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### Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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## Table of Contents

1	EXECUTIVE SUMMARY .....	2
2	INTRODUCTION .....	4
2.1	Background.....	5
2.2	Role of this Deliverable in the Project.....	5
3	DISSEMINATION TASK FORCE.....	6
4	DISSEMINATION ACTIVITIES .....	8
4.1	DISSEMINATION MATERIAL PRODUCED .....	8
4.2	ATHENA PLUS PROJECT WEBSITE.....	14
4.3	PARTNER INSTITUTIONS WEBSITES.....	21
4.4	WEB 2.0.....	23
4.5	PROJECT PRESENTATIONS .....	32
4.6	NEWSLETTER .....	34
4.7	SCIENTIFIC ARTICLES & PAPERS .....	35
4.8	PUBLICATIONS .....	36
4.8.1	<i>DIGITAL CULTURAL HERITAGE AND TOURISM.....</i>	36
4.8.2	<i>UNCOMMON CULTURE.....</i>	36
4.8.3	<i>BOOKLETS .....</i>	38
4.9	FAST ONLINE COMMUNICATION.....	38
4.10	EVENTS .....	42
4.10.1	<i>AthenaPlus international and national events .....</i>	42
4.10.2	<i>Other events where AthenaPlus was disseminated .....</i>	47
4.10.3	<i>Future events.....</i>	53
5	NETWORKING .....	54
5.1	COOPERATION AGREEMENTS WITH INSTITUTIONS .....	56
5.2	Memoranda of understanding.....	65
6	DIGITAL EXHIBITIONS WORKING GROUP.....	67
7	CONCLUSIONS .....	71

# 1 EXECUTIVE SUMMARY

This deliverable, edited by ICCU and SPK, summarises the dissemination and networking activities carried out by the AthenaPlus Consortium in the 2<sup>nd</sup> year of the project (February 2014 - January 2015).

The following aspects were of significant relevance during the 2<sup>nd</sup> year of the AthenaPlus project:

- Raising awareness of and disseminating the AthenaPlus achievements, tools, services, and products;
- Enlarging the AthenaPlus information hub and communication network: i.a. AthenaPlus blog, AthenaPlus wiki, etc.;
- Organizing workshops and training on the usage of AthenaPlus creative tools;
- Preparation of AthenaPlus publications: 2 AthenaPlus issues of “Uncommon Culture” and 3 best-practice booklets;
- Advancing the AthenaPlus dissemination activities: internal and external dissemination events, workshops and training, publications, networking activities, researching activities, etc.
- Developing and disseminating AthenaPlus promotion materials and gadgets (poster, leaflet, MOVIO brochure, booklet on recommendations for digital cultural heritage and tourism, various gadgets);
- Organization and realization of the International AthenaPlus Conference on creative reuse.

23 months into the project we can state that work package 7 achieved satisfying results in raising awareness of the projects aims and achievements, informing target audiences and promoting the project’s tools, services, software, and products. The well-established AthenaPlus communication network (consisting of the AthenaPlus website as the central information hub, AthenaPlus social media channels, task forces and mailing lists, AthenaPlus wiki, newsletters and the AthenaPlus pages on partner websites) helped to increase the visibility of the project and its services as well as engage specialists from the GLAMs, education and tourism sector, and governmental bodies. The International AthenaPlus Conference on creative reuse in Rome in October 2014 sparked the discussion and research work on the field of the creative reusability of digitized content, which is a central aspect of the AthenaPlus project. During the 2<sup>nd</sup> year of the project a special emphasis was put on the promotion of the AthenaPlus creative tools and services that were released mainly in the 2<sup>nd</sup> year (MOVIO, CityQuest, Schooltrip, TMP, LIDO/MINT). Workshops and training events were organized to attract and train a large audience especially from the field of GLAMs, education, and tourism.

The planning and preparation of the AthenaPlus publications was a further key aspect in work package 7. The preparation (digital format) of the 1<sup>st</sup> AthenaPlus issue of the scientific journal “Uncommon Culture” which deals with the topic of digital and virtual exhibitions was completed at Month 24 with some delay. Preparation of the 2<sup>nd</sup> issue of “Uncommon Culture” has already started in M20 so that the publication of the magazine will take place as scheduled at M30. Furthermore, project partners have started with the preparatory work on the three AthenaPlus best-practice booklets. The consortium agreed to publish three instead of only two best-practice booklets, as it was planned in the description of work, in order to provide the GLAMs industries with further valuable information and results gathered in the course of the AthenaPlus project. The booklets will deal with the following topics: standardized metadata schema “DEMES”, Digital Storytelling, LIDO.

With regard to the project milestones related to WP7 we have reached MS15 as planned. MS16 was reached with a delay of 4 months at M24.

All figures listed as indicators for success for the 2<sup>nd</sup> year of the project in the DoW were met and exceeded at M23.

The following figures present the AthenaPlus achievements at M23 (in parentheses minimum numbers set as targets to achieve at M23):

- 39 (18) internal dissemination and training events;
- 4150 (600) participants in AthenaPlus dissemination events;
- 87.400 (40.000) unique visitors on AthenaPlus website and service pages;
- 33 (30) external events in which AthenaPlus was invited to participate;

## D7.5 Second report on dissemination activities and networking in the European framework

- 6 (4) scientific articles;
- 520 (200) news posts on website, newsletter, social media channels, e-bulletins.

This document will be updated for a third time at month 30 of the project (D7.7).

## 2 INTRODUCTION

As stated in the AthenaPlus DoW, “WP7 objectives are to:

**Raise awareness:** making European museums and other cultural heritage institutions aware of the AthenaPlus project, its missions, aims, services, tools, and good practices.

**Inform:** educating the community and interested stakeholders about the AthenaPlus results and outputs.

**Engage:** receiving input/feedback from the community and enlarging the network of content providers, content users in the field of cultural heritage.

**Promote:** ‘selling’ the project’s outcomes and expected results.

The main target audiences of AthenaPlus are: public and private GLAMs, the content contributing community, the aggregators, policy groups, governmental bodies, the Europeana Foundation, Networks and Labs, the Europeana ecosystem projects, the research community in digital cultural heritage, competence centres, the tourism and educational sectors.

While in the first year of the project the establishment of a well-functioning communication network as well as the development of a strategic dissemination plan were the core activities of WP7, in the second phase of the AthenaPlus project the communication channels were used to promote and sell the first results and achievements of the project.

The following methodologies were used to disseminate the AthenaPlus project’s services, tools, achievements and outputs:

- Use of the project website as central information hub to document and disseminate activities, outcomes, publications, services, useful links etc.;
- Setting up of AthenaPlus wiki for information, training materials, and video tutorials on the usage of AthenaPlus creative tools;
- Spreading of tasks and key information via the AthenaPlus general mailing and task force mailing lists;
- Presentation of key information on the project partners’ institutional websites, in their newsletters and social media marketing tools;
- Use of fast online communication to promote activities, outcomes, tools, and services in institutional newsletters, e-bulletins, and social media channels;
- Production and distribution of promotional material;
- Publication of articles focusing on AthenaPlus events, results and outputs on Europeana Professional Blog;
- Publication of AthenaPlus/Judaica Europeana newsletter and TMP newsletter;
- Preparation and publication of the first AthenaPlus issue of the scientific journal “Uncommon Culture” (topic: “Digital and virtual exhibitions”) & preparation of the second AthenaPlus issue of “Uncommon Culture” (topic: creative reuse of digitized content);
- Planning of three best practice booklets about digital storytelling, structured metadata format for the description of digital exhibitions and the LIDO format;
- Organisation of the International Conference on “The reuse of digital cultural content in education, tourism and leisure: an opportunity for cultural institutions and creative industries, an investment for the future” in Rome;
- Organisation of AthenaPlus workshops and training for the usage of creative tools;
- Organisation of AthenaPlus training events in most of the project partners’ countries;
- Participation in events in national networks; European and international workshops, seminars; and conferences; national and international fairs and exhibitions; plenary meetings which also include sessions open for external participation;
- Production of scientific papers and articles (national and European journals);
- AthenaPlus promotion through social networks (LinkedIn, Twitter, Facebook, Slideshare, YouTube, Wordpress blog etc.);
- Identification of new stakeholders in the fields of education and tourism, promotion of AthenaPlus tools.

## 2.1 Background

This deliverable summarises the dissemination and networking activities carried out by the AthenaPlus Consortium in the second year of the project (February 2014 - January 2015).

It follows *D7.1 Logo, corporate message, project website, shared dissemination plan and guidelines for partners*, delivered at month 3, which included a user-friendly internal guide for the best practice network and gave an overview of the dissemination strategies, activities and materials to be used by the project, as well as *D7.3 First report on dissemination activities and networking in the European framework*.

## 2.2 Role of this Deliverable in the Project

The tasks of WP7, as listed in the DoW, are:

- Task 7.1: Central dissemination which includes the creation of an identity logo and corporate message, the development of the project website, the production of promotional material.
- Task 7.2: Dissemination Planning and Coordination: which foresees the elaboration of a shared plan for a coordinated dissemination of all activities and outputs of the project.

Both above-mentioned tasks were described in D7.1.

- Task 7.3: Local/national activities
- Task 7.4: Networking in the Europeana Framework

The current results of both tasks are listed and summarised in this deliverable.

- Task 7.5: Monitoring and evaluating the dissemination activities

Thanks to internal reports and dissemination reporting forms provided periodically by the partners, the coordinator is able to monitor progress and any difficulty that may have arisen. The information gathered in this deliverable is fundamental for the scheduling of the next dissemination activities.

### 3 DISSEMINATION TASK FORCE

During the first year of the AthenaPlus project WP7 established a dissemination task force composed of at least one representative per project partner. The primary aim of the dissemination task force is to simplify and improve the organisation of dissemination activities in all countries. A dissemination task force mailing list has been set up guaranteeing that all project partners are immediately informed about upcoming dissemination events and tasks.

Also in year two of the AthenaPlus project the dissemination task force has proven to be a valuable tool for securing the active involvement of partners in dissemination activities.

The task force is currently composed of the following project members:

Surname and name	Institution
Natale, Maria Teresa	ICCU
Pospischek, Bianca	UMA
Coudyzer, Eva	KMKG
Dierickx, Barbara	PACKED
Wouters, Peter	OKV
Szteinszneider, Corinne	MICHAEL
Vassallo, Valentina	CYL
Douša, Pavel Harašťová, Zuzana Okenkova, Vera	NM
Rääbis, Mirjam	EVKM
Leroi, Marie-Véronique	MCC
Peukert, Arlene	SPK
Brandt, Thomas Stein, Regine	UNIMAR
Drosopoulos, Nasos	NTUA
Gerasimou, Panagiota Kotlida, Maria	HMCT
Pálko, Gábor	PIM
Cardinale, Eleonora Parisi, Gianluca	BNCRM
Minelli, Sam H.	META
Grady, Anne	NMI
Strolytė, Laimutė Saulevicius, Donatas	LAM
Sliwinska, Maria	ICIMSS
Zakrajsek, Franc	IPCHS
Busom Arruebo, Ana Maria Sanchis Ferrer, Cristina	GenCat
Aguilar, Marc	i2CAT
McKenna, Gordon	CT
Käilmann, Rolf Halling, Sanja	RA
Rudminaitė, Edita Bačiulė, Deimantė	SAM
Nekić, Dunja Meštrović, Iva	MUO

Franch, David Iglésias	SGDAP
Tsolis, Dimitrios	UP
Balode, Una	KIS
Stanley-Clamp, Lena	EAJC
Roche, Christophe	UniSav
Ciurea, Cristian Dumitrescu, Gabriella	BAR
Loucopoulos, Claire	Dédale
Costa, Sandra	UPMF
Dikova, Ekaterina	CL-BAS
Matei, Dan	INP
Buelinckx, Erik	KIK-irpa
Severi, Patrizia	ILS
Montague, Ruth	LGMA
Brakker, Nadezhda	ADIT

A mailing list, run by ICCU, has been created specifically for this task force.

The mailing list is activated on a regular basis and also on the occasion of events and other activities. The task force is regularly informed about upcoming events, training sessions, and outcomes in order to promote these events in their institutional communication channels and social networks.

During the 3<sup>rd</sup> AthenaPlus plenary meeting in Bucharest on 14<sup>th</sup> March 2014, the dissemination task force met for the first time. The focus of this strategic meeting was on the planning of the organization of dissemination activities and events for the project months 14-20. Not only were partners informed about upcoming milestones in WP7, they were also assigned specific tasks that would help to promote and drive forward the project's dissemination.

The following points were of central importance:

- Discussing steps of how to efficiently develop the Athena Plus website into a central information hub for planned events and partner activities,
- Providing downloadable material and programs; partners are requested to deliver and share information about planned dissemination activities,
- Project members are responsible to use their institutions' communication channels to spread relevant news about the project (events, workshops, good-news stories, milestones reached etc.),
- Survey to identify partners dissemination channels,
- Introduction to Twitter (using hashtags etc.) and LinkedIn account,
- Discussion of the idea to establish a project-specific blog that could be used to report on past and future dissemination events and give partners the opportunity to present their project-related achievements and success stories,
- Networking activities.

The 4<sup>th</sup> AthenaPlus plenary meeting in Rome (1<sup>st</sup>-4<sup>th</sup> October 2014) provided the opportunity to check on the progress of dissemination. When necessary, new project participants were added to the task force mailing list. Partners were informed about upcoming events and tasks.



## 4 DISSEMINATION ACTIVITIES

### 4.1 DISSEMINATION MATERIAL PRODUCED

The first dissemination material was already described in D7.1, which included a shared dissemination plan and guidelines for partners.

The materials produced in the first year of the project and described in D7.1 were:







- Project logo
- Website structure
- PPT template
- PPT General Presentation
- Leaflet
- Poster
- Factsheet
- Gadgets

Since then, more material has been produced:

### AthenaPlus leaflet update

The official AthenaPlus leaflet was enhanced with additional information focusing mainly on the tools and services the AthenaPlus project is providing. Apart from general information about the mission and aims of the project as well as contact information, the redesigned leaflet now also features information on how to join the project, the TMP, MOVIO, and recommendations on digital storytelling. The new leaflet is available for download on the AthenaPlus website under the section “Dissemination”.

