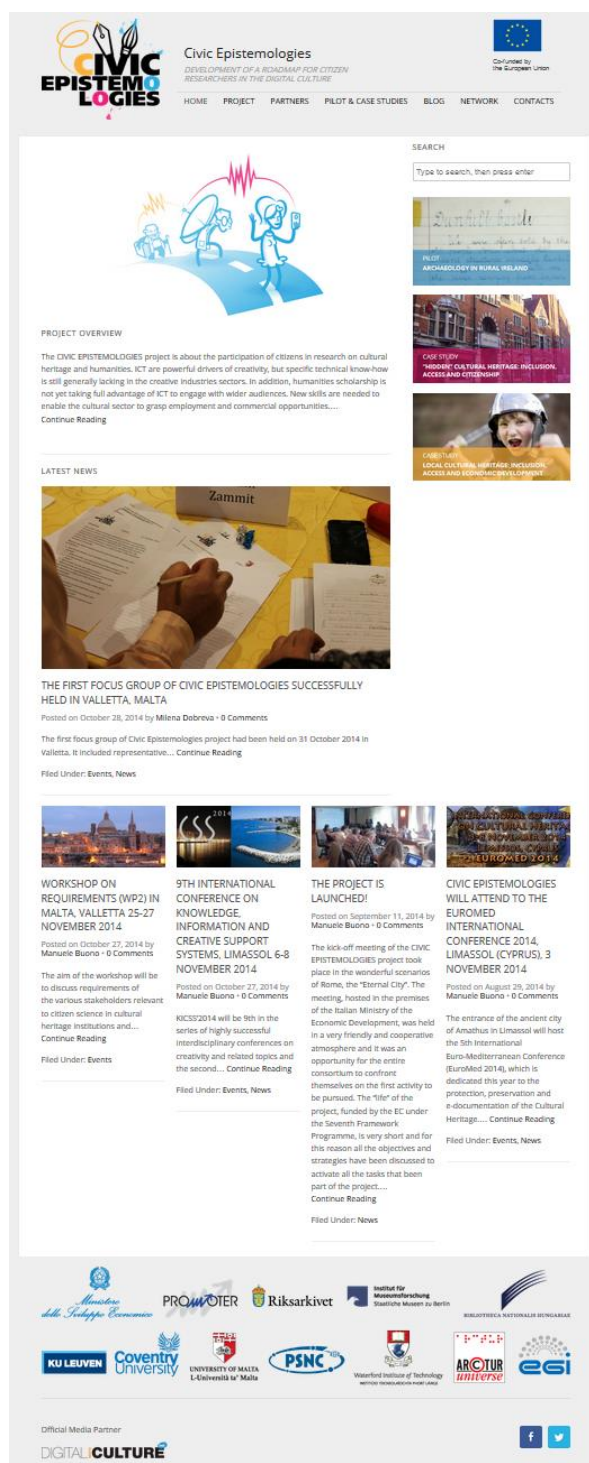


Figure 4. Home page

Immediately visible at the top of the page is the graphic illustration. This provides the users with the key messages about the project.

Scrolling down the main frame, after a brief presentation of the project, the latest news from the blog is showcased, while the right frame features the Case Studies and the Pilot through which the CIVIC EPISTEMOLOGIES will validate its Roadmap.

In accordance with the latest European Commission's guidelines on visual identity, the EU emblem is displayed in the header with the following sentence:

"This project has received funding from the European Union's Seventh Framework Programme under grant agreement no 632694".

Finally, all of the partners' logos have been included in the footer, together with the Digital Meets Culture logo, the official media partner of the project, with the social networks buttons.


The horizontal navigation bar features the following menus:

- **Home**
- **Project**
- **Partners**
- **Pilot & Case Studies**
- **Blog**
- **Network**
- **Contacts**

5.2.2 Project


This menu reroutes to the sections of the website devoted to the description of the CIVIC EPISTEMOLOGIES project. It features the following sub-sections:

- **Overview:** general information about the project, its mission and its objectives.
- **Press Room:** all public documents produced over the duration of the project such as public deliverables, promotional materials, presentations, papers, articles related to the project etc.
- **Reserved Area:** links to the area reserved to the project partners (see Section 5.3).



Civic Epistemologies

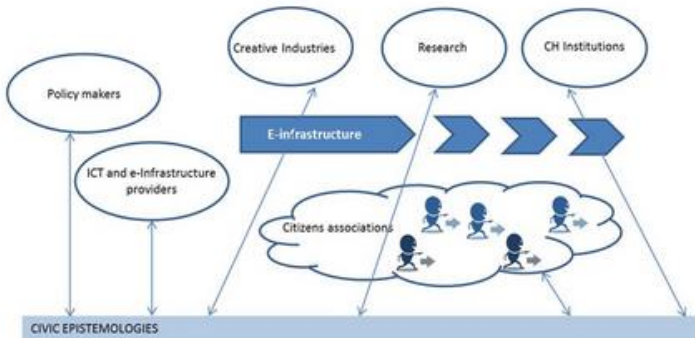
Development of a Roadmap for Citizen Researchers in the Digital Culture



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[PROJECT](#)
[PARTNERS](#)
[PILOT & CASE STUDIES](#)
[BLOG](#)
[NETWORK](#)
[CONTACTS](#)

[Home](#) » [Project](#)



PROJECT

[Like](#) 2
 [Tweet](#) 0
 [Pin it](#)
[Share](#)

The CIVIC EPISTEMOLOGIES project is about the participation of citizens in research on cultural heritage and humanities.

ICT are powerful drivers of creativity, but specific technical know-how is still generally lacking in the creative industries sectors. In addition, humanities scholarship is not yet taking full advantage of ICT to engage with wider audiences. New skills are needed to enable the cultural sector to grasp employment and commercial opportunities.

The project aims to develop and validate a Roadmap for the use of e-Infrastructures to support the participation of European citizens in research on cultural heritage and digital humanities. Critically, the Roadmap will offer support for improved social cohesion arising from the sharing of knowledge and understanding of Europe's citizens common and individual cultures.

The partners are committed to the values of open data, open source and open innovation.

OBJECTIVES

- Analyze the needs of researchers, citizens, cultural institutions and creative enterprises
- Develop a new Roadmap based on key findings
- Validate the Roadmap through one Pilot in Ireland and two case studies in the UK
- Encourage Research institutions to establish clear protocols for citizen engagement and shared research goals where achievable
- Ensure widespread impact of the project findings with a strong communication and dissemination plan
- Establish a durable network of common interest to connect cultural institutions, research bodies, creative industries, e-infrastructures and citizen associations.

ACTION PLAN

The project consists of five work-packages:

- WP1 – Project Management
- WP2 – Identification of requirements
- WP3 – Roadmap development
- WP4 – Pilot and Case Studies
- WP5 – Dissemination, communication and sustainability

SEARCH

Type to search, then press enter

[Press room](#)
[Reserved Area](#)

CONTACT US

Your Name (required)

Your Email (required)

Subject

Your Message

4 E 5 3
Enter the code


Send

[f](#)
[t](#)
[in](#)
[v](#)
[p](#)

Figure 5. The Project section

5.2.3 Partners

This section contains a description of the CIVIC EPISTEMOLOGIES Consortium and the list of all project partners. Each partner has their own page with a logo, a description of their institution, a description of their role within the project and a link to their website.



CIVIC EPISTEMOLOGIES
Development of a Roadmap for Citizen Researchers in the Digital Culture

Co-funded by the European Union

HOME PROJECT PARTNERS PILOT & CASE STUDIES BLOG NETWORK CONTACTS

Home » Partners

PARTNERS

Like 1 Tweet 0 Pin 0 Share 5

SEARCH
Type to search, then press enter

PARTNERS

- Ministero dello Sviluppo Economico
- Promoter srl
- Riksarkivet
- Stiftung Preussischer Kulturbesitz
- National Szechényi Library
- Katholieke Universiteit Leuven
- Croatian University
- University of Malta
- Poznan Supercomputing and Networking Center
- Waterford Institute of Technology
- Arctur d.o.o.
- Stichting European Grid Initiative

CONTACT US

Your Name (required)
Your Email (required)
Subject
Your Message

ISN K
Enter the code
Send

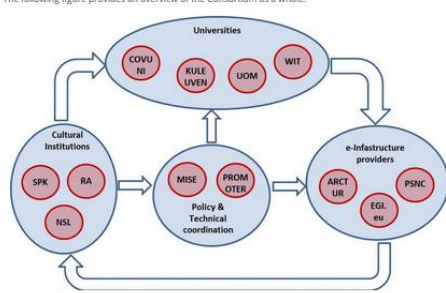
The project has the ambition to concentrate in a rapid and compact action a wide number of partners who are expected to contribute each with complementary tasks and expertise to the common goal of designing and validating the CIVIC EPISTEMOLOGIES Roadmap. The participants collectively constitute a very multidisciplinary consortium which is at the basis of the achievement of the project objectives.

Also, the 11 European countries represented in the consortium (the map above illustrates the geographic provenience of the partners), which range from Northern to Southern countries, including a relevant participation of Eastern-European partners, offer a wide perspective for the development of the CIVIC EPISTEMOLOGIES Roadmap, taking different points of view that should be all taken into account when planning the implementation of new e-Infrastructures in Europe.

Complementarity among the participants is well respected and the different expertise is well balanced with respect to the project objectives:

- the Coordinator represents the policy level; the Ministry of Economic Development well fit with one priority focus of the project, that is the development of the capacities of the people (researchers and citizens working together) with the aim to generate new opportunities of economic development and new jobs as the result of development of new skills. In this light, empowering the research on cultural heritage with new e-Infrastructure devices that enable the citizens to contribute to research goals does not apply only within the research sphere, but its impact continues within the wider society. This is the reason why the coordination of the Ministry of Economic Development is the right choice for CIVIC EPISTEMOLOGIES;
- four Universities participate, each with a specific knowledge. Four research elements are needed for CIVIC EPISTEMOLOGIES and each University brings in the consortium that expertise: the ability to correlate the business development phase with the research results (WIT), a thorough understanding of the evolution of the digital libraries in the context of the e-Infrastructure development (UoM), use of e-learning in the Humanities and in the digital cultural heritage (the Media Lab of the Institute for Cultural Studies at KU Leuven's Faculty of Arts), a combination of historical and artistic approaches to the DCH research (COVU);
- three complementary representatives of the e-Infrastructures: a private e-Infrastructure provider (ARCTUR) a public one (PSNC) both associated with the European Grid Initiative Foundation (EGIF.eu). They will bring to the consortium facilities and resources for running the pilots, plus expertise on the business and sustainability models that the European e-Infrastructures are discussing;
- three major cultural institutions, each one representing one sector of the cultural heritage, as different faces of the recipients of the work of the citizens: museums (SPK), archives (RA), libraries (NSL);
- one very experienced SME that will provide the technical coordination and will lead the communication of the project to bring to value all the results of the studies conducted by the partners.

The following figure provides an overview of the Consortium as a whole:

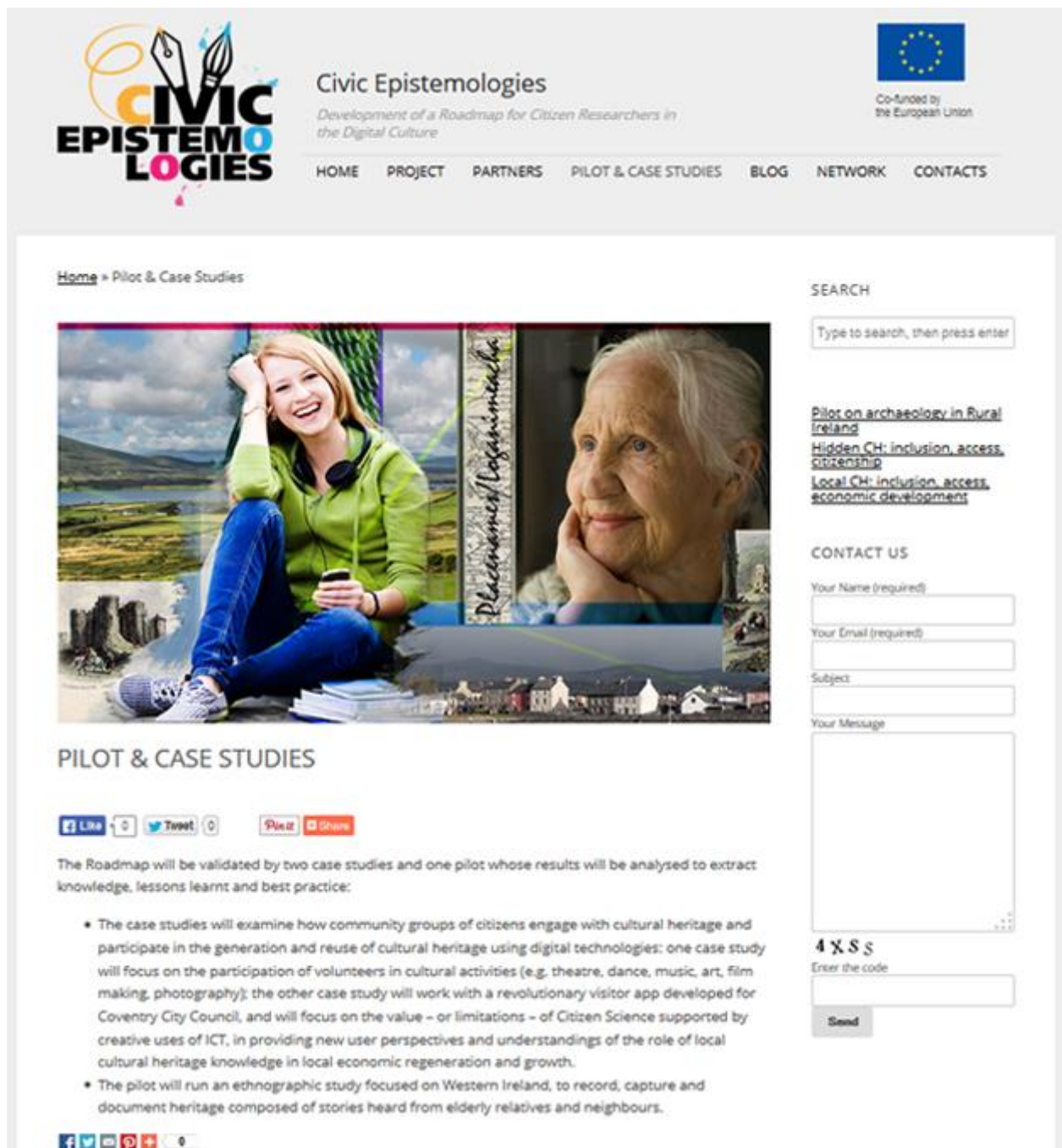


Fifteen international organisations already expressed their interest to participate as Associate Partners in CIVIC EPISTEMOLOGIES so far and we expect to increase the network during the project life-cycle.

Figure 6. The Partners section

5.2.4 Pilot & Case Studies

This section provides information about the Pilot on ethnographic study in Ireland and about the two Case Studies in UK that are the main objective of the WP4. The results of these studies will be analysed to extract knowledge, lessons learnt and best practices and to support the validation of the Roadmap.



The screenshot shows the website for Civic Epistemologies, which is co-funded by the European Union. The main navigation bar includes links to HOME, PROJECT, PARTNERS, PILOT & CASE STUDIES, BLOG, NETWORK, and CONTACTS. The page title is "Civic Epistemologies" with the subtitle "Development of a Roadmap for Citizen Researchers in the Digital Culture".

The "Pilot & Case Studies" section features a large image of a young woman sitting outdoors and an older woman. Below the image, the text reads: "The Roadmap will be validated by two case studies and one pilot whose results will be analysed to extract knowledge, lessons learnt and best practice:"

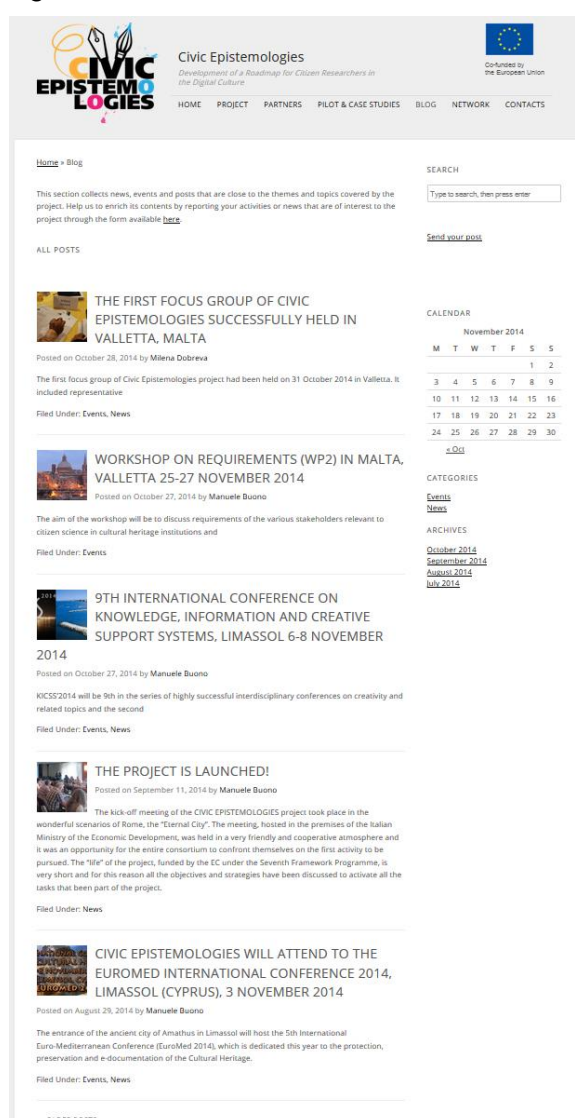
- The case studies will examine how community groups of citizens engage with cultural heritage and participate in the generation and reuse of cultural heritage using digital technologies: one case study will focus on the participation of volunteers in cultural activities (e.g. theatre, dance, music, art, film making, photography); the other case study will work with a revolutionary visitor app developed for Coventry City Council, and will focus on the value – or limitations – of Citizen Science supported by creative uses of ICT, in providing new user perspectives and understandings of the role of local cultural heritage knowledge in local economic regeneration and growth.
- The pilot will run an ethnographic study focused on Western Ireland, to record, capture and document heritage composed of stories heard from elderly relatives and neighbours.