<p><b>How to join us</b></p> <p>The AthenaPlus Consortium is open to collaborate with experts, institutions and other projects who are interested to establish a close cooperation in order to achieve the respective objectives.</p> <p><b>Which are the benefits of cooperation?</b></p> <ul style="list-style-type: none"> <li>• Cooperate with a community operating in the field of Digital Cultural Heritage, which includes representatives of all the key stakeholder groups from 21 EU countries: ministries and responsible government agencies, content providers and aggregators, leading research centres, SMEs.</li> <li>• Participate in the discussion of the thematic working groups.</li> <li>• Be invited to conferences, international workshops and training courses organised by AthenaPlus.</li> <li>• Have access to the AthenaPlus deliverables, technical reports and other materials produced by the project in the frame of the scope of the AthenaPlus initiative.</li> <li>• Make use of the AthenaPlus tools and technologies developed during the project.</li> <li>• Deliver cultural content to Europeana using the MINT platform implemented for the AthenaPlus project.</li> </ul> <p>Cooperation is formalised through a Memoranda of Understanding (MoU) or a Cooperation Agreement.</p> <p>For more information visit the AthenaPlus website: <a href="http://www.athenaplus.eu">http://www.athenaplus.eu</a></p>	<p><b>ATHENA PLUS</b> Access to cultural heritage resources for Europeana</p> <p><b>Project coordinator:</b> <u>Istituto centrale per il catalogo unico delle biblioteche italiane (ICCU)</u> <u>Rosella Caffo</u> <u>Viale Castro Pretorio 105</u> <u>00185 Rome, Italy</u> tel. 39 06 49210427 fax 39 06 4959302</p> <p><u><a href="mailto:info[at]athenaplus[dot]eu">info[at]athenaplus[dot]eu</a></u></p> <p><b>ATHENA PLUS</b> Visit our website <a href="http://www.athenaplus.eu">http://www.athenaplus.eu</a></p> <p>Follow us on Twitter <a href="https://twitter.com/AthenaPlusEU">@AthenaPlusEU</a></p> <p>Join us on LinkedIn <a href="http://linkd.in/19XwWOz">http://linkd.in/19XwWOz</a></p> <p>Follow us on Wordpress <a href="http://athenaplus.wordpress.com/">http://athenaplus.wordpress.com/</a></p> <p>Like us on facebook <a href="https://facebook.com/athenaplusproject">facebook.com/athenaplusproject</a></p>	<p><b>ATHENA PLUS</b> Access to cultural heritage networks for Europeana</p> <p><a href="http://www.athenaplus.eu">www.athenaplus.eu</a></p>	<p><b>AthenaPlus objectives</b></p> <p><b>CONTRIBUTE</b> more than 3,6 million metadata records to Europeana, from both the public and private sectors, focusing mainly on museums content, with key cultural stakeholders (ministries and responsible government agencies, libraries, archives, leading research centres, SMEs).</p> <p><b>IMPROVE</b> search, retrieval and re-use of Europeana's content, bettering multilingual terminology management, SKOS export and publication tool/API for content providers.</p> <p><b>EXPERIMENT</b> with enriched metadata their re-use adapted for users with different needs (tourists, schools, scholars) by means of tools that support the development of virtual exhibitions, tourist and didactic applications, to be integrated into Europeana repositories and the repositories of national aggregators or individual content providers.</p> <p><b>Europeana portal</b> AthenaPlus contributes 3.6 million metadata records</p>
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	<b>AthenaPlus Tools &amp; Services</b>		
<p><b>Specialist training material: TMP user manuals &amp; semantic mapping procedures</b></p>  <p>This specialist training material produced in the frame of the AthenaPlus project in WP4 is addressed to cultural institutions (GLAM) managing multilingual terminologies.</p> <p>It gives an introduction to the <b>Semantic Web</b> and technologies such as the SKOS format. Moreover, a detailed user manual for the <b>Terminology Management Platform (TMP)</b> is presented. The TMP is a "tool box" for creating, editing and managing thesauri, classifications, subject headings, ontologies and any other kind of terminology.</p> <p>The <b>TMP</b> is available at the following URL: <a href="http://www.culture-terminology.org">http://www.culture-terminology.org</a>. Access to the specialist training material is provided on the AthenaPlus website: <a href="http://www.athenaplus.eu">http://www.athenaplus.eu</a></p>	<p><b>MOVIO - training materials for supporting the use of the AthenaPlus tools</b></p> <p>This deliverable produced in WP5 of the AthenaPlus project gives an overview of the training materials available for using MOVIO as a tool to create virtual exhibitions.</p>  <p>MOVIO example exhibition   The Solar System</p> <p>Training materials, such as videos (youtube &amp; vimeo), manuals and an example exhibition provide a step-by-step guidance on how to work with the different aspects of MOVIO. Additionally, an AthenaPlus wiki was established. On this wiki platform, you can find the following sections regarding MOVIO:</p>	<ul style="list-style-type: none"> <li>A simple overview of things to keep in mind before creating a digital exhibition using MOVIO.</li> <li>Text and screenshots on how to work with the various MOVIO components.</li> <li>Short tutorial videos that answer MOVIO-related Frequently Asked Questions.</li> <li>MOVIO example exhibition: digital exhibition created to illustrate the different MOVIO components.</li> <li>MOVIO installation instructions: fill the form to receive the installation code.</li> </ul> <p>Training materials are available at the following URLs:</p> <p><b>Deliverable on training materials</b>  <a href="http://www.athenaplus.eu">http://www.athenaplus.eu</a>  <b>AthenaPlus wiki</b>  <a href="http://wiki.athenaplus.eu">http://wiki.athenaplus.eu</a>  <b>Example exhibition created in MOVIO</b>  <a href="http://54.247.69.120/build/movio/movioTraining/">http://54.247.69.120/build/movio/movioTraining/</a></p> 	<p><b>Digital Storytelling Recommendations</b></p> <p>The AthenaPlus project will deal with the development of creative applications for the (re)use of digital cultural heritage content (WP5&amp;6). Narrative and digital storytelling will be a major component of this work. In addition to recommendations on digital storytelling, the AthenaPlus project will also illustrate key trends and give an overview of common features for data, tools and supports that are needed in the realisation of digital stories.</p> <p>A digital storytelling project needs to respect some prescriptions to be efficient and innovative. Some basic points are:</p> <ul style="list-style-type: none"> <li>Promote cultural heritage on everyday life.</li> <li>Make stories interactive.</li> <li>Give users the opportunity to create their own stories.</li> <li>Exploit the narrative potential of cultural data.</li> <li>Combine technologies and devices to develop a transmedia narrative universe.</li> <li>Create public interest and engage user communities.</li> </ul> <p>For more information on digital storytelling visit the AthenaPlus website: <a href="http://www.athenaplus.eu">http://www.athenaplus.eu</a></p>

**The enhanced AthenaPlus leaflet focusing on AthenaPlus tools and services**

## New AthenaPlus poster

On the occasion of the International Conference "The reuse of digital cultural content in education, tourism and leisure: an opportunity for cultural institutions and creative industries, an investment for the future" and the 4<sup>th</sup> AthenaPlus plenary meeting, a new AthenaPlus poster has been designed. The four core objectives of the project "Aggregate", "Facilitate", "Distribute", and "Engage" as well as the projects' fields of activity are displayed in the centre of the poster.



The redesigned AthenaPlus poster.

## MOVIO brochure in English

In the course of the 2<sup>nd</sup> project year (July 2014), a brochure about the digital exhibition tool MOVIO was created. It is available for download on the AthenaPlus website.

The brochure titled “MOVIO online digital exhibition. An innovative tool for the realization of online digital exhibitions” provides the reader with practical information on the advantages the MOVIO tool offers for the creation of digital exhibitions. It introduces the special features, such as the ontology builder or the storyteller, offered by the tool.

Content:

- What are the advantages of digital exhibitions?
- Introduction
- Digital exhibitions and thematic routes
- The MOVIO kit
- Back-end
- Ontology builder
- Storyteller
- Timeline and Google Maps

- Image galleries and hot spot
- Exhibitions' card
- MOVIO hub
- MOVIO app
- Faqs



## Promotional material produced for the AthenaPlus International Conference in Rome, 2 October 2014



On the occasion of the AthenaPlus International Conference on “The reuse of digital cultural content” a number of promotional gadgets were produced in order to draw the participants’ attention to the project and its mission.

The following materials were produced and distributed:



- Leaflet AthenaPlus (number of downloads: 744)
- MOVIO brochure (number of downloads: 691)
- Promotional video about MOVIO: <https://www.youtube.com/user/gruppometa/videos>
- Conference folder
- Poster AthenaPlus
- AthenaPlus dark blue tote bag (1000 pieces)
- AthenaPlus ballpoint pen (1000)
- AthenaPlus coin and key pendant (1000)
- AthenaPlus key holder (1000)

### Folder



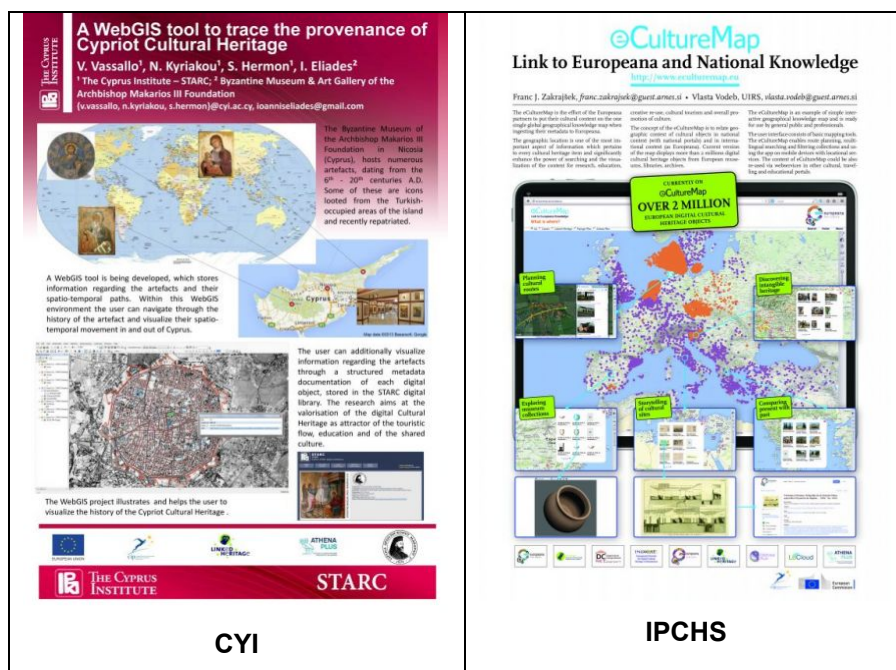
### Gadgets





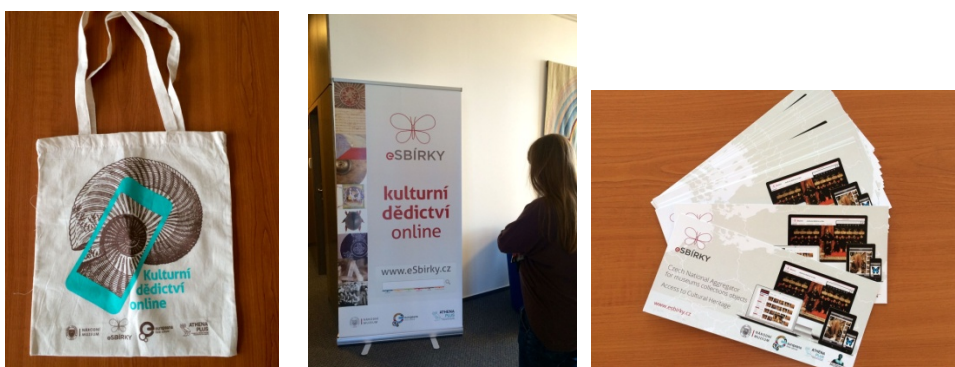
## Poster session

During the Conference, a poster session was organised. Several AthenaPlus partners displayed a poster.





Promotional material produced for the AthenaPlus Conference in Prague, 12 November 2014



## 4.2 ATHENA PLUS PROJECT WEBSITE

As mentioned earlier, the main structure of the project website was fully described in the deliverable *D7.1 Creation of identity logo, corporate message, project website, shared dissemination plan and guidelines for Partners*.

Currently, the website presents the following sitemap:

- [Home](#)
  - [Partners and contributors](#)
  - [National Contact Points](#)
  - [Work Packages](#)
  - [Deliverables and documents](#)
  - [Dissemination](#)
    - [Promotional material](#)
    - [Project presentations](#)
    - [Papers and short articles](#)
    - [AthenaPlus pages on partners' websites](#)

- [MOVIO Video](#)
- [Call for posters](#)
  - [Editing rules](#)
- [Content aggregation: tools & guidelines](#)
  - [Frequently Asked Questions about content aggregation](#)
- [Digital storytelling: recommendations](#)
- [How to join us](#)
- [Europeana](#)
- [Related projects](#)
- [Events](#)
- [News](#)
- [Blog](#)
- [Reserved Area](#)

The homepage includes all the main results.

[Events](#) and [News](#) are constantly enriched with information on AthenaPlus results and events and with information about Europeana. At the time of writing this deliverable there are about 40 announcements published.

The reserved area of the website is updated with documentation by WPs (Agendas, Minutes, Working documents).

Below we give the complete statistics, including the months from March 2014 to January 2015, elaborated with the Advanced Web Statistics 6.9 – AWStats, in use at MiBACT.

A full log analysis enables AWStats to show the following information:

- *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.

2013					
Month	Unique visitors	Number of visits	Pages	Hits	Visits duration
Mar 2013	58	113	1742	6468	564 s
Apr 2013	97	270	2548	9254	418 s
May 2013	191	567	4698	16644	610 s
Jun 2013	544	1128	4597	19161	350s
Jul 2013	806	1451	4597	19863	213 s
Aug 2013	889	1562	7008	18543	231 s
Sep 2013	1373	2427	9644	35557	321 s
Oct 2013	1448	2578	14354	49579	289 s
Nov 2013	1106	2010	6918	22604	291 s
Dec 2013	1799	4072	9476	22970	378 s
<b>Total</b>	<b>8311</b>	<b>16178</b>	<b>65582</b>	<b>220643</b>	<b>324 s</b>



2014					
Month	Unique visitors	Number of visits	Pages	Hits	Visits duration
Jan	1.077	2.162	7.947	23.703	221 s
Feb	1.430	2.811	8.793	31.577	267 s
Mar	2.251	4.598	14.696	46.249	263 s
Apr	2.023	4.098	10.691	29.135	235 s
May	1.974	3.934	10.103	26.295	228 s
Jun	1.942	3.548	10.047	25.125	216 s
Jul	2.099	3.981	15.050	45.581	188 s
Aug	2.479	4.488	17.120	48.067	329 s
Sep	2.481	4.591	20.261	63.065	220 s
Oct	2.951	5.715	25.793	79.858	229 s
Nov	2.372	5.087	18.491	44.393	229s
Dec	1.957	4.508	14.621	30.817	192 s
Tot	25.036	49.521	173.613	493.865	240 s
2015					
Month	Unique visitors	Number of visits	Pages	Hits	Visits duration
Jan	1.670	3.175	11.725	24.302	178 s

The AthenaPlus website is the central information hub of the project. It offers visitors a wide variety of information connected to the project's structure, mission and aims. It also presents and provides AthenaPlus tools, services, sources, publications, guidelines, recommendations, and dissemination material. Visitors can find there national contact points and useful links.