On the right side of the page, there is a search bar, a list of links to specific studies (Pilot on archaeology in Rural Ireland, Hidden CH: inclusion, access, citizenship, Local CH: inclusion, access, economic development), a contact form, and a CAPTCHA.

Figure 7. The Pilot & Case Studies section

5.2.5 Blog

This section collects all news, events and contributions that are directly connected to the CIVIC EPISTEMOLOGIES project. Any registered user can send the Editorial team a news piece through the “Send your post” form (see Section 5.3.3). The editorial team receives a notification by email that the news is pending in the WordPress²⁰ control panel, it checks the usefulness of the information and its relevance to the themes of the project and it eventually publishes the news on the website. In this section, it is possible to search news/events by category, by date or by using the calendar on the right side.



The screenshot shows the CIVIC EPISTEMOLOGIES website's blog section. The header includes the project logo, name, and navigation links (HOME, PROJECT, PARTNERS, PILOT & CASE STUDIES, BLOG, NETWORK, CONTACTS). A search bar and a "Send your post" link are located in the top right. The main content area displays a list of blog posts, each with a thumbnail image, title, date, author, and a brief description. The posts include:

- THE FIRST FOCUS GROUP OF CIVIC EPISTEMOLOGIES SUCCESSFULLY HELD IN VALLETTA, MALTA** (October 28, 2014 by Milena Dobrev)
- WORKSHOP ON REQUIREMENTS (WP2) IN MALTA, VALLETTA 25-27 NOVEMBER 2014** (October 27, 2014 by Manuele Buono)
- 9TH INTERNATIONAL CONFERENCE ON KNOWLEDGE, INFORMATION AND CREATIVE SUPPORT SYSTEMS, LIMASSOL 6-8 NOVEMBER 2014** (October 27, 2014 by Manuele Buono)
- THE PROJECT IS LAUNCHED!** (September 11, 2014 by Manuele Buono)
- CIVIC EPISTEMOLOGIES WILL ATTEND TO THE EUROMED INTERNATIONAL CONFERENCE 2014, LIMASSOL (CYPRUS), 3 NOVEMBER 2014** (August 25, 2014 by Manuele Buono)

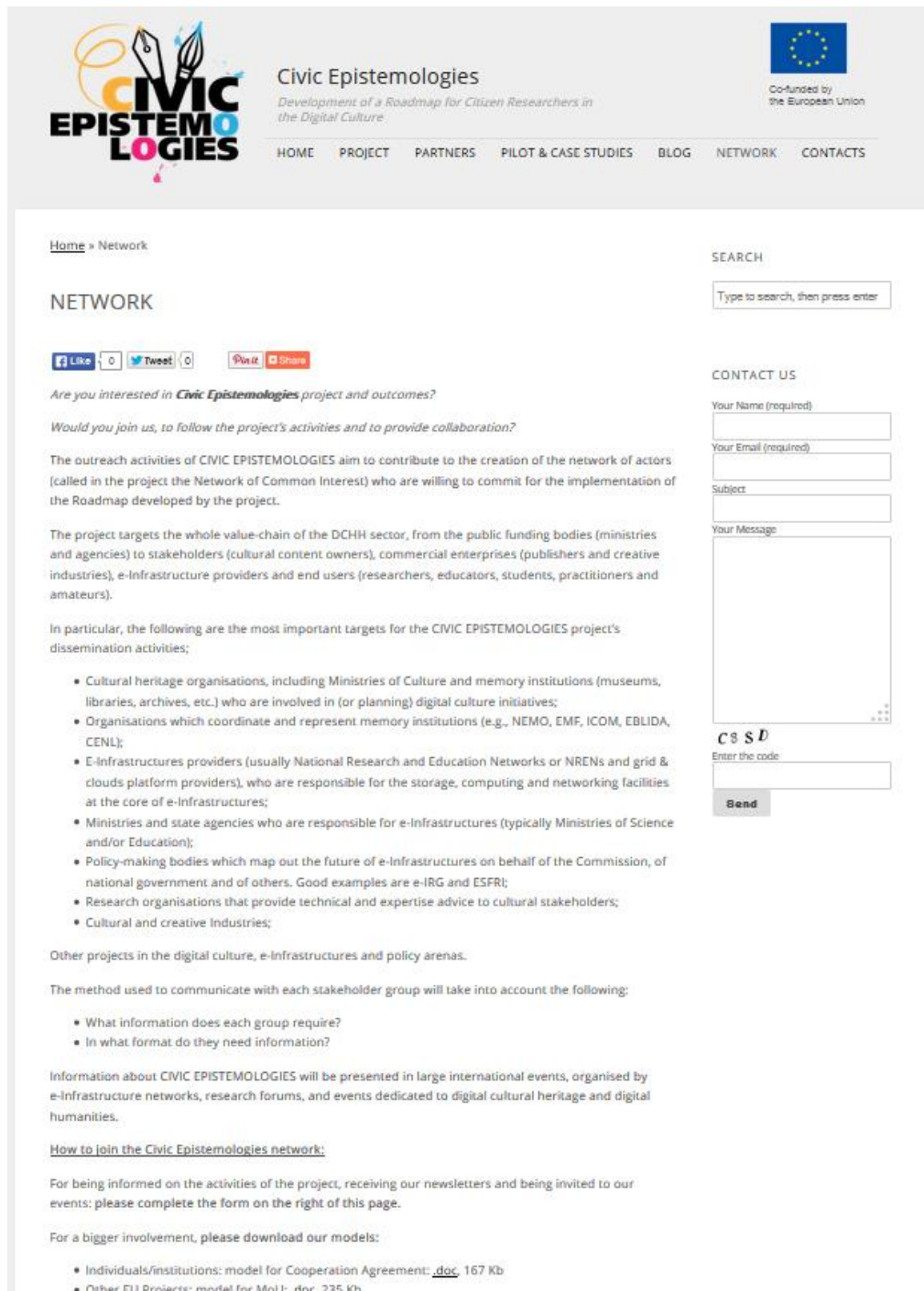
On the right side, there is a calendar for November 2014 and a list of categories (Events, News) and archives (October 2014, September 2014, August 2014, July 2014).

Figure 8. The Blog section

²⁰ <http://wordpress.org>

5.2.6 Network

This section provides information about how to join the CIVIC EPISTEMOLOGIES community. The network of common interest will be set up with representatives from the public funding bodies (ministries and agencies), cultural content owners, commercial enterprises (publishers and creative industries), e-Infrastructure providers and end users (researchers, educators, students, practitioners and amateurs).



The screenshot shows the 'Network' section of the CIVIC EPISTEMOLOGIES website. The header includes the project logo, the title 'Civic Epistemologies', the subtitle 'Development of a Roadmap for Citizen Researchers in the Digital Culture', and the European Union flag with the text 'Co-funded by the European Union'. The navigation menu includes HOME, PROJECT, PARTNERS, PILOT & CASE STUDIES, BLOG, NETWORK, and CONTACTS.

The main content area is titled 'NETWORK' and includes a breadcrumb trail 'Home » Network'. It features social media sharing buttons for Facebook, Twitter, and LinkedIn. The text describes the project's outreach activities and the Network of Common Interest, listing various stakeholders and dissemination activities. A list of targets for dissemination activities is provided, including cultural heritage organizations, e-Infrastructure providers, and policy-making bodies.

On the right side, there is a 'CONTACT US' form with fields for 'Your Name (required)', 'Your Email (required)', 'Subject', and 'Your Message'. Below the form is a 'SEND' button. A 'SEARCH' box is also present at the top right of the main content area.

Figure 9. The Network section

5.2.7 Contacts

The contacts page is an easy-to-use access point for communicating with the CIVIC EPISTEMOLOGIES team. It includes the official project's email address and the contacts of the Project Coordinator, Technical Coordinator, Pilot Coordinators and WP Leaders.



The screenshot shows the 'CONTACTS' page of the CIVIC EPISTEMOLOGIES website. The page header includes the project logo, the title 'Civic Epistemologies', the subtitle 'Development of a Roadmap for Citizen Researchers in the Digital Culture', and a navigation menu with links: HOME, PROJECT, PARTNERS, PILOT & CASE STUDIES, BLOG, NETWORK, and CONTACTS. A European Union flag logo indicates 'Co-funded by the European Union'.

The main content area is titled 'CONTACTS' and includes a search bar with the placeholder text 'Type to search, then press enter'. Below the search bar, there are social media sharing buttons for Facebook, Twitter, and LinkedIn. The page is organized into several sections:

- PROJECT MANAGEMENT AND COMMUNICATION:**
 - Mauro Fazio, Project Coordinator, mauro.fazio@mise.gov.it
 - Antonella Fresa, Technical Coordinator, fresa@promoter.it
 - Manuele Buono, Project Assistant, buono@promoter.it
- PILOT COORDINATORS:**
 - ARCHAEOLOGY IN RURAL IRELAND, Edel Jennings, ejennings@issg.org
 - 'HIDDEN' CULTURAL HERITAGE - INCLUSION, ACCESS AND CITIZENSHIP, Neil Forbes and Sarah Whatley, N.Forbes@coventry.ac.uk, S.Whatley@coventry.ac.uk
 - LOCAL CULTURAL HERITAGE - INCLUSION, ACCESS AND ECONOMIC DEVELOPMENT, Neil Forbes and Sarah Whatley, N.Forbes@coventry.ac.uk, S.Whatley@coventry.ac.uk
- WP LEADERS:**
 - WP1 Leader: Mauro Fazio, mauro.fazio@mise.gov.it - Ministero dello Sviluppo Economico
 - WP2 Leader: Milena Dobrev, milena.dobrev@gmail.com - University of Malta
 - WP3 Leader: Börje Justrell, borje.justrell@riksarkivet.se - Riksarkivet
 - WP4 Leader: Neil Forbes and Sarah Whatley, N.Forbes@coventry.ac.uk, S.Whatley@coventry.ac.uk - Coventry University
 - WP5 Leader: Antonella Fresa, fresa@promoter.it - Promoter srl

On the right side of the page, there is a 'CONTACT US' form with fields for 'Your Name (required)', 'Your Email (required)', 'Subject', and 'Your Message'. Below the form is a CAPTCHA section with the text '4WGM' and a 'Send' button.

The footer of the page features a row of partner logos, including the Ministero dello Sviluppo Economico, PROMOTER, Riksarkivet, Institut für Museumsforschung, BIBLIOTHECA NATIONALIS HUNGARICAE, KU LEUVEN, Coventry University, UNIVERSITY OF MALTA, PSNC, Waterford Institute of Technology, ARCTUR universe, and esi. Below the logos, it states 'Official Media Partner' and 'DIGITAL CULTURE' with the website 'www.digitalmeetsculture.net'. Social media icons for Facebook and Twitter are also present.

Figure 10. The Contacts section

5.3 RESERVED AREA

A specific section of the portal is reserved for the CIVIC EPISTEMOLOGIES partners, the EC Project Officer and the reviewers. Access to this section requires the entry of a username/password.

This reserved area will be used to:

- Store and retrieve useful documents and information that constitute the knowledge base of the project e.g. working documents, contracts, templates, confidential deliverables, information about the project and review meetings, etc.;
- Plan activities through the use of an embedded Google Calendar;
- Send news, information and links about dissemination/networking activities related to CIVIC EPISTEMOLOGIES.

The following sections describe the information and services that are currently hosted in this private area. Additional services will be installed and integrated in the reserved area if requested.

5.3.1 The CIVIC EPISTEMOLOGIES Repository

The aim of the Project repository, developed using a plugin of WordPress, is to archive all of the documents that are useful for the Project, as a way to preserve them and to share them among the partners. It contains all day-to-day information of project activities, including information on project meetings and phone conferences (agendas and minutes), schedules of project activities, working documents, confidential deliverables, official documents (e.g. Grant Agreement, DoW, Consortium Agreement), templates for deliverables and presentations, materials for the EC reviewers and the Project Officer (PO) as well as other useful documents.

The repository contains:









- A **“Contractual”** folder that contains all the Official Documentation referred to the Project (DoW, Grant Agreements, Annexes, Consortium Agreement, and all the other official documents);
- A **“Media Shared”** folder that contains all images made available by the CIVIC EPISTEMOLOGIES partners to be used for dissemination and communication purposes, including the associated captions;
- A **“Dissemination material”** folder that contains all documents useful for Project dissemination (Logos, Poster, Factsheet, and others);
- A **“Deliverables”** folder that contains all deliverables that will be officially submitted by the Consortium and a table summarising deadlines, responsible persons and peer reviewers;
- A **“Meetings”** folder that contains a sub-folder for each meeting or event organised by the project. Each sub-folder includes agenda, minutes, presentations and other useful material;
- A **“Forms & Templates”** folder that contains all available templates;
- One folder for each **Work Package**;


- Each WP Leader has the responsibility to structure the related folder according to the specific needs of the WP.


The repository is accessed via a user-friendly interface that allows simple, fast and secure access to large volumes of data.

PROJECT REPOSITORY

You are in top level folder

File name ^		
 <u>Address Book</u>	abc	✕
 <u>Contractual</u>	abc	✕
 <u>Deliverables submitted to EC</u>	abc	✕
 <u>Dissemination material</u>	abc	✕
 <u>Forms & Templates</u>	abc	✕
 <u>Meetings</u>	abc	✕
 <u>Shared Media</u>	abc	✕
 <u>Work Packages</u>	abc	✕

Create new folder: 

Upload file: Nessun file selezionato. 

The maximum file size is 32M. To upload bigger files please contact the webmaster.

Figure 11. CIVIC EPISTEMOLOGIES repository top-level folder

Each authorised partner can upload/download files and create directories. Each page of the tree displays the size of the uploaded files as well as the date of their upload.

Only the administrator is allowed to delete files and manage the sharing and permissions settings.

A specific folder will be dedicated to the EC project review meetings, where relevant documents will be collected for ease of access by the PO and reviewers. It will include documents such as periodic partner cost claims, deliverables under review, Description of Work (DoW), the review agenda and related practical information, review reports and any other relevant material.

5.3.2 The CIVIC EPISTEMOLOGIES Calendar

The CIVIC EPISTEMOLOGIES reserved area embeds a Google Calendar to offer an easy access point to important professional events related to the project. Its main purpose is to have a general overview of the planned meetings/Skype calls, etc. and to plan the project's activities without any overlap.

Google Calendar is a free time management web application that will help the consortium to share events of common interest.

All users authorised to access the reserved area can view the Google Calendar, but only the administrator has permission to create new events.



Figure 12. CIVIC EPISTEMOLOGIES Appointments shared calendar

5.3.3 The CIVIC EPISTEMOLOGIES web form

A web form has been also implemented to allow every partner to send news, information and links about his/her dissemination/networking activities related to CIVIC EPISTEMOLOGIES (see also Section 5.2.5).

Every partner can use this form or alternatively send an email, to keep the dissemination team informed of all ongoing activities (participation to events, presentations of the project at local, regional, national and international events, publication of news, posts, links on websites, blogs or other web resources, etc.).

Who Am I

Name:

(Required)

Email:

(Required)

Content

Title (Required):

Text (Required):

Allowable Tags: <p><u><a><table><tr><td><blockquote>
<sup>

Upload Files

Max File Size: 8 MB
Allowable File Types: .txt .doc .pdf .jpg .gif .zip

Upload: Nessun file selezionato.

Upload: Nessun file selezionato.

Upload: Nessun file selezionato.

reCaptcha




Figure 13. CIVIC EPISTEMOLOGIES Web form

6 TECHNICAL INFRASTRUCTURE AND SERVICES

The CIVIC EPISTEMOLOGIES website is implemented with WordPress Content Management System, an open source blog tool and publishing platform licensed under the GNU General Public License (GPL). The website is structured according to the navigation sitemap described in paragraph 5.1 (see Figure 3). The content is periodically updated to reflect the ongoing activities and on the basis of inputs from the partners. It is W3C²¹ compliant and is smartphone and tablet ready thanks to the responsive web design solution that has been adopted.

The website includes the project blog, which is continuously updated.

6.1 SOCIAL NETWORKS INTEGRATION



CIVIC EPISTEMOLOGIES webpages allow for easy one-click sharing, bookmarking, and emailing of articles and pages through the provision of a large variety of services. In particular, AddThis is the add-on tool that has been integrated to make sharing and bookmarking simple, and to place all of the leading web 2.0 social networking, bookmarking, blogging, and e-mail services²² at the immediate disposition of users. Visitors to the CIVIC EPISTEMOLOGIES webpages can bookmark an item using services such as Facebook, Twitter, Pinterest, LinkedIn, Google+ and many more. Bookmarking is available on each blog page (news, events, etc.).

CIVIC EPISTEMOLOGIES has a Facebook page²³ and a Twitter account²⁴ where every news and events published on the website are automatically posted for a wider dissemination.

6.2 WEB FEEDS



Every page on the website has an associated RSS feed²⁵ that a reader can subscribe to. This feed has been implemented to keep interested users updated on the Project and automatically inform them about news and dates.

6.3 ANALYSIS OF STATISTICS

Statistical operations are implemented with Google Analytics, a very popular web analytics solution that gives rich insights into website traffic and marketing effectiveness²⁶. It allows for

²¹ <http://www.w3.org/>

²² <http://www.addthis.com/>

²³ <http://www.facebook.com/civic.epistemologies>

²⁴ https://twitter.com/citizen_CH

²⁵ <http://feed2.w3.org/docs/rss2.html>, <http://feed2.w3.org/docs/rss2.html>

²⁶ <https://www.google.it/analytics/>

Advanced Segmentation, Custom Reports, Advanced Analysis Tools, Analytics Intelligence, Custom Variables, and Data Exports.

Google Analytics can track visitors from all referrers, including search engines, display advertising, pay-per-click networks, e-mail marketing and digital collateral such as links within PDF documents.