## Statistics of the AthenaPlus wiki

athenaplus.eu/index.php/Special:Statistics

Statistics	
Page statistics	
<a href="#">Content pages</a>	0
<a href="#">Pages</a> (All pages in the wiki, including talk pages, redirects, etc.)	559
<a href="#">Uploaded files</a>	505
Edit statistics	
Page edits since Athena plus wiki was set up	1,668
Average edits per page	2.98
User statistics	
<a href="#">Registered users</a>	4
<a href="#">Active users (list of members)</a> (Users who have performed an action in the last 30 days)	1
<a href="#">Bots (list of members)</a>	0
<a href="#">Administrators (list of members)</a>	1
<a href="#">Bureaucrats (list of members)</a>	1
<a href="#">Upload Wizard campaign editors (list of members)</a>	0
View statistics	
<a href="#">Views total</a> (Views to non-existing pages and special pages are not included)	60,393
<a href="#">Views per edit</a>	36.21
Most viewed pages	
<a href="#">Athena plus wiki:About</a>	8,132
<a href="#">Main Page</a>	6,681
<a href="#">MOVIO</a>	3,783
<a href="#">Management of user and group roles</a>	1,987
<a href="#">Multilingualism in MOVIO</a>	1,925
<a href="#">Introduction to MOVIO back-end</a>	1,718
<a href="#">Customisation of MOVIO template</a>	1,717
<a href="#">The ontology builder</a>	1,466
<a href="#">The WYSIWYG text editor</a>	1,444
<a href="#">MOVIO Pagetype: Photo Gallery</a>	1,301

In order to determine the number of people interested in the AthenaPlus project in general as well as the AthenaPlus services, tools, and products we have to take into account not only the unique visitors to the AthenaPlus central website, but also to the services pages, such as the AthenaPlus wiki, which offers important information about the AthenaPlus creative tools and training materials. By project month 23, the AthenaPlus website has been visited by approx. 27.000 unique visitors (number of visits: 52.700). The AthenaPlus wiki could draw in 60.393 visitors by the end of year two of the project. Altogether, AthenaPlus websites attracted approximately **87.400 unique visitors** by project month 23, which means that the expected target figure of 40.000 unique visitors was doubled. The high number of visitors proves that there is a large number of users interested in the project and its services.

We wish also to give some updated statistics regarding the files downloaded from the website.

**Number of partners' profiles downloaded**

<b>Partner</b>	<b>N. at moth 11</b>	<b>N. at month 23</b>
10 - MCC	1543	1813
17 - META		638
33 - BAR	354	633
MNG	344	619
11 - SPK	286	596
40 - LGMA	239	572
03 - KMKG	269	560
12 - UNIMAR	235	560
01 - ICCU	275	554
8 - NMI	233	549
38 - KIK-IRPA	249	538
35 - UPMF	249	535
25 - RA	257	532
19 - LAM	240	532
27 - MUO	222	518
15 - PIM	233	517
26 - SAM	273	509
23 - i2CAT	221	508
14 - HMCT	234	504
34 - Dedale	254	503
30 - KIS	232	495
31 - EAJC	225	495
28 - SGDAP	243	494
16 - BNCRM	236	493
02 - UMA	238	484
04 - PACKED	230	484
24 - CT	222	484
HOAM	238	479
05 - OKV	233	474
07 - CIY	234	470
06 - MICHAEL	223	468
39 - ILS	232	466
09 - EVKM	213	458
08 - NM	9	266

In the initial phase of the project – as described in D7.1, a factsheet of the project was produced in English and translated by partners into 16 languages, in order to disseminate information about AthenaPlus in all partner countries. Here are the updated statistics:

**Number of factsheets downloaded**

<b>Language</b>	<b>N. at Month 11</b>	<b>N. at Month 23</b>
AthenaPlus factsheet - English	357	1225
AthenaPlus factsheet - Italian	341	1143
AthenaPlus factsheet - German	319	1106
AthenaPlus factsheet - Croatian	307	1028
AthenaPlus factsheet - Swedish	307	1038
AthenaPlus factsheet - Lithuanian	303	1002
AthenaPlus factsheet - French	301	1019
AthenaPlus factsheet - Czech	300	1083
AthenaPlus factsheet - Dutch	294	1010
AthenaPlus factsheet - Spanish	286	982
AthenaPlus factsheet - Bulgarian	281	1047
AthenaPlus factsheet - Polish	280	950
AthenaPlus factsheet - Greek	274	983
AthenaPlus factsheet - Romanian	272	1013
AthenaPlus factsheet - Hungarian	271	972
AthenaPlus factsheet - Estonian	257	960
AthenaPlus factsheet - Catalan	253	930
<b>TOTAL</b>	<b>5003</b>	

Below we report on the updated statistics number of public deliverables downloaded:

## Number of deliverables downloaded

Deliverable	N. at Month 11	N. at Month 23
D5.2. Report on existing tools and devices related to narrative approaches and requirements (delivered at month 6) D5.2 Addendum (delivered at month 10)	647 56	4791
D7.1 Logo, corporate message, project website, shared dissemination plan, guidelines for Partners (delivered at month 3)	893	4636
D7.2 Analysis, scenarios use cases, opportunities of innovative services for DCH, and future development (delivered at month 11)	41	3692 + 191 (Rev. June 2014)
D4.4 Specialist Training material TMP user manuals and semantic mapping procedures.pdf (delivered at month 10)		3206
D3.1 The MINT ingestion platform (delivered at month 8)	465	2650
D7.3 First report on dissemination activities and networking in the European framework		2227 + 1659 (Rev. June 2014)
D4.1 First release GLAM sector terminologies v1 (delivered at month 6)	597	2198
D4.3 First Release of the Terminology Management Platform (delivered at month 9)		1447
D5.4 Training materials for supporting the use of the AthenaPlus tools (delivered at month 14)		1441
D4.2 Review on Linked Open Data Sources (delivered at month 6)	468	1433
D5.3 First release of the AthenaPlus tools		1282
D5.1 Report on the user needs and requirements V1 (delivered at month 4)	682	1201 + 195 (Rev. July 2014)
D3.2 Description of the LIDO to EDM mapping (delivered at month 9)	92	1093
D1.2 Terms of reference for the best practice network and the enlargement of the network (delivered at month 3)	433	922
D6.1 Evaluation framework for the pilots (delivered at month 15)		371

D2. 2 Survey and description of existing mapping models_to_LIDO (delivered at month 18)		235
TOTAL	<b>4374</b>	<b>34.870</b>

We can see from the statistics above, that those factsheets and deliverables show a quite high number of downloads.

### 4.3 PARTNER INSTITUTIONS WEBSITES

Partners are expected to disseminate AthenaPlus activities and outcomes on their own institutional websites in their national language/ languages, periodically updating the web presence with relevant news, and links.

The project is disseminated on partners' institutional websites in the following languages: Catalan, Croatian, Czech, Dutch, Estonian, English, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Spanish, Swedish, and Romanian.

Currently, the following pages are active:

Language	URL
Catalan	<a href="http://www.girona.cat/sgdap/cat/projectes_athena.php">http://www.girona.cat/sgdap/cat/projectes_athena.php</a>
Catalan	<a href="http://www.i2cat.net/ca/projectes/athenaplus">http://www.i2cat.net/ca/projectes/athenaplus</a>
Croatian	<a href="http://www.muio.hr/hr/aktualno/projekti/athena-plus,2226.html">http://www.muio.hr/hr/aktualno/projekti/athena-plus,2226.html</a>
Czech	<a href="http://www.nm.cz/stranky/projekty-nm/">http://www.nm.cz/stranky/projekty-nm/</a>
Czech	<a href="http://esbirky.cz/athena-plus/">http://esbirky.cz/athena-plus/</a>
Dutch	<a href="http://www.kmkg-mrah.be/athena-plus">http://www.kmkg-mrah.be/athena-plus</a>
Dutch	<a href="http://www.packed.be/nl/projects/readmore/athenaplus/">http://www.packed.be/nl/projects/readmore/athenaplus/</a>
Dutch	<a href="http://www.tento.be/athenaplus">http://www.tento.be/athenaplus</a>
Eesti	<a href="http://www.kul.ee/index.php?path=0x923&amp;sona=athenaplus">http://www.kul.ee/index.php?path=0x923&amp;sona=athenaplus</a>
English	<a href="http://www.kmkg-mrah.be/athena-plus">http://www.kmkg-mrah.be/athena-plus</a>
English	<a href="http://www.jewishcultureineurope.org/athenaplus.htm">http://www.jewishcultureineurope.org/athenaplus.htm</a>
English	<a href="http://www.cyi.ac.cy/starc/research-information/starc-ongoing-projects-ri/item/870-athenaplus.html">http://www.cyi.ac.cy/starc/research-information/starc-ongoing-projects-ri/item/870-athenaplus.html</a>
English	<a href="http://www.michael-culture.eu/european-projects-514">http://www.michael-culture.eu/european-projects-514</a>
English	<a href="http://mint.image.ece.ntua.gr/redmine/projects/mint/wiki/Projects_using_Mint">http://mint.image.ece.ntua.gr/redmine/projects/mint/wiki/Projects_using_Mint</a>

English	<a href="http://www.image.ece.ntua.gr/php/rd_details.php?proj=89">http://www.image.ece.ntua.gr/php/rd_details.php?proj=89</a>
English	<a href="http://www.yppo.gr/5/e5151.jsp?obj_id=55412">http://www.yppo.gr/5/e5151.jsp?obj_id=55412</a>
English	<a href="http://www.collectionstrust.org.uk/our-work">http://www.collectionstrust.org.uk/our-work</a>
English	<a href="http://www.i2cat.net/en/projects/athenaplus">http://www.i2cat.net/en/projects/athenaplus</a>
English	<a href="http://www.kikirpa.be/EN/32/0/news/1128/index.htm?%27%20title=%27European%20Project%20AthenaPlus">http://www.kikirpa.be/EN/32/0/news/1128/index.htm?%27%20title=%27European%20Project%20AthenaPlus</a>
English	<a href="http://www.askaboutireland.ie/libraries/public-libraries/european-projects/athenaplus/">http://www.askaboutireland.ie/libraries/public-libraries/european-projects/athenaplus/</a>
English	<a href="http://www.sturzo.it/en/areas/digital-lab/current-projects/athena-plus">http://www.sturzo.it/en/areas/digital-lab/current-projects/athena-plus</a>
English	<a href="http://www.biblacad.ro/eng_athenap.html">http://www.biblacad.ro/eng_athenap.html</a>
English	<a href="http://www.emuziejai.lt/athena-plus/">http://www.emuziejai.lt/athena-plus/</a>
English	<a href="http://www.gruppometa.it/en/athenaplus">http://www.gruppometa.it/en/athenaplus</a>
French	<a href="http://www.kmkg-mrah.be/athena-plus">http://www.kmkg-mrah.be/athena-plus</a>
French	<a href="http://www.culturecommunication.gouv.fr/Politiques-ministerielles/Recherche-Enseignement-superieur-Technologies/Programmes-europeens/Projets-en-cours/AthenaPlus/%28language%29/fre-FR">http://www.culturecommunication.gouv.fr/Politiques-ministerielles/Recherche-Enseignement-superieur-Technologies/Programmes-europeens/Projets-en-cours/AthenaPlus/%28language%29/fre-FR</a>
German	<a href="http://www.preussischer-kulturbesitz.de/schwerpunkte/digitalisierung/netzwerke-und-portale/athenaplus.html">http://www.preussischer-kulturbesitz.de/schwerpunkte/digitalisierung/netzwerke-und-portale/athenaplus.html</a>
German	<a href="http://www.fotomarburg.de/forschung/laufende_projekte/athena_plus">http://www.fotomarburg.de/forschung/laufende_projekte/athena_plus</a>
Greek	<a href="http://www.yppo.gr/5/e5151.jsp?obj_id=55412">http://www.yppo.gr/5/e5151.jsp?obj_id=55412</a>
Hungarian	<a href="http://www.pim.hu/object.0923b4f5-6b45-4ab5-bcbd-14143ab2a438.ivy">http://www.pim.hu/object.0923b4f5-6b45-4ab5-bcbd-14143ab2a438.ivy</a>
Italian	<a href="http://www.iccu.sbn.it/opencms/opencms/it/main/attivita/internaz/pagina_0011.html">http://www.iccu.sbn.it/opencms/opencms/it/main/attivita/internaz/pagina_0011.html</a>
Italian	<a href="http://www.bncrm.libri.beniculturali.it/index.php?it/852/athena-plus">http://www.bncrm.libri.beniculturali.it/index.php?it/852/athena-plus</a>
Italian	<a href="http://www.sturzo.it/it/aree/laboratorio/progetti-in-corso/athena-plus">http://www.sturzo.it/it/aree/laboratorio/progetti-in-corso/athena-plus</a>
Italian	<a href="http://www.gruppometa.it/it/athenaplus">http://www.gruppometa.it/it/athenaplus</a>
Latvian	<a href="http://www.kis.gov.lv/projekti/muzejiem/athena-plus/">http://www.kis.gov.lv/projekti/muzejiem/athena-plus/</a>
Lithuanian	<a href="http://www.emuziejai.lt/athenaplus_projektas/">http://www.emuziejai.lt/athenaplus_projektas/</a>
Romanian	<a href="http://www.biblacad.ro/athenap.html">http://www.biblacad.ro/athenap.html</a>
Spanish	<a href="http://www.i2cat.net/es/proyectos/athenaplus">http://www.i2cat.net/es/proyectos/athenaplus</a>
Swedish	<a href="http://www.digisam.se/index.php/pagaende-arbete/eu-projekt-och-oevrig-samverkan/athena-plus">http://www.digisam.se/index.php/pagaende-arbete/eu-projekt-och-oevrig-samverkan/athena-plus</a>

## 4.4 WEB 2.0

The AthenaPlus project is disseminated through Web 2.0 tools to reach a more wide-ranging, diverse target audience. As many earlier Europeana projects have demonstrated social media channels such as Twitter, LinkedIn, Youtube/Vimeo, and Facebook helped to improve the projects' online visibility.

It has therefore been decided to create relevant channels for AthenaPlus dissemination. An AthenaPlus wiki has been set up to provide curators and cultural heritage institutions with helpful information, training material, and video tutorials on how to use the AthenaPlus creative tools.

**AthenaPlus wiki** | [http://wiki.athenaplus.eu/index.php/Main\\_Page](http://wiki.athenaplus.eu/index.php/Main_Page)

The AthenaPlus wiki has been set up in order to provide better access for curators and institutions to the AthenaPlus creative tools and training materials. All the manuals and videos about how to use the tools and the software connected to it can be browsed here. At present the following training materials are available online:

- MOVIO;
- CityQuest;
- Plan your own schooltrip;
- e-CultureMap (under construction);
- Tool by Dédale (under construction).

Since the AthenaPlus wiki for creative tools and training materials has been set up it has attracted more than 60.000 visitors. The MOVIO service pages were the most popular so far and attracted the most visits.