The service offers the following specific statistical insights:

- number of visits and number of unique visitors;
- visit duration and last visits;
- authenticated users and last authenticated visits;
- days of week and rush hours (pages, hits, KB for each hour and day of week);
- domains/countries of visitors;
- host list, last visits and unresolved IP addresses list, most viewed, entry and exit pages;
- browsers used;
- robot visits;
- search engines, key phrases and keywords used to arrive at site;
- number of times site is added to the user's 'favourites' bookmark.

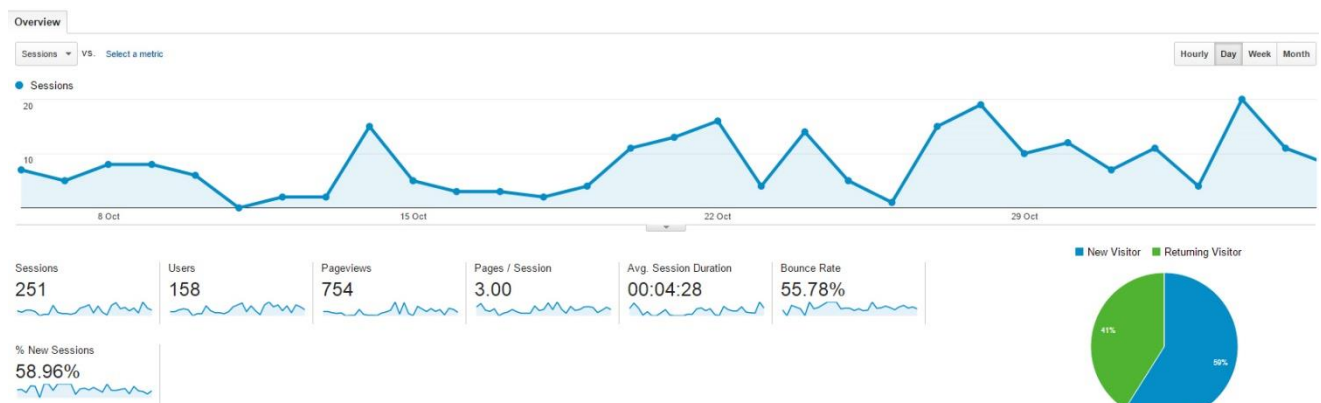


Figure 14. CIVIC EPISTEMOLOGIES Google Analytic webpage

6.4 SHOWCASE ON DIGITAL MEETS CULTURE

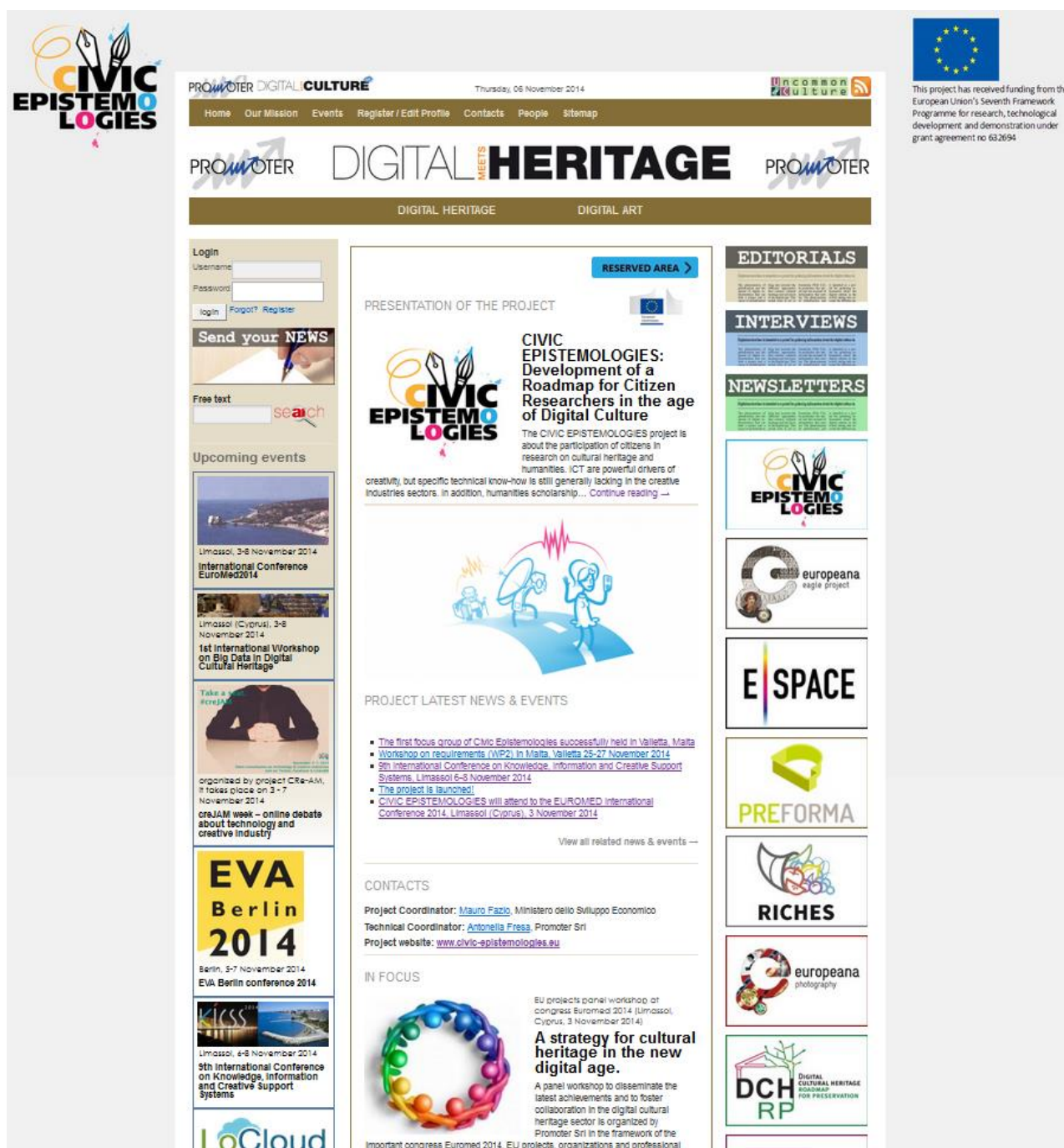
A valuable web dissemination tool utilised by CIVIC EPISTEMOLOGIES is Digital Meets Culture²⁷, an online magazine in the digital cultural heritage area. Digital Meets Culture is an interactive online magazine dedicated to the theme of digital technologies applied to cultural heritage and the arts. A rich archive of articles, information and events about projects and

²⁷ <http://www.digitalmeetsculture.net/>

initiatives in the field of digital cultural heritage makes Digital Meets Culture valuable both as an information tool and as an advertising showcase with a sharp focus on a selected, high profile audience. The portal is gaining notoriety in the global digital cultural heritage community, and the visibility that the portal offers towards a selected and interested audience is an added value in terms of dissemination and advertising. Currently, Digital Meets Culture has more than 17.000 visits per month and more than 700 registered users.

The Digital Meets Culture showcase²⁸ dedicated to CIVIC EPISTEMOLOGIES, customised with colours and graphic design that of the project website, is organised with an information page containing a presentation of the project (that includes an interactive partner's list), RSS captured from the official CIVIC EPISTEMOLOGIES web site, contact points, a link to the official website. The showcase provides direct access to the Reserved Area on the project website and shows also a series of articles related to the project activities and partners, and includes interviews, chronicles of project meetings and so on.

²⁸ <http://www.digitalmeetsculture.net/heritage-showcases/civic-epistemologies/>



PROMOTER DIGITAL CULTURE Thursday, 06 November 2014

Home Our Mission Events Register / Edit Profile Contacts People Sitemap

PROMOTER DIGITAL MEETS HERITAGE PROMOTER

DIGITAL HERITAGE DIGITAL ART

Login
Username:
Password:
[login](#) [Forgot?](#) [Register](#)

Send your NEWS
Free text: [search](#)

Upcoming events

Limassol, 3-8 November 2014
International Conference EuroMed2014

Limassol (Cyprus), 3-8 November 2014
1st International Workshop on Big Data in Digital Cultural Heritage

Take a week for it!
creJAM week – online debate about technology and creative industry
organized by project CRE-AM, it takes place on 3 - 7 November 2014

EVA Berlin 2014
Berlin, 5-7 November 2014
EVA Berlin conference 2014

ICSS
Limassol, 4-8 November 2014
5th International Conference on Knowledge, Information and Creative Support Systems

LoCloud

PRESENTATION OF THE PROJECT

CIVIC EPISTEMOLOGIES: Development of a Roadmap for Citizen Researchers in the age of Digital Culture

The CIVIC EPISTEMOLOGIES project is about the participation of citizens in research on cultural heritage and humanities. ICT are powerful drivers of creativity, but specific technical know-how is still generally lacking in the creative industries sectors. In addition, humanities scholarship... [Continue reading](#)

RESERVED AREA

EDITORIALS

INTERVIEWS

NEWSLETTERS

CIVIC EPISTEMOLOGIES

europæana eagle project

E SPACE

PREFORMA

RICHES

europæana photography

DCH RP

PROJECT LATEST NEWS & EVENTS

- The first focus group of Civic Epistemologies successfully held in Valletta, Malta
- Workshop on requirements (WP2) in Malta, Valletta 25-27 November 2014
- 5th International Conference on Knowledge, Information and Creative Support Systems, Limassol 6-8 November 2014
- The project is launched!
- CIVIC EPISTEMOLOGIES will attend to the EUROMED International Conference 2014, Limassol (Cyprus), 3 November 2014

[View all related news & events](#)

CONTACTS

Project Coordinator: [Mauro Fazio](#), Ministero dello Sviluppo Economico
Technical Coordinator: [Antonella Fresa](#), Promoter Srl
Project website: www.civic-epistemologies.eu

IN FOCUS

A strategy for cultural heritage in the new digital age.

A panel workshop to disseminate the latest achievements and to foster collaboration in the digital cultural heritage sector is organized by Promoter Srl in the framework of the Important congress Euromed 2014. EU projects, organizations and professional

Figure 15. CIVIC EPISTEMOLOGIES showcase on Digital Meets Culture

7 CONTENT MANAGEMENT AND UPDATING

7.1 EDITORIAL TEAM

An editorial team has been established at PROMOTER, the Technical Coordinator, for the management and curation of the project website and showcase. The **Editorial Team** is composed of the following members:

- Technical and Communication Coordinator Antonella Fresa, responsible for the monitoring of activities and for the overall communication and dissemination strategy;
- Organisation Manager Pietro Masi, in charge of checking and validating the content;
- Editors Manuele Buono, Valentina Bachi, Elisa De Bernardi, Tania Masi, Rodolfo Pessina, Merce Lopez Fort, Situ Xiaochun and Claudia Pierotti, in charge of editing and updating the content of the website and all news, events and articles published in the showcase and blog;
- Webmasters Manuele Buono, responsible for the technical maintenance of the website and showcase and Claudio Prandoni, Technical Director of Digital Meets Culture portal.

The editorial team will work during the whole execution of the project to maintain and update the layout and the content both of the website and showcase and to regularly publish reports and articles about relevant initiatives and outcomes related to the project.

The content to be published on the website, on the showcase and on the blog is provided by all partners; contributions can be sent to the editorial team.

The project visual identity has been created by the web and graphic designer Nicola Cionini.

7.2 INTELLECTUAL PROPERTY RIGHTS

The CIVIC EPISTEMOLOGIES Project is the sole responsible party for content published on the website; it does not represent the opinion of the European Commission.

The text of the CIVIC EPISTEMOLOGIES web pages is licensed under a Creative Commons Attribution 4.0 (by) license²⁹.

It must be noted, however, that the rights on images and videos published on the website are dependent upon the respective attributions of each content provider and may not fall under the above CC license. Each image has a specific caption with all relevant information.

All other specific content may be licensed differently according to agreements with single authors.

²⁹ <http://creativecommons.org/licenses/by/4.0/>

8 FIRST DISSEMINATION MATERIALS

8.1 GRAPHIC DESIGN

The design of the printed materials was based on the project visual identity and graphic guidelines described in Section 5. In short, we aimed to define a graphic identity that is at the same time distinctive and fitting to the subject matter of the project.

On the other hand, a strong graphic statement that is simple, easy to identify, and based on universal proportions that allows the use of the same design/theme for both dissemination and networking. This strong visual identity was consistently 'declined' in the various print designs, as detailed in the next paragraph.

These considerations translate into cost and labour savings for the project, especially with a view to its future upkeep/sustainability.

Another cost-saving consideration is the idea of designing templates for brochures and posters that the partners will be able to easily fill in and print locally as the need arises (see Sections below).

8.2 LIST OF THE FIRST DISSEMINATION MATERIALS PRODUCED

In terms of printed materials for dissemination and networking, the needs of such a vast and ambitious project as CIVIC EPISTEMOLOGIES are many. Based on the DoW, as well as on an evaluation of the overall progress so far, the following documents and print templates were thus identified and then designed during the first months of the project:

- 1) General-purpose A4 factsheet, front/back printed, to be deployed at various events as a general presentation of the project. The choice of a standard ISO-A4 format instead of more 'fashionable' ones translates into savings for the project and in no way diminishes the impact of the design. The standard small format also makes it easy to arrange for future additional print runs. The project factsheet will be translated in other partner languages.
- 2) General-purpose presentation of the project provides the partners with a general, schematic presentation of the project for their networking activities. In addition to this, a template for the CIVIC EPISTEMOLOGIES slide presentation has been provided for use by all partners when presenting on behalf of CIVIC EPISTEMOLOGIES. A set of coherent graphic rules is given in the template.
- 3) General-purpose horizontal B1 (70x100 cm.) poster to be displayed at conferences, printable as A1 if necessary, featuring written information about CIVIC EPISTEMOLOGIES, suitable for coffee break browsing.
- 4) General-purpose 85x200 cm. standalone roll-up vinyl banner, to advertise and signal events taking place in a specific venue, such as conferences, seminars, lectures, press conferences, etc. The choice of PVC as the printing material makes the roll-up banner suitable for outdoor use as well.

Currently, a booklet and a leaflet are in the development phase: the booklet provides an exhaustive description of the project to a wide audience, including mission, objectives,

implementation, challenges, expected outcomes, potential benefits; the leaflet summarises in a simple and effective way the main aspects and key points of the project. In addition to this, a set of advocacy papers will be produced on the basis of the results produced by the rest of the project. These papers will be important to support the consultation with stakeholders. They will 'rephrase' the results of the project in a language that is more accessible and communicative for the stakeholders. They will tackle organisational, operational, legal and technological aspects covered by the Roadmap.

The factsheets were distributed for the first time at the Digital Library 2014 Conference (that combined JCDL & TPDL 2014) in London on 8 September 2014³⁰, while the integrated new design were first showcased at the Eagle International Conference in Paris on 29 September³¹. A first run of 200 factsheets and 2 70*100 posters were deployed on that occasion. The Poster found place also on the Digital Poster Exhibition hosted by the Eagle BPN project website.³²

All the dissemination materials are available for download both in the project's repository and in the Press Room section of the project website³³.

8.2.1 Factsheet

The factsheet is a very simple and immediate instrument, designed to provide quick and general information about the project.

The factsheet is produced both in printed version and in digital format and distributed to the partners as PDF files. Partners can print the flyers in-house, on the basis of their needs. The factsheet may be translated in other partners' languages for national-based dissemination.

³⁰ <http://www.city.ac.uk/digital-libraries-2014>; <http://www.digitalmeetsculture.net/article/combined-conference-jcdl-tpdl-2014/>

³¹ <http://www.eagle-network.eu/about/events/eagle2014/>; <http://www.digitalmeetsculture.net/article/first-eagle-international-conference/>

³² <http://www.eagle-network.eu/about/events/eagle2014/digital-poster-exhibition/>

³³ <http://www.civic-epistemologies.eu/project/press-room/>



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 632694

Summary

The CIVIC EPISTEMOLOGIES project is about the participation of **citizens** in research on **cultural heritage and humanities**.

ICT are powerful drivers of creativity, but specific technical know-how is still generally lacking in the creative industries sectors. In addition, humanities scholarship is not yet taking full advantage of ICT to engage with wider audiences. New skills are needed to enable the cultural sector to grasp employment and commercial opportunities.

The project aims to develop and validate a **Roadmap** for the use of **e-Infrastructures** to support the participation of European citizens in research on cultural heritage and digital humanities. Critically, the Roadmap will offer support for improved **social cohesion** arising from the sharing of knowledge and understanding of Europe's citizens common and individual cultures.

The partners are committed to the values of open data, open source and open innovation.

Objectives

- Analyze the needs of researchers, citizens, cultural institutions and creative enterprises
- Develop a new Roadmap based on key findings
- Validate the Roadmap through one Pilot in Ireland and two case studies in the UK
- Encourage Research institutions to establish clear protocols for citizen engagement and shared research goals where achievable
- Ensure widespread impact of the project findings with a strong communication and dissemination plan
- Establish a durable network of common interest to connect cultural institutions, research bodies, creative industries, e-infrastructures and citizen associations

Action plan

The project consists of five work-packages:

- WP1 - Project Management
- WP2 - Identification of requirements
- WP3 - Roadmap development
- WP4 - Pilot and Case Studies
- WP5 - Dissemination, communication and sustainability

Project acronym: CIVIC EPISTEMOLOGIES

Project theme: INFRASTRUCTURE-2013-2

Start date: 01/08/2014

Duration: 16 months

Web site:

www.civic-epistemologies.eu

info@civic-epistemologies.eu

EU Grant: 485,612 EURO

Contact people:

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Project participants:

Ministero dello Sviluppo Economico (IT)

Coordination

Promoter srl (IT)

Technical Coordination

Riksarkivet (SE)

Prussian Cultural Heritage Foundation (DE)

National Széchényi Library (H)

Katholieke Universiteit Leuven (BE)

Coventry University (UK)

University of Malta (M)

Poznań Supercomputing and Networking Center (PL)

Waterford Institute of Technology (IE)

Arctur d.o.o. (SI)

European Grid Initiative Foundation (NL)

Keywords:

citizen scientists, digital cultural heritage, digital humanities, e-infrastructure, creative industries, skills development, standards, metadata, strategic research agenda, knowledge economy

Events:

3 focus groups; 2 case study meetings; 3 workshops; 1 final conference

Fig. 16. CIVIC EPISTEMOLOGIES factsheet – front page



Research activities

While the academic research lifecycle and the potential offered by e-Infrastructures and virtual research environments to support research have attracted significant attention over the last decade, an understanding of how citizens can be involved in research and creativity within the digital domain is still in its infancy. Models of academic research lifecycles, mapped to digital infrastructures, could help to some extent because the nature of academics and citizens involvement and their need of support differ considerably. Initial research carried out on **citizen science** has typically not addressed the generic lifecycle but has tended to concentrate on specific activities. Further work is necessary to refine those tasks, and to map how they correspond to existing tools, which can be used within e-Infrastructures. This issue will be addressed in WP2, WP3 and WP4 of the CIVIC EPISTEMOLOGIES project.