[Main page](#)  
[Recent changes](#)  
[Random page](#)  
 ▼ Tools  
[What links here](#)  
[Related changes](#)  
[Special pages](#)  
[Printable version](#)  
[Permanent link](#)  
[Page information](#)

Page [Discussion](#)

Read [View source](#) [View history](#)

## MOVIO

### Contents [hide]

- 1 Introduction to the training materials
- 2 MOVIO getting started
- 3 MOVIO manual pages
- 4 MOVIO FAQ videos
- 5 MOVIO example exhibition
- 6 MOVIO installation instructions

### Introduction to the training materials

The training materials are composed of five sections:

- MOVIO getting started: a simple overview of things to keep in mind before creating a virtual exhibition using MOVIO.
- MOVIO manual pages: text and screenshots on how to work with the various MOVIO components.
- MOVIO FAQ videos: short tutorial videos that answer MOVIO-related Frequently Asked Questions.
- MOVIO example exhibition: digital exhibition created to illustrate the different MOVIO components.
- MOVIO installation instructions: fill the form to receive the installation code.

### MOVIO getting started

First time using MOVIO to create a virtual exhibition? Check the [MOVIO Getting started page](#).

Click here to see a short video introducing the current features of MOVIO: <https://www.youtube.com/watch?v=JDFXEgmTvB8>.

You can also download the [presentation](#) that was given during the first national trainings (May-June 2014).

A promotional leaflet on MOVIO in English can be [downloaded from the AthenaPlus website](#).

### MOVIO manual pages

#### 1. [Introduction to the MOVIO back-end](#)

This manual provides a brief overview of the general functionalities of the MOVIO back end.

#### 2. [Customisation of MOVIO template](#)

The default MOVIO template can be customised in terms of structure, font and colours.

#### 3. [Multilingualism in various MOVIO components](#)

In different aspects of the MOVIO tool, multilingualism is possible.

#### 4. [Management of user and group roles](#)

**Screenshot of the AthenaPlus MOVIO wiki | [http://wiki.athenaplus.eu/index.php/Main\\_Page](http://wiki.athenaplus.eu/index.php/Main_Page)**

### AthenaPlus on Twitter | <https://twitter.com/AthenaPlusEU>

The AthenaPlus Twitter account set up at the very beginning of the project is an excellent instrument that allows us to engage with our target audiences in a very direct and immediate way. Relevant information can be spread very quickly through re-tweets, e.g. the announcement of upcoming events, in particular AthenaPlus training sessions. Twitter is also ideal for reporting with short statements directly from AthenaPlus events or events where AthenaPlus outcomes are presented by using @AthenaPlusEU in the tweets. Project members and AthenaPlus from sister projects have been asked to share relevant AthenaPlus information through their institutional or personal Twitter accounts.

In January 2015 AthenaPlus has already attracted more than 400 followers on Twitter, which exceeds by far the number of followers planned for the end of year 2 (110 followers on Twitter).

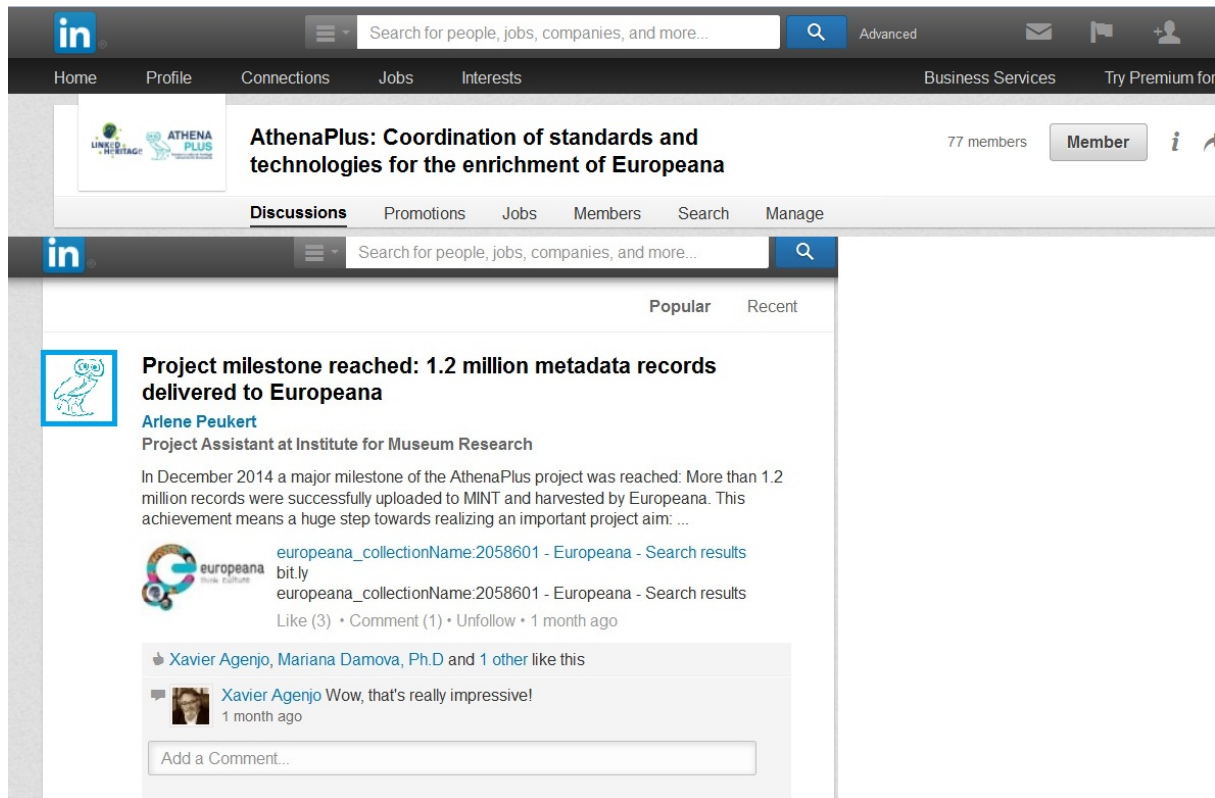


Screenshot of the AthenaPlus Twitter Account, January 2015 | <https://twitter.com/AthenaPlusEU>.

**AthenaPlus on LinkedIn** | [https://www.linkedin.com/groups/AthenaPlus-Coordination-standards-technologies-enrichment-4943167?gid=4943167&goback=.gmr\\_4943167](https://www.linkedin.com/groups/AthenaPlus-Coordination-standards-technologies-enrichment-4943167?gid=4943167&goback=.gmr_4943167)

The LinkedIn platform allows us to engage with museum and cultural heritage professionals, researchers and specialists - also from other European projects - and to share AthenaPlus news through the portal. The creation of a LinkedIn group makes it possible to discuss AthenaPlus outcomes and achievements, or to announce dissemination events (workshops, training events, conferences etc.). AthenaPlus is using the LinkedIn group established within the Linked Heritage project. In that way we could maintain the already existing members of the Linked Heritage account on LinkedIn.

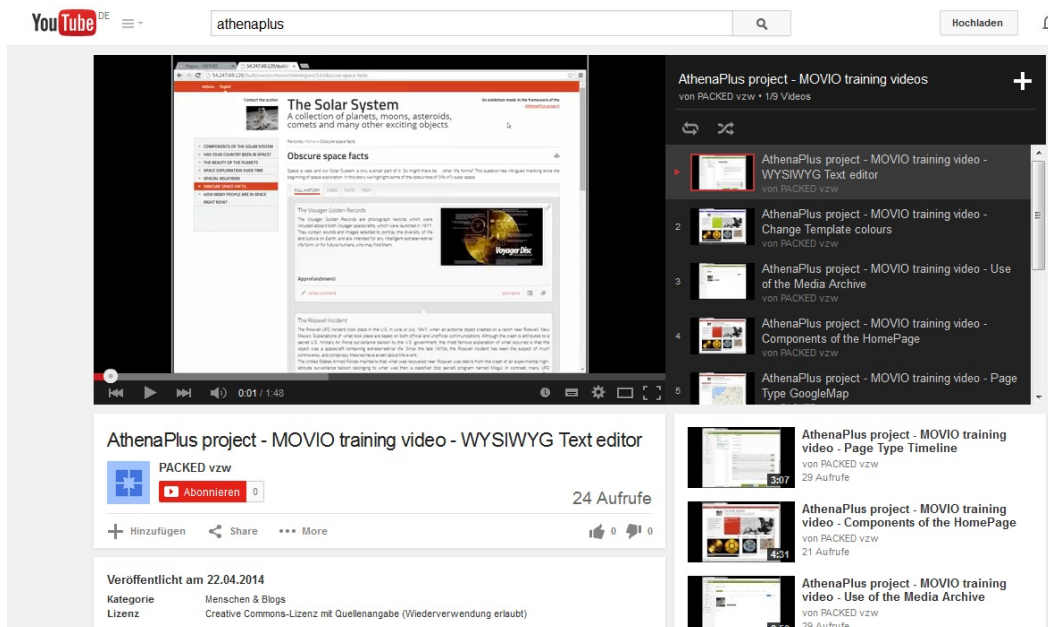
By January 2015 the AthenaPlus LinkedIn group had 77 members. By the end of year two we expected the LinkedIn group to have 70 members.



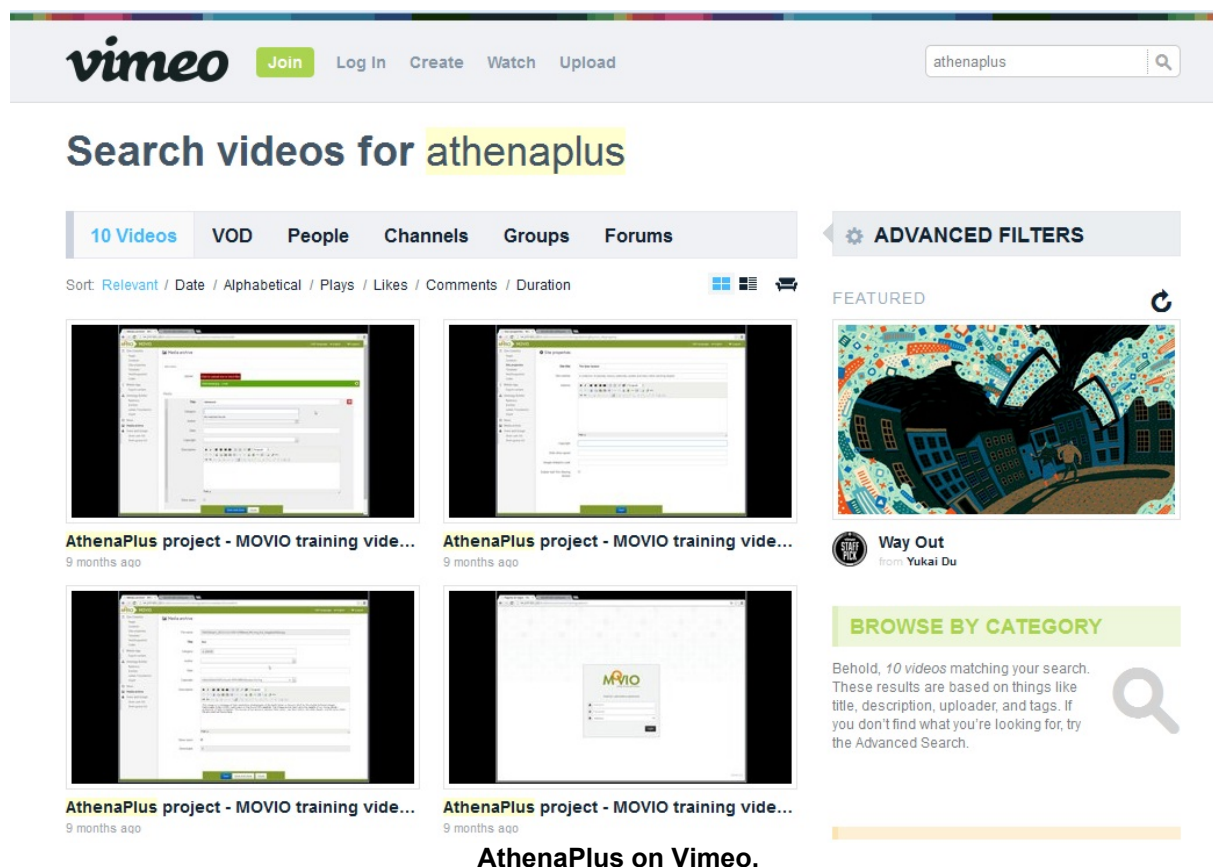
Screenshot of the AthenaPlus LinkedIn group, January 2015.

## AthenaPlus on YouTube and Vimeo

In addition to the other training materials that consist of screencasts demonstrating the use of the AthenaPlus tools, video tutorials have been produced by WP5 and were made available on YouTube and Vimeo and embedded into the AthenaPlus website. Expected for the end of year 2 was a total number of 160 views. The AthenaPlus videos on YouTube alone were viewed more than 230 times.



AthenaPlus on Youtube.



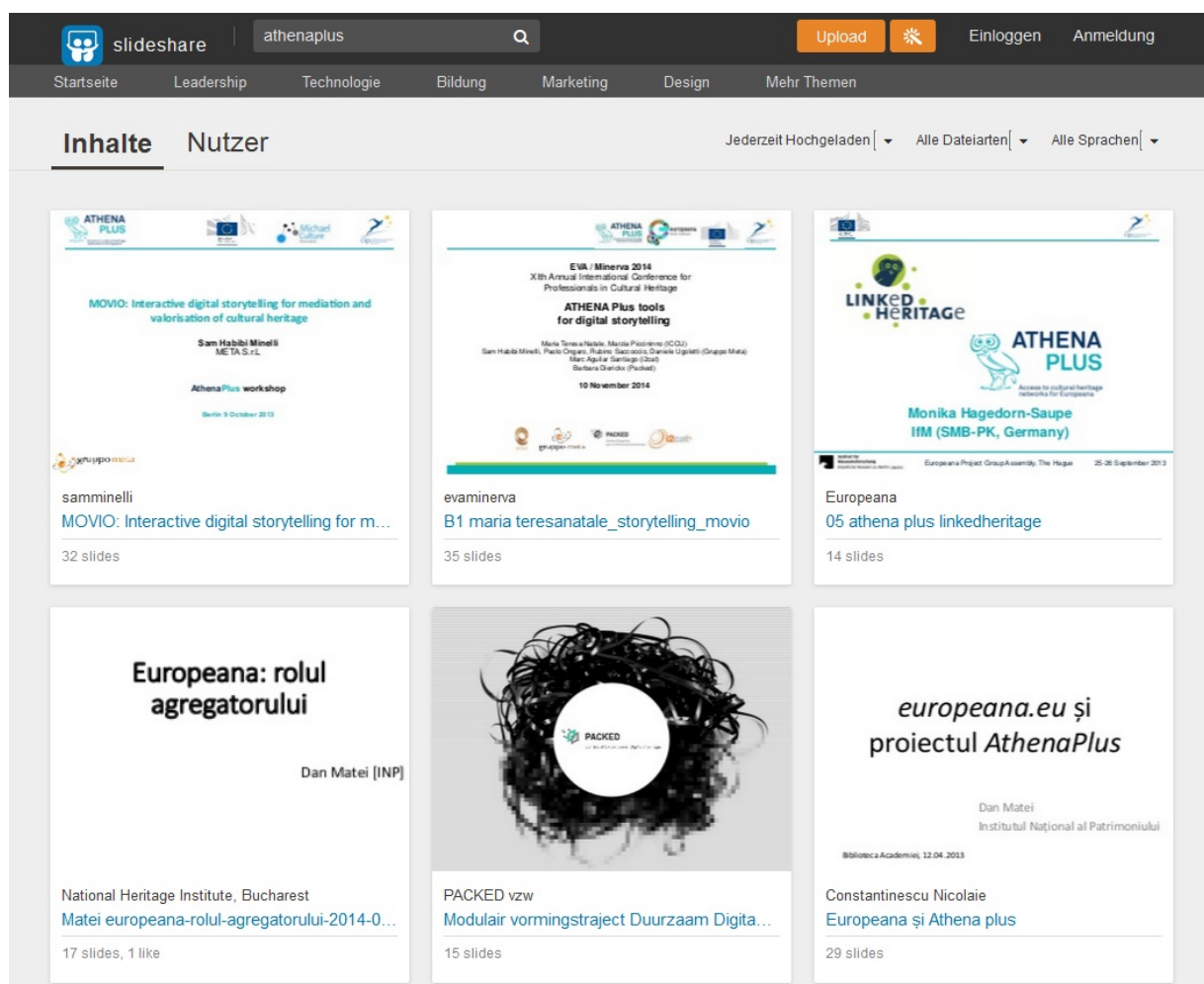
AthenaPlus on Vimeo.