A rich dissemination programme, including a major international conference, will ensure that the project has maximum outreach and impact.

User communities

The outreach activities of CIVIC EPISTEMOLOGIES aim to contribute to the creation of the network of actors (called in the project the **Network of Common Interest**) who are willing to commit themselves to the implementation of the Roadmap developed by the project. The project targets the whole value-chain, from public funding bodies through to the cultural content owners, publishers and creative industries, e-Infrastructure providers and end users (researchers, educators, students, practitioners and citizens in general).

The following are the key **targets** for the dissemination of the CIVIC EPISTEMOLOGIES project's results:

- Ministries and state agencies with responsibility for e-Infrastructures;
- E-Infrastructure providers, usually National Research and Education Networks (NRENs), grid and cloud providers (e.g. EGI);
- Policy-making bodies which map out the future of e-Infrastructures on behalf of the European Commission, of national government and of others. Good examples are e-IRG and ESFRI;
- Cultural heritage organisations, including Ministries of Culture and memory institutions (museums, libraries, archives, etc.);
- Organisations which coordinate and represent memory institutions (e.g., NEMO, EMF, ICOM, EBLIDA, CENL);
- Research organisations that provide technical and expertise advice to cultural stakeholders;
- Cultural and creative Industries;
- Other projects in the digital culture, digital humanities, e-Infrastructures and policy arenas.



@citizen_CH



www.facebook.com/civic.epistemologies

Official Media Partner

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www.digitalmeetsculture.net

Fig. 17. CIVIC EPISTEMOLOGIES factsheet – back page

8.2.2 General slide-based presentation

The CIVIC EPISTEMOLOGIES general presentation provides the partners with a general, schematic presentation of the project for their networking activities.

At the beginning of the project, a slide presentation template was also produced and distributed to the partners in editable version, enabling partners to create more customised presentations for particular events. This template is also available on the Reserved Area.

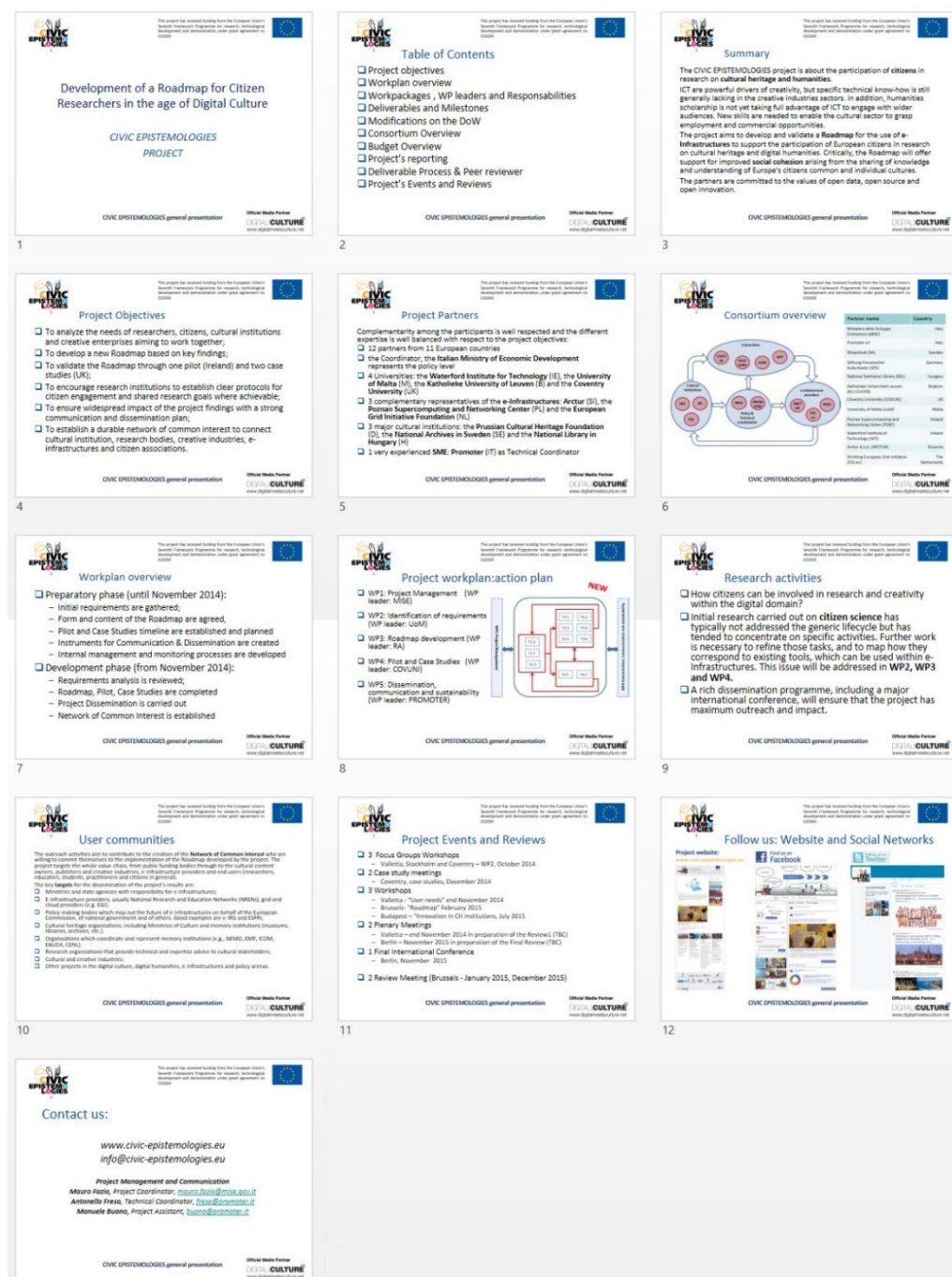


Fig. 18. CIVIC EPISTEMOLOGIES general presentation

8.2.3 Booklet

The CIVIC EPISTEMOLOGIES booklet provides an exhaustive description of the project to a wide audience, including mission, objectives, implementation, challenges, expected outcomes, potential benefits.



Topics:

- Project objectives
- Network of Common Interest
- Pilot & Case Studies
- Roadmap
- Registry of Services
- Strategic Research Agenda
- Learning Resources
- The Partnership
- Online presence, Events, contact people, follow Civic Epistemologies

Fig. 19. CIVIC EPISTEMOLOGIES booklet – cover pages and list of topics

8.2.4 Poster and self-portable Banner

The aim of the poster and the self-portable roll-up banner is to inform those attending events, conferences, and exhibitions. Through dissemination of information, the PR network of common interest will be increased.



A ROADMAP FOR **CITIZEN RESEARCHERS**
IN THE AGE OF DIGITAL CULTURE

The roadmap of Civic Epistemologies will contribute to:

- promote the values of **open data**, **open source** and **open innovation**;
- establish a durable **network of common interest** connecting cultural institutions, research bodies, creative industries, e-infrastructures, citizens' associations, informal learning and continuous professional development;
- support **social cohesion** arising from the sharing by Europe's citizens of their knowledge and understanding of their common and individual cultures.

Twelve partners from eleven European countries.

One pilot and two case studies to examine how community groups of citizens engage with cultural heritage and participate in the generation and reuse of cultural heritage using digital technologies.

Focus groups and workshops on innovation in Cultural Heritage institutions and in the Digital Humanities research.

Final conference in Berlin in November 2015.

Final conference in Berlin in November 2015.



Fig. 20. CIVIC EPISTEMOLOGIES poster



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Twelve partners from **eleven European countries**.

One pilot and two case studies to examine how community groups of citizens engage with cultural heritage and participate in the generation and reuse of cultural heritage using digital technologies.

Focus groups and workshops on innovation in Cultural Heritage institutions and in the Digital Humanities research.

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Fig. 21. CIVIC EPISTEMOLOGIES self-portable banner

8.2.5 Frequently Asked Questions

The FAQ document will contain the most common questions that end-users may have.

The document and the related webpage will be regularly updated, providing answers to questions received during the project life cycle.

9 MONITORING OF THE DISSEMINATION ACTIVITIES

The success of the dissemination will be assessed in terms of take-up of the initiative by stakeholders and end users.

As specified in the performance indicators table, which follows below, the following metrics and assessments are applied:

- If the website receives a significant number of individual visits, and many visits from beyond the partner countries;
- If the workshops and the final conference are well attended, both in terms of number of participants and in the quality of the interaction and discussion among the participants;
- If the technical and mass media publish articles or features which concern CIVIC EPISTEMOLOGIES;
- If new organisations join the CIVIC EPISTEMOLOGIES network of common interest.