## AthenaPlus on Slideshare

Some partners posted their presentations on the popular sharing platform SlideShare.

<http://de.slideshare.net/search/slideshow?searchfrom=header&q=athenaplus>





**AthenaPlus presentations on Slideshare**

In order to enhance the AthenaPlus project's visibility it was decided during the 3<sup>rd</sup> AthenaPlus plenary meeting in Bucharest in March 2014 to set up an AthenaPlus wordpress blog as well as a Facebook profile.

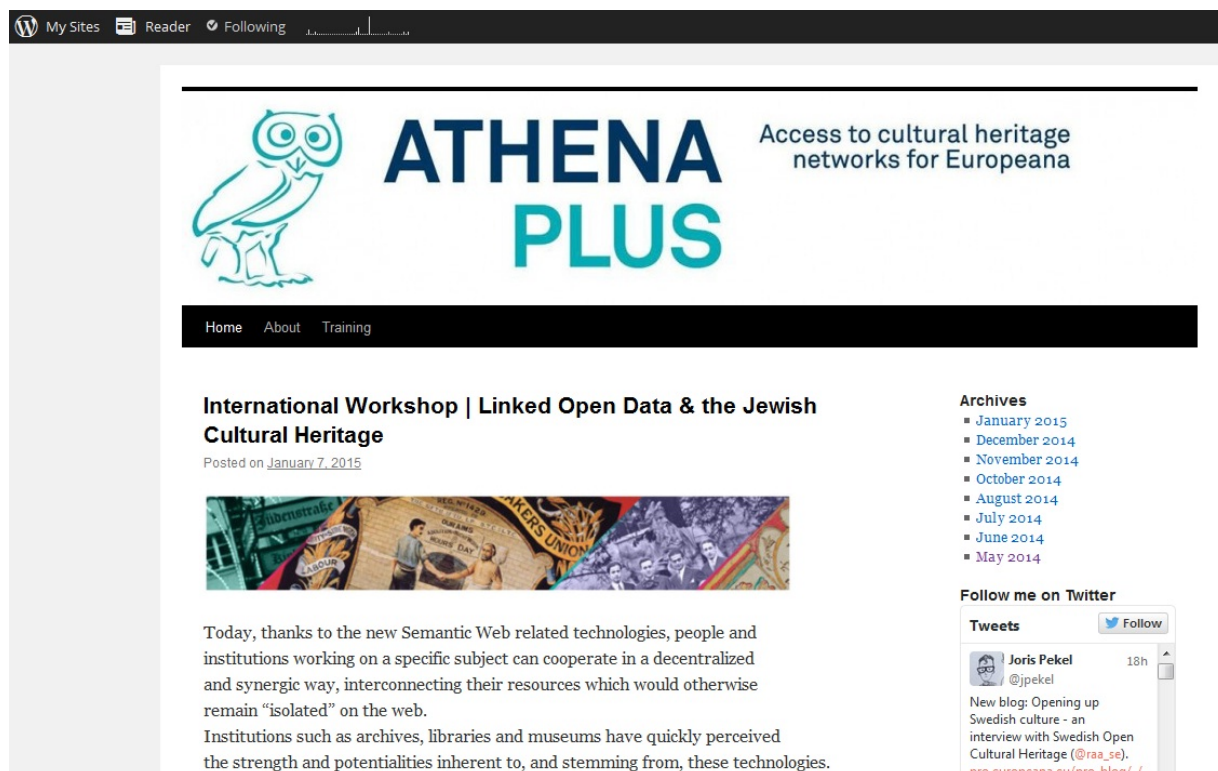
**AthenaPlus blog** | <https://athenaplus.wordpress.com/>

The AthenaPlus blog is used as a very personalized instrument that enables readers to remain connected with the project. The AthenaPlus blog gives project partners the opportunity to report about their high-impact dissemination events and success stories. Also, other Europeana projects were invited to make guest posts on the AthenaPlus blog, for instance about events or publications. The blog provides a constant up-to-date news flow.

Since the blog became live (May 2014) 18 posts have been authored about diverse topics.

- International Workshop | Linked Open Data & the Jewish Cultural Heritage
- National AthenaPlus and Lithuanian Council for Culture Conference
- Project milestone reached: 1.2 million metadata records delivered to Europeana
- AthenaPlus-TOTh 2014 Workshop in Brussels
- MUO | AthenaPlus online collection platform
- Digital Cultural Heritage & Tourism
- National Museum in Prague presents unique collection of artworks by Czech symbolist painter Josef Váchal (1884–1969)
- Exhibitions without walls | MOVIO pilots
- Connecting traditional culture and modern age
- MOVIO brochure available for download on the AthenaPlus website

- International Conference | Call for Posters
- International Conference in Rome | The reuse of digital cultural content in education, tourism and leisure
- Daguerreobase | Collective cataloging tool for daguerreotypes
- Linking digital content
- Call for papers | TOTH 2014 Workshop
- The Judaica Europeana experience: seizing opportunities
- Create your own digital exhibition(s) using MOVIO
- Introducing | The AthenaPlus blog



**Screenshot of the AthenaPlus wordpress blog, January 2015.**



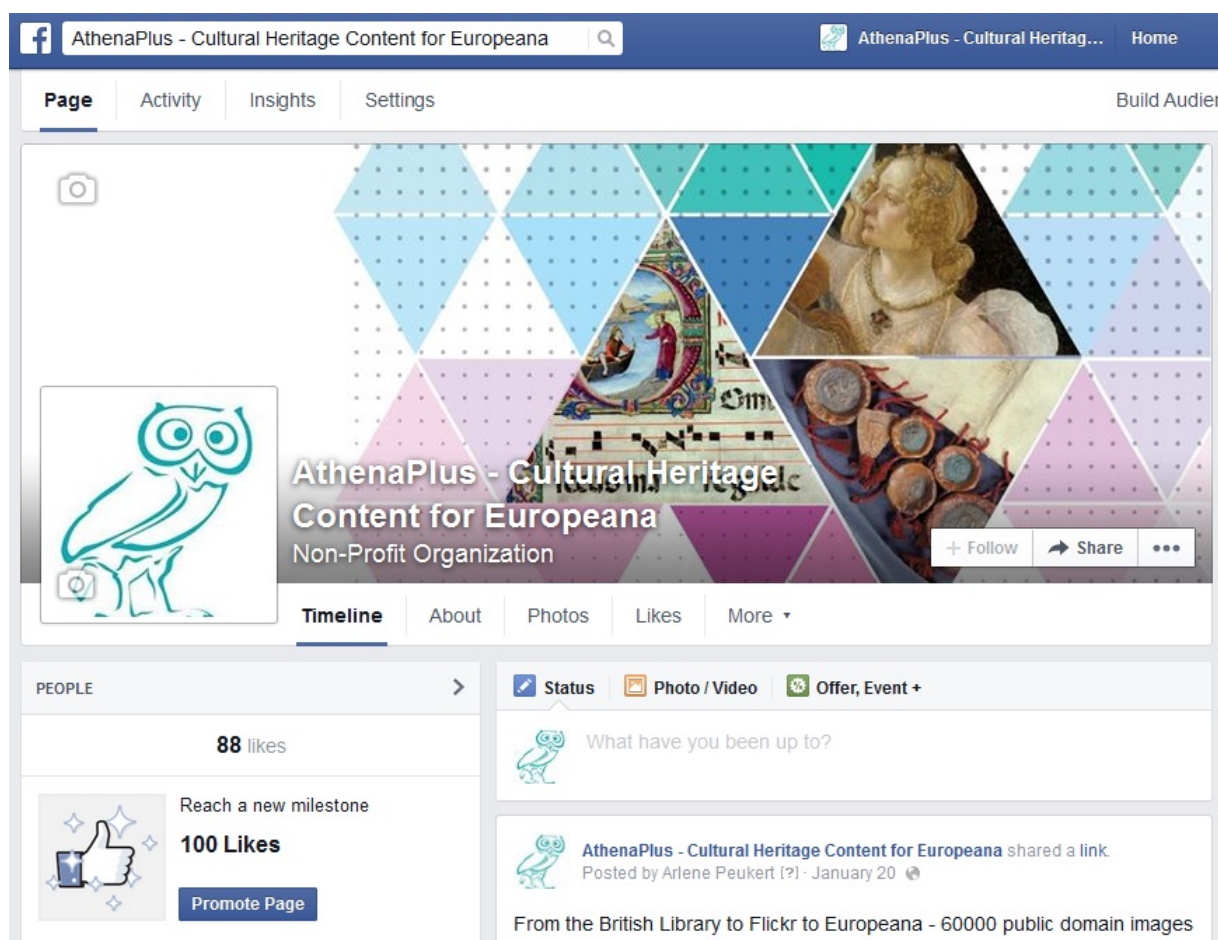
**Since May 2014 the AthenaPlus blog has had 910 visitors and 2021 views.**

**AthenaPlus on Facebook** | <https://www.facebook.com/athenaplusproject>

The AthenaPlus Facebook page allows us to present project's results and outcomes from the perspective of the general public. It is a very personalized communication tool that makes it possible to highlight information that is especially interesting for a wide variety of users. AthenaPlus events, products, services can be highlighted in a direct way. Moreover, through connection with other relevant

Facebook pages (such as Europeana, Europeana Fashion, Europeana Photography etc. as well as the Facebook pages of partner institutions such as Collections Trust, Museum of Arts and Crafts Croatia, ICCU - Istituto Centrale per il Catalogo Unico etc.) an immediate exchange of news is guaranteed.

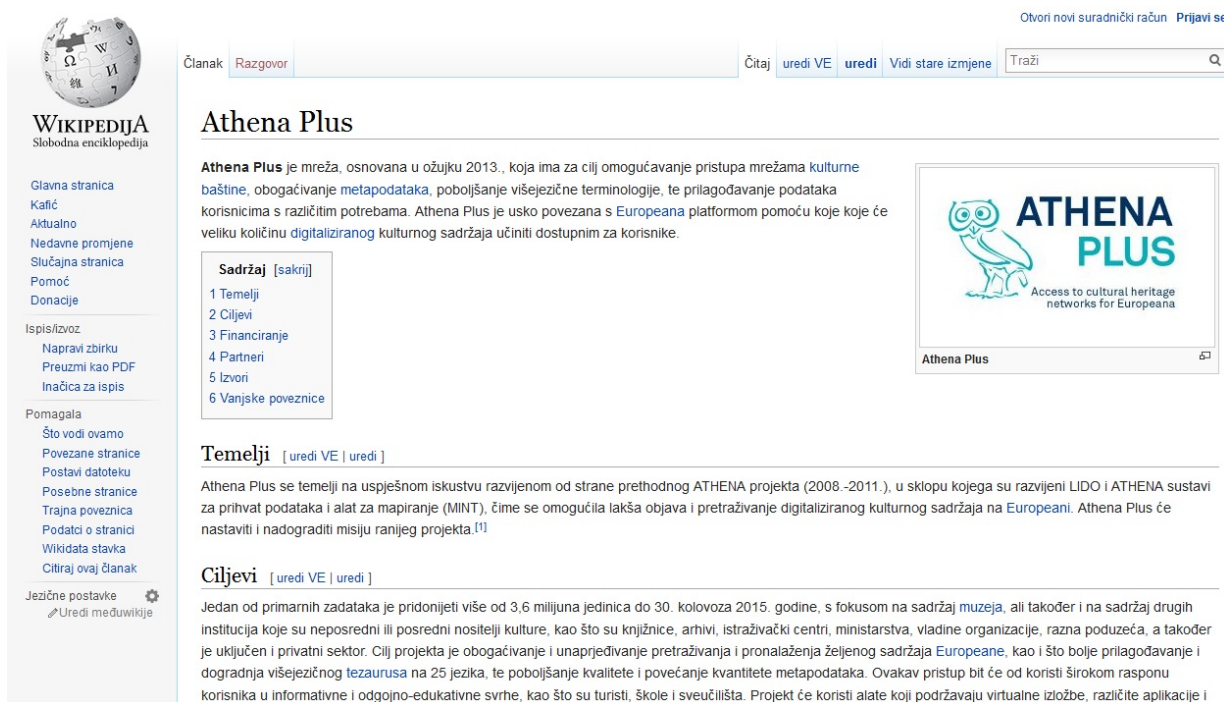
The AthenaPlus Facebook page has been live since July 2014 and has by now received 95 likes.



**Screenshot of the AthenaPlus Facebook page, January 2015.**

AthenaPlus project partner MUO (Muzej za umjetnost i obrt/ Museum of Arts and Crafts Croatia) has published an AthenaPlus article on Wikipedia (in Croatian) as well as an AthenaPlus Facebook fan page.





WIKIPEDIJA  
Slobodna enciklopedija

Glavna stranica  
Kafić  
Aktualno  
Nedavne promjene  
Slučajna stranica  
Pomoć  
Donacije

Ispis/izvoz  
Napravi zbirku  
Preuzmi kao PDF  
Inačica za ispis

Pomagala  
Što vodi ovdje  
Povezane stranice  
Postavi datoteku  
Posebne stranice  
Trajna poveznica  
Podatci o stranici  
Wikidata stavka  
Citiraj ovaj članak

Jezične postavke  
Uredi međuvikije

Članak: **Athena Plus**

Čitaj | uredi VE | uredi | Vidi stare izmjene

**Athena Plus** je mreža, osnovana u ožujku 2013., koja ima za cilj omogućavanje pristupa mrežama kulturne baštine, obogaćivanje metapodataka, poboljšanje višezjezične terminologije, te prilagođavanje podataka korisnicima s različitim potrebama. Athena Plus je usko povezana s Europeana platformom pomoću koje će veliku količinu digitaliziranog kulturnog sadržaja učiniti dostupnim za korisnike.

**Sadržaj** [sakrij]

- 1 Temelji
- 2 Ciljevi
- 3 Financiranje
- 4 Partneri
- 5 Izvori
- 6 Vanjske poveznice

**Temelji** [uredi VE | uredi]

Athena Plus se temelji na uspješnom iskustvu razvijenom od strane prethodnog ATHENA projekta (2008.-2011.), u sklopu kojega su razvijeni LIDO i ATHENA sustavi za prihvrat podataka i alat za mapiranje (MINT), čime se omogućila lakša objava i pretraživanje digitaliziranog kulturnog sadržaja na Europeani. Athena Plus će nastaviti i nadograditi misiju ranijeg projekta.<sup>[1]</sup>

**Ciljevi** [uredi VE | uredi]


Jedan od primarnih zadataka je pridonijeti više od 3,6 milijuna jedinica do 30. kolovoza 2015. godine, s fokusom na sadržaj muzeja, ali također i na sadržaj drugih institucija koje su neposredni ili posredni nositelji kulture, kao što su knjižnice, arhivi, istraživački centri, ministarstva, vladine organizacije, razna poduzeća, a također je uključen i privatni sektor. Cilj projekta je obogaćivanje i unaprijeđivanje pretraživanja i pronalaženja željenog sadržaja Europeane, kao i što bolje prilagođavanje i dogradnja višezjezičnog tezaurusa na 25 jezika, te poboljšanje kvalitete i povećanje kvantitete metapodataka. Ovakav pristup bit će od koristi širokom rasponu korisnika u informativne i odgojno-edukativne svrhe, kao što su turisti, škole i sveučilišta. Projekt će koristiti alate koji podržavaju virtualne izložbe, različite aplikacije i

**ATHENA PLUS**  
Access to cultural heritage networks for Europeana

Athena Plus

**Screenshot of the AthenaPlus Wikipedia page authored by project partner MUO, Croatia.**

[http://hr.wikipedia.org/wiki/Athena\\_Plus](http://hr.wikipedia.org/wiki/Athena_Plus)



AthenaPlus : Creative Cultural Content

ATHENA PLUS  
Access to cultural heritage networks for Europeana

MU

AthenaPlus : Creative Cultural Content Community

Timeline | About | Photos | Likes | More

PEOPLE

122 likes

ABOUT

AthenaPlus is a CIP best practice network started in March 2013 and ending in August 2015. The consortium is composed by 40 partners from 21 Member States...

READ MORE

<http://www.athenaplus.eu/>

AthenaPlus : Creative Cultural Content

January 14 at 10:16am · 🌐

Read about Creative Commons licenses on the Europeana Pro Blog:  
<http://pro.europeana.eu/.../creative-commons-licenses-are-gre...>

**Screenshot of the AthenaPlus Facebook fan page created by project partner MUO, Croatia.**

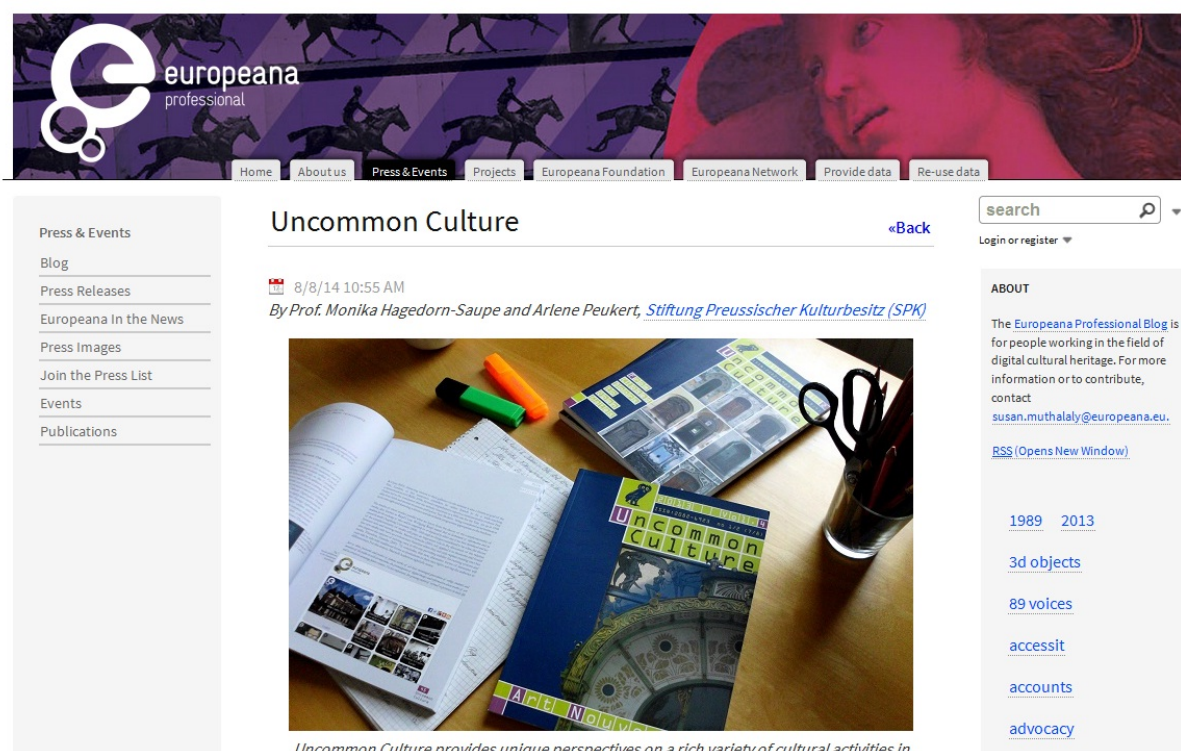
<https://www.facebook.com/AthenaPlusMUO>



## AthenaPlus on Europeana Professional Blog

In the course of the 2<sup>nd</sup> project year AthenaPlus has authored three articles on the Europeana Professional Blog. In order to promote the AthenaPlus International Conference on Creative reuse in Rome in October 2014, as well as to attract authors for the first AthenaPlus issue of “Uncommon Culture” we made intensive use of the Europeana network and communication channels. To celebrate a major project milestone reached in February 2014 – AthenaPlus content providers made available more than 800.000 metadata records via Europeana – another blog post on Europeana Pro was issued to share this success with the Europeana community.

- The re-use of digital cultural content in education, tourism and leisure. By Maria Teresa Natale & Arlene Peukert (M18)
- Uncommon Culture. By Monika Hagedorn-Saupe & Arlene Peukert (M18)
- AthenaPlus uploads more than 800.000 metadata records. By Monika Hagedorn-Saupe & Arlene Peukert (M15)



AthenaPlus on Europeana Professional, “Uncommon Culture”

## 4.5 PROJECT PRESENTATIONS

In this section, we list PPT presentations given by partners to highlight AthenaPlus activities at dissemination events. In some cases presentations were devoted to highlight AthenaPlus only, in other cases they were part of larger presentations with a spotlight on AthenaPlus.

Place and Event	Date	Language	Title	PDF
Roma, Italy Science with and for Society Memory	19 November 2014	EN	Cultural Heritage and knowledge (by Rossella Caffo)	<a href="#">882 kb</a>
Vilnius, Lithuania, National AthenaPlus and Lithuanian Council for Culture Conference	19 November	LT	Tarptautinis projektas „AthenaPlus“ ir jo metu kuriami	

<b>“The Reuse of Digital Cultural Heritage for the Development of Tourism in Lithuania and Increasing Museum Attendance”</b>	2014		įrankiai skaitmeninto kultūros paveldo pakartotiniam panaudojimui	
<b>Jerusalem, Israel</b>	10 November 2014	EN	Athena Plus Digital Storytelling: the MOVIO suite of tools (Maria Teresa Natale)	<a href="#">9450 kb</a>
<b>Rome, Italy, WDL partners meeting</b>	29-30 October 2014	EN	The ICCU and Italian Libraries in the WDL and in other national and international projects (by Rossella Caffo)	<a href="#">3352 kb</a>
<b>Girona, Spain, ICA 2014</b>	13 October 2014		MOVIO: a semantic content management and valorization approach for archives and cultural institutions	<a href="#">5786 kb</a>
<b>Berlin, Germany, Berliner Herbsttreffen zur Museumsdokumentation</b>	6-8 October 2014	DE	AthenaPlus & MOVIO online digital exhibitions	<a href="#">2886 kb</a>
<b>Rome, DARIAH-EU's General Virtual Conference</b>	17-19 September 2014	EN	<a href="#">Digital Cultural Heritage: MIBACT national and European projects</a>	6360 kb
<b>Dresden, Germany, CIDOC 2014</b>	9 September 2014	EN	The Terminology Management Platform : A Tool for Creating Linked Open Data	<a href="#">1415 kb</a>
<b>Dresden, Germany, CIDOC 2014</b>	10 September 2014	EN	Exhibiting Intangible Cultural Heritage using MOVIO: a multilingual toolkit for creating curated digital exhibitions, made available by the AthenaPlus project	<a href="#">2904 kb</a>
<b>Prague, Czech Republic, Popular-scientific and educational projects of National Museum</b>	25 August 2014	CZ	Athena a AthenaPlus Populárně-vědecké a vzdělávací projekty Národního muzea	<a href="#">995 kb</a>
<b>Paris, France, X Congress of the European Association for Jewish Studies</b>	20-24 July 2014	EN	<a href="#">Jewish and Non-Jewish Cultures in Contact: New Research Perspectives</a>	
<b>Granoble, France, Colloque Patrimoine et Humanités Numé</b>	10-12 June 2014	FR	Le patrimoine culturel numérique: une opportunité et un défi européens. La contribution d'AthenaPlus à Europeana	<a href="#">6939 kb</a>
<b>Budapest, Hungary, Art libraries facing the challenging of a digital age</b>	2 June 2014	EN	Linking digital contents	<a href="#">3641 kb</a>
<b>Roma, Italy, EAGLE Conference</b>	16 May 2014	IT	AthenaPlus	<a href="#">1549 kb</a>
<b>Modena, Italy, Insite Workshop</b>	12 April 2014	EN	Narrations and communities: building communities for	

			making citizenship	
<b>Roma, Facoltà di Ingegneria dell'Università di Tor Vergata</b>	21 March 2014	IT	Horizon 2020: sfide, strumenti e opportunità per il Patrimonio Culturale	<a href="#">898 kb</a>
<b>Florence, Italy M&amp;W 2014</b>	19-20 February 2014	EN	Heritage on the web: MIBAC projects (by Rossella Caffo) Digital storytelling for DCH – Innovative tools and services (by Maria Teresa Natale, Jullien Brouillard)	<a href="#">6960 kb</a> <a href="#">1365</a>

## 4.6 NEWSLETTER

It is foreseen in the DoW that partner EAJC will publish at least three newsletters during the project. The second Judaica Europeana newsletter was published in 2014.

	Language	Date	Title	Visitors
Judaica Europeana Newsletter	EN	2013	AthenaPlus: access to cultural heritage networks <a href="http://www.judaica-europeana.eu/Newsletter_5_2013.html">http://www.judaica-europeana.eu/Newsletter_5_2013.html</a>	1614
Judaica Europeana Newsletter	EN	2014	AthenaPlus: extending access to digital collections <a href="http://judaica-europeana.eu/Newsletter.html">http://judaica-europeana.eu/Newsletter.html</a>	1495
TMP Newsletter	EN/ FR	2015	TMP & AthenaPlus newsletter <a href="http://www.condillac.org/athenaplus/TMP2-Newsletter-1-2015-02.pdf">http://www.condillac.org/athenaplus/TMP2-Newsletter-1-2015-02.pdf</a>	/

The following topics were dealt with in the latest Judaica Europeana newsletter from 2014:

- News from the Judaica Europeana network
- Library of the Jewish Theological Seminary (AthenaPlus data provider)
- Steinheim Institute: researching Jewish epigraphy (AthenaPlus data provider)
- AthenaPlus: extending access to digital collections
- Creating digital exhibitions with MOVIO
- News from the National Library of Israel
- Advancing the Digital Humanities agenda

The Judaica Europeana newsletter is distributed via email to ~ **2.960 recipients**. The newsletter is also available on the Judaica Europeana website. Since publication, the latest issue was viewed by **1495 unique visitors** (until March 12, 2015).

Target groups of the newsletter are:

- Humanities, teachers, and researchers in Europe and the US,
- Culture sector professionals: museums, libraries and archives,
- Others with interest in Jewish culture,
- Judaica Europeana partners,
- AthenaPlus partners,
- DM2E partners.

In addition, the Judaica Europeana newsletter was distributed via the following channels and networks:

Network	Link
Jewish Heritage Europe	<a href="http://www.jewish-heritage-europe.eu/2014/06/06/news-from-judaica-europeana/%E2%80%9D">http://www.jewish-heritage-europe.eu/2014/06/06/news-from-judaica-europeana/%E2%80%9D</a>
AthenaPlus blog	<a href="https://athenaplus.wordpress.com/2014/06/11/the-judaica-europeana-experience-seizing-opportunities/">https://athenaplus.wordpress.com/2014/06/11/the-judaica-europeana-experience-seizing-opportunities/</a>
AthenaPlus twitter	<a href="https://twitter.com/athenapluseu/status/476993254798688256">https://twitter.com/athenapluseu/status/476993254798688256</a>
DM2E blog	<a href="http://dm2e.eu/feeding-digital-humanities/">http://dm2e.eu/feeding-digital-humanities/</a>
AllezCulture	<a href="https://www.facebook.com/groups/AllezCulture/?fref=ts">https://www.facebook.com/groups/AllezCulture/?fref=ts</a>
Yiddish studies discussion list	<a href="http://yiddish-sources.com/news/judaica-europeana-newsletter-number-6-2014">http://yiddish-sources.com/news/judaica-europeana-newsletter-number-6-2014</a>

The first newsletter of the Thesaurus Management Platform (TMP) introduces readers to the services of the TMP and gives an insight into its approaches.



## Newsletter

No 1 – February 2015 <http://athenaplus.thesaurus.condillac.org/>





TMP<sup>2</sup> or Thesaurus Management Platform, is a web portal for thesaurus management. The TMP offers:

- creation and editing of thesauri, favouring a conceptual approach;
- specification all types of hierarchical relations (generic, instancial, partitive);
- extensive concept information (notes, images etc.);
- management of multilingualism;
- integration of ISO standards 25964-1 and ISO 25964-2 on Thesauri;
- import and export in SKOS, JSON and RDF;
- thesaurus mapping.

The TMP<sup>2</sup> is freely accessible (read only) to anyone. User accounts are created for project members and associated organisations.



**Thesaurus, Terminology, Ontology:** three approaches based on the notion of term and concept, not to be confused.

Ontologies, in the sense of knowledge engineering, constitute one of the most promising ways for representing thesauri and multilingual terminologies [1]. This is why the development of the TMP<sup>2</sup> [2] relies on the principle of ontoterminology (a terminology whose notional system is a formal ontology) and the Ote engine (OntoTerminology engine), developed by the Condillac Research Group of the University of Savoie.