WP	Indicator	Month 7	Month 16	Comments
WP2	Number of focus groups organised	3	-	3 focus groups will take place during the first 3 months of the project, in Valletta, Stockholm and Coventry.
	Total number of participants in focus groups across Europe	30	-	Focus groups will involve citizen researchers with different areas of interest.
	Number of participants in the user needs workshop	20	-	A public Workshop on user needs will be organised at project month 4 in Valletta to discuss the intermediate results of WP2 with external experts.
	Functional and non-functional requirements to use of e-Infrastructures by citizen researchers	Set of requirements	Refined set of requirements	The functional and non-functional requirements will summarise the findings of desktop research, focus groups and user needs workshop.
	Scenarios and use cases	Set of scenarios and use cases	-	Scenarios will illustrate typical uses of the e-Infrastructures in the context

				of citizens' research; use cases will identify major building blocks of the interface between citizens and e-Infrastructures in the research context. This will inform the delivery of functional and non-functional requirements, as well as the other WPs.
WP3	Number of attendees to the public presentation of the Roadmap	-	20	A workshop is organised in Brussels, among selected representatives of the stakeholders in order to present the Roadmap and to kick-off the consultation activities.
	Number of attendees to the workshop for cultural heritage institutions	-	20	A workshop is organised in Budapest for cultural heritage institutions to discuss the conditions for their cooperation with citizens.
	Number of organizations providing feedback on the draft Roadmap	-	30	The CIVIC EPISTEMOLOGIES Roadmap is promoted online to relevant stakeholders in order to receive feedback.
	Research programmes by national and international research bodies that are identified as good candidates to become adopters of the recommendations produced by the project	-	3	Each partner will work in its own country to identify relevant Programme(s).
WP4	Total number of participants to the	20	-	Case studies meetings will

	case studies meetings			be organised in Coventry.
	Total number of participants to the pilot		20	The pilot will be organised in Western Ireland. Participants include teachers and students.
WP5	Number of associations registered to the project website	5	15	A specific area of the website will be devoted to securing involvement of associations of citizens interested in the topics addressed by the project.
	Number of national and European projects contacted and who expressed interest in future cooperation	5	10	Ad-hoc agreements of cooperation will be established and signed with these projects.
	Website statistics	page views: 30.000 visits: 2.000 per month	page views: 50.000 visits: 4.000 per month	Statistics will be monitored periodically and Search Engine Optimisation activities organised consequently.
	Participants in CIVIC EPISTEMOLOGIES final conference	-	150	The goal is to have a representative number of participants belonging to the users' and stakeholders' community from all partner countries.
	Third party events where CIVIC EPISTEMOLOGIES is presented	5	5	Participation in such events is seen as one of the major opportunities for reaching new audiences.
	Articles in scientific journals and other media that refer to CIVIC	5	5	The main goal is to reach researcher communities at an international level.

	EPISTEMOLOGIES			
	Community building: number of cooperation agreements signed	5	10	The objective is to arrive to a constituency of at least 20 partners to launch the next implementation phase for the period 2015-2020.

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

1) Statistical analysis of the project website with the following indicators, in order to follow up on users' interest in website content (see Section 6.3):

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

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

A reporting form has been prepared in order to report on participation in events. This form must be used when a partner is presenting and disseminating CIVIC EPISTEMOLOGIES outcomes in events organised by other institutions. The form template is available in the reserved area of the project website.

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




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CIVIC EPISTEMOLOGIES Dissemination & Networking Events Report Form

GENERAL INFORMATION

Event Title	
Date	
Country	
Venue	
Organiser	
Event website (if any)	
Please attach the full program of the event	


PARTICIPANTS TO THE RELEVANT SESSIONS

CIVIC EPISTEMOLOGIES Participants in relevant workshop/session (if applicable)	
Workshop/session title	
Brief description of workshop program/session	
Number of attendees to overall event	
Audience demographics	<input type="checkbox"/> Scientific Community (higher education or research) <input type="checkbox"/> Industry <input type="checkbox"/> Civil Society <input type="checkbox"/> Policy Makers <input type="checkbox"/> Medias
Please estimate the make up of the audience members (i.e. how many librarians, professors, etc.)	
Please, provide details of the nationalities, that as you are aware of, within the audience	

COOPERATION WITH OTHER PROJECTS OR INITIATIVES

Cooperation with other projects/initiatives (if applicable)	
---	--

1/2




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Were other projects/initiatives invited to the relevant workshop/session? If yes, please, indicate the names of attending representatives	
Brief description of contacts made and potential collaborations discussed	

CIVIC EPISTEMOLOGIES PRESENCE AND DISSEMINATION

Objectives of CIVIC EPISTEMOLOGIES participation	
Impact	
Nature of CIVIC EPISTEMOLOGIES's contribution to the event	<input type="checkbox"/> Presentation <input type="checkbox"/> Poster session <input type="checkbox"/> Workshop <input type="checkbox"/> Dissemination material <input type="checkbox"/> Networking Other
Please list CIVIC EPISTEMOLOGIES promotional materials distributed at the event	

SELF-ASSESSMENT

Do you consider that your participation to the event achieved the expected results?	
Please, explain how and why	

2/2

Fig. 22. CIVIC EPISTEMOLOGIES events reporting form template

A web form has been also implemented to allow every partner to send news, information and links about his/her dissemination/networking activities related to CIVIC EPISTEMOLOGIES (see Section 5.3.3).

10 INTERNAL COMMUNICATION

10.1 MAILING LISTS

The consortium makes use of a general mailing list for the purpose of day-to-day communication, enquiries, discussion of topics, ideas, actions and workflow:

- civic-epistemologies@promoter.it

Another mailing list has been created for networking purposes. It is dedicated to the external partners who want to stay informed about the progress of the Project to get them involved:

- associate-civicepistemologies@promoter.it

Given the size of the project, it was not deemed necessary to set up individual WP lists.

10.2 PROJECT MEETINGS

The main instruments for internal communications are Face-to-Face and Virtual Meetings: Plenary Meetings, Work Package Leaders Meetings, and Work Package Specific Meetings.

- Plenary Meetings (Physical)
 - Attendance: General Assembly members.
 - Time planning: at least once per year.
 - Objectives: checking the status of the work for each Work Package: steps taken, problems, solutions, steps forward, success indicators, deliverables, etc.; planning the next steps; strategic and policy decision making; ensuring that the Project delivers the results within time and budget constraints.
- Project Team Meetings (Virtual or Physical)
 - Attendance: Project Team members.
 - Time planning: called by the Project Coordinator with timing closely related to overall planning of milestones, deliverables and EC reviews.
 - Objectives: update on the Project ongoing status; coordinate work in progress across Work Packages and Tasks; establish progress at Task and WP levels; formulate corrective measures, if the Project gets off track; review project planning at Task and WP levels for the next three to six months, including dependencies and risks; and identify opportunities for best practice sharing and dissemination.
- Work-Package Specific Meetings (Virtual or Physical)
 - Attendance: WP Leader, Task Leader(s), other participants in the WP, Project Coordinator or Technical Coordinator (if appropriate).
 - Time Planning: ad hoc, no fixed time planning. During the plenary meetings, separate sessions can be also organised to discuss specific topics related to a WP.
 - Objective: within the framework of the DoW: operational coordination and alignment of tasks at the level of the WP.

- Focus Groups Meetings (Virtual or Physical)
 - Attendance: WP Leader, external experts, citizen researchers with different areas of interest, other participants in the Focus Group, Project Coordinator or Technical Coordinator (if appropriate).
 - Time Planning: ad hoc, fixed time planning.
 - Objective: discuss citizen science and its place in cultural heritage institutions.

10.3 COLLABORATIVE TOOLS

A few collaborative tools (repositories, calendar, web forms) have been implemented in the Reserved Area of the website to facilitate the daily management of the project and communication between the partners (see Section 5.3).

11 CONCLUSIONS

The communication and dissemination task will be active throughout the project duration.

The main objective is to contribute to the establishment of a network of common interest that will be transformed, after the end of the project, into a sustainable open user community surrounding the Roadmap provided by CIVIC EPISTEMOLOGIES. This will ensure that the proposed Roadmap is not simply a desk study, but is instead based on the community that will implement it. The process followed by the project in community building and establishment of the network of common interest and knowledge must be documented and made available for replication elsewhere.

CIVIC EPISTEMOLOGIES started to disseminate its message at the early stages of the project. The partners have already been provided with a first set of general-purpose factsheets and posters ready for any event and the dissemination plan is now ready.

More specifically:

- The objectives and main characteristics of the dissemination campaign have been defined;
- The scope and features of the "potential users" to be reached have been described;
- The basic elements of the content to be disseminated to each of the potential user groups have been identified;
- The media and channels through which the content of the CIVIC EPISTEMOLOGIES message can be best delivered have been described;
- The measures to monitor the expectations described in the DoW have been listed.

This plan, which acts as point of reference for the dissemination activities to be undertaken by CIVIC EPISTEMOLOGIES, can be amended, expanded, adapted if necessary, according to the project's needs.