[1] "Multilingual terminology: the ontological approach", C. Roche, L. Damas, J. Roche, CIDOC (International Committee for Documentation), Dresden, Germany, 6-11 September 2014

[2] "The Terminology Management Platform: A Tool for Creating Linked Open



The TMP was developed in the framework of two European projects dedicated to cultural heritage.

The first version (TMP) was developed in the Linked Heritage project which ended in September 2013: [www.linkedheritage.org](http://www.linkedheritage.org)

The second version (TMP<sup>2</sup>) is currently developed in the AthenaPlus project which started in March 2013 and ends in August 2015. The consortium is composed of 40 partners from 21 countries: [www.athenaplus.eu](http://www.athenaplus.eu)

The objectives consist of aggregation of more than 3,6 million metadata for Europeana



### TMP & AthenaPlus newsletter.

## 4.7 SCIENTIFIC ARTICLES & PAPERS

To-date, the following scientific papers have been produced and published.

Language	When	Where	What
EN	2014	ICA 2014	Sam Habibi Minelli, Maria Teresa Natale, Barbara Dierickx, Paolo Ongaro, Daniele Ugoletti, Rubino Saccoccio, Marc Aguilar Santiago, <a href="#">MOVIO: A semantic content management and valorisation approach for</a>

			<a href="#">archives and cultural institutions</a>
EN	2014	CIDOC 2014	Maria Teresa NATALE, Sam Habibi MINELLI, Barbara DIERICKX, Paolo ONGARO, Marzia PICCININNO, Daniele UGOLETTI, Rubino SACCOCCIO, Alberto RAGGIOLI, <a href="#">Exhibiting Intangible Cultural Heritage using MOVIO: a multilingual toolkit for creating curated digital exhibitions, made available by the AthenaPlus project</a>
EN	2014	CIDOC 2014	Eva COUDYZER (Royal Museum of Art and History/ KMKG-MRAH, Belgium), The Terminology Management Platform : A Tool for Creating Linked Open Data <a href="http://www.cidoc2014.de/images/sampleddata/cidoc/papers/F-1_Coudyzer_paper.pdf">http://www.cidoc2014.de/images/sampleddata/cidoc/papers/F-1_Coudyzer_paper.pdf</a>
EN	2014	Informatica economica	Gabriela DUMITRESCU, Cornel LEPADATU, Cristian CIUREA, Creating Virtual Exhibitions for Educational and Cultural Development <a href="http://revistaie.ase.ro/content/69/09 - Dumitrescu, Lepadatu, Ciurea.pdf">http://revistaie.ase.ro/content/69/09 - Dumitrescu, Lepadatu, Ciurea.pdf</a>
EN	2014	<a href="#">Lecture Notes in Computer Science</a> Volume 8740 2014	Julia Katona. Different Viewpoints. Two Ways of Presenting Fine Art Collections Online [MOVIO and HOMM] – Available only in printed version
EN	2014	Procedia Computer Sciences	Sam Habibi MINELLI, Maria Teresa NATALE, Paolo ONGARO, Marzia PICCININNO, Rubino SACCOCCIO, Daniele UGOLETTI, MOVIO: A Toolkit for Creating Curated Digital Exhibitions, Procedia Computer Science, Volume 38, 2014, Pages 28-33, ISSN 1877-0509, <a href="http://dx.doi.org/10.1016/j.procs.2014.10.006">http://dx.doi.org/10.1016/j.procs.2014.10.006</a> . ( <a href="http://www.sciencedirect.com/science/article/pii/S1877050914013660">http://www.sciencedirect.com/science/article/pii/S1877050914013660</a> )

## 4.8 PUBLICATIONS

### 4.8.1 DIGITAL CULTURAL HERITAGE AND TOURISM

#### Recommendations for cultural institutions, version 1.0, 2 October 2014

The Italian Ministry of Cultural Heritage and Activities and Tourism, in cooperation with the AthenaPlus Consortium, presented a set of recommendations for cultural institutions that aim to promote their heritage and tourism activities through the use of technology and digital means, thus giving tourism a boost. The recommendations were presented on 2 October 2014 on the occasion of the International Conference **"The reuse of digital cultural content in education, tourism and leisure: an opportunity for cultural institutions and creative industries, an investment for the future"**, The text is available in:

English <http://www.athenaplus.eu/getFile.php?id=428>

Italian <http://www.athenaplus.eu/getFile.php?id=412>

### 4.8.2 UNCOMMON CULTURE

#### "Uncommon Culture" – 1<sup>st</sup> AthenaPlus issue

Within the scope of the AthenaPlus project two publications of the scientific journal "Uncommon Culture" are planned. The journal was born in the framework of the former Athena project. "Uncommon Culture" is a peer-reviewed journal providing unique perspectives on a rich variety of cultural activities in Europe. Examining cultural institutions and their collections, this magazine gives new insights into diverse cultural activities. "Uncommon Culture" deals with issues connected to digitization of cultural heritage in Europe.



The first AthenaPlus issue of “Uncommon Culture” looks into the highly relevant topic of digital and virtual exhibitions. This choice was a consequence of the work carried out by the AthenaPlus Digital Exhibitions working group and the development of the MOVIO tool for virtual exhibitions within WP5 activities. This issue of “Uncommon Culture” presents, analyses and compares web services and innovative tools for creating digital exhibitions; European cultural heritage institutions report on their own as well as users’ experiences with digital exhibitions. Members of the Digital Exhibitions Working Group - established with the aim to explore current practices, search through recent bibliography and identify key questions in order to develop a simple set of effective guidelines for the use of memory institutions. They also present their most recent findings.

The call for articles was opened in May 2014 and as a result AthenaPlus partners as well as external institutions dealing with the topic declared the intention to contribute papers to the issue.

#### **Uncommon Culture: Virtual Exhibitions: Vol. 6: 2015 no 1(Preliminary structure)**

<b>Main Articles</b>	
Hungary	Structuring and Visualising Information in Digital Story-Telling Applications
Italy, Belgium, Spain	Innovative Approaches for Narrating Tangible and Intangible Cultural Heritage: the AthenaPlus Creative Tools
Romania	Developing Virtual Exhibitions on Mobile Devices for the Educational Sector
<b>Interviews &amp; Projects</b>	
Belgium	Europeana Exhibitions: A Virtual Trip through Europe’s Cultural Heritage, Interview with Anna van den Broek
Germany	1933. The beginning of the end of German Jewry – Jewish Museum Berlin, Interview with Aubrey Pomerance
<b>Short articles</b>	
Belgium	Virtual exhibition from the Flemish Art Collection
	VIAA and their approach to opening up digital cultural heritage material to education
	Leonardo da Vinci’s Last Supper in Belgium: Traces of Humanism Preserved in a Once Flourishing Abbey
Bulgaria	A Virtual Challenge to a Library: Multilingual Template to Display Digitised 19th-Century Books Online
Croatia	Digital and Virtual Exhibitions – A Glance at the Situation in Croatia
Czech Republic	The Usage of Virtual Exhibit in Project Based Learning
Germany	Digital Exhibitions within the scope of the DDB
	Historic Photographic Negatives in Bildarchiv Foto Marburg – Photographic Media and Cultural Heritage
Israel	The Digital Exhibition – Considered in the Long Term
Lithuania	Virtual Exhibitions of Lithuanian Museum
Spain	MFGI : a Virtual Photographic Museum for Archives Masterpieces
Sweden	Coordination of Digitisation as a Prerequisite for Digital Exhibitions
<b>Books review</b>	
Germany	Dziekan, Vince (2012): Virtuality and the Art of Exhibition. Curatorial Design for the Multimedial Museum

The journal which at present is only available in digital format, will be made available in print in early 2015.

In order to minimize additional editing work style guidelines for publication in “Uncommon Culture” were set up.

## Uncommon Culture – Author Guidelines

### Types of contributed materials:

**Invited papers** presenting the topics relevant to the issue, discussing general matters  
→ up to 20 edited pages, not more than 60.000 characters

**Research papers & reports** describing the situation in particular countries  
→ 3 - 8 pages

### Interviews & project presentations

**Short notes** i.e. book reviews, conference reports, short news → max. 2 pages

Contributors to Uncommon Culture should recognize the following aspects:

#### Pre-setting of layout

- Times New Roman
- single space
- 12-point font
- no additional formatting (e.g. justification, headers/footers)
- UK-English
- provide text as Word document

#### Research papers/reports - extent

- 3 - 8 pages
- approx. 2500 - 3000 words/ ~ 15.000 characters (spaces included)

#### Text

- keep sentences and paragraphs short
- short quotations in the text are to be indicated in italics, longer quotations of 4 or more lines are indented, i.e. set in 5 or more spaces from the margin
- titles of books, papers, exhibitions etc. are to be indicated in italics
- avoid abbreviations, if necessary explain when used for the first time
- use endnotes, figure should follow the punctuation mark, whether comma or full stop
- Bibliography: indicate your sources (books, edited volumes, catalogues, journals, papers, online sources, webpages)

### Bibliographic description standard for Uncommon Culture:

#### Book

- Author name with full first name (date of publication). *Title: and subtitle.* Place of publication: publisher, number of pages.
- Baxandall Michael (1988). *Painting and Experience in Fifteenth-Century Italy: A Primer in the Social History of Pictorial Style.* Oxford: Oxford University Press, 183 p.

#### Article from a book

- Author name with full first name (date of publication). *Title: and subtitle.* In: Editor name and full first name (date of edition if different to date of publ.). *Book title: subtitle.* Place of publication: publisher, pp. x-y.
- Benjamin Walter (1936). *The Work of Art in the Age of Mechanical Reproduction.* In: Arendt Hannah (1985, ed.). *Illustrations: Walter Benjamin – Essays and Reflections.* New York: Schocken Books, pp. 217-251.

#### Article from a journal

- Author name with full first name (date of publication). *Title: and subtitle.* "Journal title", vol. x, no. y, pp. x-y.
- Coffee Kevin (2006). *Museums and the Agency of Ideology.* "Curator: The Museum Journal", vol. 49, no 4, pp. 435-448.

#### Illustrations

- provide 4 - 8 Images in jpg format, size: 300 dpi
- indicate where in the text illustrations, tables, figures are to be placed
- provide a list of image captions
- format: artist, work title in italics, date, Medium, dimensions (in cm; height before width). City/town of location: Gallery name. Picture credit line.

#### Other

##### Please provide:

- a lead - ideal 250 characters (space included) not longer than 300 characters
- a short text about the author (approx. 100 - 200 words)
- photograph of the author
- e-mail address of the author

Please note that it is mandatory for publication in Uncommon Culture that your submission has not been previously published, nor is it considered to be published in another journal in the future.

The second AthenaPlus issue of "Uncommon Culture" will deal with the topic of creative reuse of digitized cultural content. Publication of this issue is planned for M30 (August 2015). The collection of articles and materials for this issue has started already in autumn 2014 right after the International Conference in Rome, to ensure the timely publication of this journal.

### 4.8.3 BOOKLETS

The publication of three best-practice booklets that will disseminate the outcomes achieved by the different work packages will extend the series of publications that were produced during the ATHENA and Linked Heritage projects.

One of the three booklets will look into the field of structured metadata for describing digital exhibitions. The digital exhibitions working group is currently working on the development of a structured metadata format for describing digital exhibitions ("DEMES" – digital exhibition metadata example sets). Structured metadata will not only help to improve the current descriptive practice through standardization but also facilitate data sharing and exchange of information about digital exhibitions. Outcomes and results of this endeavor will be presented in detail in the form of an information brochure.

The second booklet will be dedicated to the topic of Digital Storytelling. In order for a digital storytelling project to be successful, efficient and innovative developers need to follow some important guidelines. Within the frame of the AthenaPlus project recommendations and aids for the development of digital storytelling strategies were created. The booklet will present the intensive research conducted within the scope of the project, based mainly on the AthenaPlus deliverable D7.2 Analysis, scenarios use cases, opportunities of innovative services for DCH, and future development.

The decision to have a third AthenaPlus best-practice booklet published in the course of the project was taken at the 5<sup>th</sup> AthenaPlus plenary meeting in M24. This booklet will present LIDO and its advantages.

Publication of booklets is foreseen in project month 27.

## 4.9 FAST ONLINE COMMUNICATION

Partners have been encouraged to promote AthenaPlus activities and outcomes in their institutional newsletters, e-bulletins, and over their social media marketing tools.

## D7.5 Second report on dissemination activities and networking in the European framework

Below is the list of short articles published in the course of the 2<sup>nd</sup> year of the AthenaPlus project. Please note that in this list we do not include short mentions of AthenaPlus events.

Language	When	Where	What
EN	2015	AthenaPlus Blog	<a href="#">International Workshop   Linked Open Data &amp; the Jewish Cultural Heritage</a>
EN/FR	2015	TMP2 Newsletter	<a href="#">TMP2 Newsletter</a>
SW	2014	Digisam	<a href="#">Rapport från workshop om det digitala verktyget Movio</a>
EN	2014	DM2E Blog	<a href="#">Feeding Digital Humanities</a>
SW	2014	Digitala Museet	<a href="#">Workshop om MOVIO</a>
SW	2014	Digitala Museet	<a href="#">MOVIO</a>
IT	2014	Digitalia	<a href="#">I primi risultati della sperimentazione di MOVIO</a>
EN	2014	AthenaPlus Blog	<a href="#">National AthenaPlus and Lithuanian Council for Culture Conference “The Reuse of Digital Cultural Heritage for the Development of Tourism in Lithuania and Increasing Museum Attendance</a>
EN	2014	AthenaPlus Blog	<a href="#">Project milestone reached: 1.2 million metadata records delivered to Europeana</a>
EN	2014	AthenaPlus Blog	<a href="#">AthenaPlus-TOTh 2014 Workshop in Brussels</a>
SW	2014	Digitala Museet	<a href="#">AthenaPlus i Rom</a>
EN	2014	AthenaPlus Blog	<a href="#">MUO   AthenaPlus online collection platform</a>
EN	2014	AthenaPlus Blog	<a href="#">Digital Cultural Heritage &amp; Tourism</a>
EN	2014	AthenaPlus Blog	<a href="#">National Museum in Prague presents unique collection of artworks by Czech symbolist painter Josef Váchal (1884–1969)</a>
EN	2014	AthenaPlus Blog	<a href="#">Exhibitions without walls   MOVIO pilots</a>
EN	2014	Europeana Pro	<a href="#">The re-use of digital cultural content in education, tourism and leisure</a>
EN	2014	Europeana Pro	<a href="#">Uncommon Culture</a>
EN	2014	AthenaPlus Blog	<a href="#">Connecting traditional culture and modern age</a>



## D7.5 Second report on dissemination activities and networking in the European framework

EN	2014	AthenaPlus Blog	<a href="#">MOVIO brochure available for download on the AthenaPlus website</a>
SW	2014	Digitala Museet	<a href="#">AthenaPlus-projektet går framåt</a>
EN	2014	AthenaPlus Blog	<a href="#">International Conference   Call for Posters</a>
EN	2014	AthenaPlus Blog	<a href="#">International Conference in Rome   The reuse of digital cultural content in education, tourism and leisure</a>
EN	2014	AthenaPlus Blog	<a href="#">Daguerreobase   Collective cataloging tool for daguerreotypes</a>
EN	2014	AthenaPlus Blog	<a href="#">Linking digital content</a>
EN	2014	AthenaPlus Blog	<a href="#">Call for papers   TOTH 2014 Workshop</a>
EN	2014	AthenaPlus Blog	<a href="#">The Judaica Europeana experience: seizing opportunities</a>
EN	2014	AthenaPlus Blog	<a href="#">Create your own digital exhibition(s) using MOVIO</a>
EN	2014	Europeana Judaica Newsletter	<a href="#">AthenaPlus: a platform for extending access to Jewish digital collections</a>
LT	2014	LM ISC LIMIS	<a href="#">„AthenaPlus“ projekto naujienos: „Europeanoje“ daugėja lietuviškų eksponatų!</a>
LT	2014	LM ISC LIMIS	<a href="#">Trečiasis projekto „AthenaPlus“ partnerių susitikimas Bukarešte</a>
LT	2014	LIMIS	<a href="#">„AthenaPlus“ projekto naujienos: „Europeanoje“ daugėja lietuviškų eksponatų!</a>
EN	2014	MICHAEL portal news	<a href="#">Published AthenaPlus D7.2 Analysis, scenarios use cases, opportunities of innovative services for DCH, and future development</a>
FR	2014	Dedale News	<a href="#">Publication du livrable AthenaPlus - Services innovants pour le patrimoine culturel numérique</a>
LT	2014	Emuziejai	<a href="#">Kompleksinių virtualių parodų kūrimo įrankis „MOVIO“ ir jo testavimo veiklos</a>
LT	2014	Emuziejai	<a href="#">Vilniuje vyko įvadiniai kompleksinių virtualių parodų kūrimo įrankio „MOVIO“ mokymai</a>
LT	2014	Emuziejai	<a href="#">Ketvirtasis projekto „AthenaPlus“ partnerių susitikimas Romoje</a>

LT	2014	Emuziejai	<a href="#">Konferencija „Kultūros paveldo skaitmeninio turinio panaudojimo galimybės plėtojant Lietuvoje turizmą ir didinant muziejų lankytojų skaičių“</a>
EN	2014	Emuziejai	<a href="#">National AthenaPlus and Lithuanian Council for Culture Conference “The Reuse of Digital Cultural Heritage for the Development of Tourism in Lithuania and Increasing Museum Attendance”</a>
EN-LT	2014	<a href="#">Naujienu archyvas</a>	<a href="#">Konferencija „Kultūros paveldo skaitmeninio turinio panaudojimo galimybės plėtojant Lietuvoje turizmą ir didinant muziejų lankytojų skaičių“</a>
EN	2014	Emuziejai	<a href="#">AthenaPlus“ projekto naujienos: duomenų eksportas į „Europeana“ išsibėgėjo</a>
LT	2014	<a href="#">Naujienu archyvas</a>	<a href="#">AthenaPlus“ projekto naujienos: duomenų eksportas į „Europeana“ išsibėgėjo</a>
EN	2013	Europe's Information Society	<a href="#">Athena Plus: Access to cultural heritage networks for Europeana</a>
IT	2013	CulturalItalia	<a href="#">Workshop a Roma per l'integrazione dei contenuti culturali digitali in Europeana e altri portali nazionali</a>
IT	2013	CulturalItalia	<a href="#">Dalla digitalizzazione del patrimonio culturale un nuovo slancio al turismo</a>
IT	2013	Homm	<a href="#">Athena+ workshop on "Digital storytelling for mediation and valorisation of cultural heritage"</a>
IT	2013	Internet Culturale	<a href="#">Strumenti innovativi e progetti pilota per l'integrazione dei contenuti culturali digitali in europeana e altri portali nazionali</a>
LT	2013	LM ISC LIMIS	<a href="#">Antrasis projekto „AthenaPlus“ partnerių susitikimas Berlyne</a>
LT	2013	SAM Website	<a href="#">Suskaitmenintas Europos kultūros paveldas pasakoja interaktyvias istorijas</a>
LT	2013	SAM Website	<a href="#">Kartu įgyvendinsime „Europeanos“ svajonę!</a>
EN	2013	EUROPEANA PRO	<a href="#">Access to cultural heritage networks for Europeana</a>
EN	2013	Europeana Judaica Newsletter	AthenaPlus: access to cultural heritage networks <a href="http://www.judaica-europeana.eu/Newsletter_5_2013.html">http://www.judaica-europeana.eu/Newsletter_5_2013.html</a>

In the course of the 2<sup>nd</sup> project year, 51 short articles in different languages were published via the AthenaPlus communication network. A special focus was put on using the Europeana channels. Three articles were published on the Europeana Professional Blog in 2014, in order to promote the

International Conference on creative reuse, gain authors for the first AthenaPlus issue of Uncommon Culture, as well as to celebrate a major project milestone. The AthenaPlus blog was set up in May 2014 to enhance the project's visibility as well as to give project partners the opportunity to report about their success stories, announce national events, etc. active since. Since the blog has been live 18 posts have been published that reached more than 900 unique visitors.

## 4.10 EVENTS

### 4.10.1 *AthenaPlus international and national events*

In the course of the 2<sup>nd</sup> project year eight major events were organized by AthenaPlus that set out to familiarise AthenaPlus partners and cultural heritage institutions with the AthenaPlus creative tools and services (such as MOVIO, TMP, and others.) as well as to share recent findings and ideas on the topic of creative reuse of digitised content and the development of digital cultural heritage as a driver of the education and tourism sectors. Altogether, approximately 750 experts from the cultural heritage field participated in the events.

Here is a list of events organised by AthenaPlus.

YYYY-MM-DD	Country, Town	Event
2014-05-20_21	Torun, Poland	<p><b>AthenaPlus Workshop on virtual exhibitions and digital museums</b></p> <p>The main goal was to familiarise AthenaPlus partners, and cultural heritage institutions with the MOVIO software, and digital museum</p> <p><b>Participants:</b> 20: AthenaPlus partners from Belgium, Germany, Ukraine, Poland, and cultural heritage institutions from Poland.</p> <p>Participants were introduced to the MOVIO software, raised questions, responded to a short questionnaire, and on the second day learned about digital museum software. People were very much interested in using MOVIO in their work.</p>
2014-06-28	Athens, Greece	<p><b>AthenaPlus Seminar on Content Ingestion</b></p> <p>Presentations and information regarding a) the procedure for content ingestion b) copyright issues and the rights labelling strategy c) training on the ingestion system d) pilot ingestions e) Q&amp;As</p> <p><b>Participants:</b> 12 Museum personnel, librarians, copyright expert.</p>
2014_10_12	Girona, Spain	<p><b>AthenaPlus Workshop</b></p> <p>MOVIO: the open source platform toolkit supporting archives and cultural institutions to easily create and publish digital exhibitions</p> <p>Carried out by Meta and Packed</p> <p>Abstract and programme:  <a href="http://www.girona.cat/web/ica2014/Workshops/4-Athena-EN.pdf">http://www.girona.cat/web/ica2014/Workshops/4-Athena-EN.pdf</a></p> <p>Participants: 80 archivists</p>
2014-10-02	Roma, Italy	<p><b>AthenaPlus International Conference</b></p> <p><b>The reuse of digital cultural content in education, tourism and leisure: an opportunity for cultural institutions and creative industries, an investment for the future</b></p>

Organised within the EU Italian Presidency

This event, organized by ICCU/AthenaPlus, was included in the official program of the Italian Presidency and was organized in collaboration with the European Commission and the Europeana Foundation.

The Italian Presidency represented a strategic opportunity to propose a workplan shared at European level on the topic of reuse and exploitation of digital cultural heritage. The Ministry recognized the diverse potential of culture and sought to promote collaboration between the different areas - competitiveness, heritage, tourism, research - in collaboration with the relevant European institutions, in particular the Commission with its flagship initiative Europeana.

The Conference provided a space for debate and exchange of ideas in order to plot strategies for the development of digital cultural heritage as a driver of the education and tourism sectors. The Conference hosted two sessions and a round table: the first session focussed on the reuse and discoverability of the digital cultural heritage, the second session illustrated good practices in the fields of education, edutainment and tourism, the round table saw the participation of several representatives of institutions involved in European projects and creative industries who discussed the topics of the Conference.



**Programme:**

<http://www.athenaplus.eu/romeconference/index.php?en/58/programme>


**Abstracts:**

<http://www.athenaplus.eu/romeconference/index.php?en/59/abstracts>

A dedicated website was built for the event:

<http://www.athenaplus.eu/romeconference/>

Moreover, a poster session was organised aiming at illustrating projects,

		<p>good practices and case studies on the topics of the Conference.</p> <p>Selection of posters:</p> <p><a href="http://www.athenaplus.eu/romeconference/index.php?it/62/poster-session">http://www.athenaplus.eu/romeconference/index.php?it/62/poster-session</a></p> <p>Participants: about 350 experts from archives, museums, libraries, ministries, universities, SMEs</p> <p>During this event, a set of recommendations addressed to the cultural institutions that aim to promote their heritage and tourism activities through the use of technology and digital means, thus giving tourism a boost, were presented.</p> <p>The text is available in <b>English</b> (<a href="#">ENG</a>, 1254 kb) and <b>Italian</b> (<a href="#">PDF</a>, 1210 kb)</p>
2014/10/30	Roma, Italy	<p><b>1<sup>st</sup> Training workshop on the TMP</b></p> <p>The Terminology Management Platform (TMP) is a web service developed within WP4 activities. The aim of the workshop was to train Italian institutions interested in the field of terminology management and linked data. The training session, lead by MCC and UniSav, taught participants to: Understand the principles of the semantic web and the data models used; Create controlled vocabularies in the TMP; Edit controlled vocabularies in the TMP; Map controlled vocabularies in the TMP</p> <p>Participants: 18 experts from museums, libraries and local authorities cultural offices.</p>
2014-11-12	Prague. Czech Republic, National Museum	<p><b>AthenaPlus Conference</b> <b>Digitized heritage online</b></p> <p>Conference was held on the 12th November 2014 at the National Museum in Prague as the dissemination project of AthenaPlus. Main themes of this event were digitization strategies of institutions in Czech Republic/Slovakia and the presentation of the Europeana platform to Czech museum audience. The aim of this event was the presentation and discussion on actual situation in the Czech republic and Slovakia and finding opportunities for cooperation in this field.</p> <p>Organizers invited speakers from many different institutions, which are intensively digitizing their collections. Speakers included personnel of museums, archives, libraries or schools. The second part of the conference was devoted to the theme of copyright and Creative Commons licenses.</p> <p>Other presentations were focused on virtual exhibitions.</p> <p>Participants: 110 from GLAMs</p> 

2014-11-19	Vilnius, Lithuania, Vytautas Kasiulis Art Museum	<p><b>National AthenaPlus Conference</b></p> <p><b>AthenaPlus Conference</b>  <b>The Reuse of Digital Cultural Heritage for the Development of Tourism in Lithuania and Increasing Museum Attendance</b></p> <p>The main aim of the conference was to review and discuss with participants new developments regarding the reuse of digital cultural heritage in order to promote cultural tourism in Lithuania and increase museum attendance. While presenting tools and approaches of practices and projects in various Lithuanian museums and libraries, the other purpose of this conference was to promote AthenaPlus project and raise interest in new tools being tested during its activities. Specifically, the conference was essential for the next phase of AthenaPlus pilot running activities in Lithuanian Art Museum because the MOVIO tool and Lithuanian Art Museum's pilot exhibition "Architecture and Visual Arts at the Old University of Vilnius" were presented to the professionals, in order to bring together smaller groups of professionals interested in taking part in further pilot activities of the AthenaPlus project and sharing their feedback for the further development of the tool.</p> <p>Participants: 110 specialists of the Lithuanian museums and libraries.</p>
2014-12-05	Brussels, Belgium, Royal Museum of Art and History	<p><b>AthenaPlus-TOTh workshop 2014, "Multilingual Thesauri and Terminology"</b></p> <p><a href="http://porphyre.org/workshop-toth/2014-en">http://porphyre.org/workshop-toth/2014-en</a></p> <p>The aim of the workshop was to present AthenaPlus and the Terminology Management Platform.</p> <p>The feedback was very positive, considering the mix of scientific presentations from universities and practical presentations from the cultural heritage field. There was good discussion after each presentation, e.g. on the importance / benefits of LOD for the cultural heritage sector; the practical implementation of tools and methods for RDF-linking in cultural heritage practices; the role of terminology in these tools; the exchange between (open source) tools and CMS's.</p> <p>Participants: 47 University professors and students; Cultural heritage / digitization professionals, Public services, e.g. NATO</p>

Several workshops were organised to present and train on the AthenaPlus tools and softwares.

Date	What	Country	Town	Participants
2014-03-12	LIDO/MINT training workshop	Romania	Bucharest	25 AthenaPlus partners
2014-03-14	TMP training workshop	Romania	Bucharest	38 participant from AthenaPlus partners
2014-03-20	MOVIO training workshop	Italy	Rome	93 from GLAMS, ministries, universities, no-profit organisations
2014-03-19	AthenaPlus conference (afternoon dedicated to	Italy	Rome	175 from GLAMS, ministries, universities, no-profit organisations



## D7.5 Second report on dissemination activities and networking in the European framework

	Training)			
2014-03-28	MOVIO training workshop	Italy	Rome	61 from GLAMS, ministries, universities, no-profit organisations
2014-04-17	MOVIO training workshop	Italy	Rome	90 from GLAMS, ministries, universities, no-profit organisations
2014-05-07	MOVIO training workshop	Sweden	Stockholm	7 from AthenaPlus RA partner
2014-05-14	MOVIO training workshop	Hungary	Budapest	8 from AthenaPlus Hungarian partner
2014-05-20	MOVIO training workshop	Poland	Torun	25 from GLAMS
2014-05-22	MOVIO training workshop	Lithuania	Vilnius	12 from GLAMS
2014-05-27	MOVIO training workshop	Italy	Rome	52 from GLAMS, ministries, universities, no-profit organisations
2014-06-24	MOVIO training workshop	Italy	Rome	49 from GLAMS, ministries, universities, no-profit organisations
2014-06-02	MOVIO training workshop	Romania	Bucharest	10 from GLAMS
2014-06-05	MOVIO training workshop	Croatia	Zagreb	13 from GLAMS
2014-07-01	MOVIO seminar	Italy	Bari	35 from local authorities GLAMS
2014-09-22	MOVIO training workshop	Italy	Rome	51 from GLAMS, universities, no-profit organisations
2014-10-01	LIDO/MINT training workshop	Italy	Roma	25 AthenaPlus partners
2014-09-02	Presentation of the AthenaPlus Creative Tools	Belgium	Brussels	15 Belgian GLAM professionals of the "Europeana Vlaanderen Overlegplatform", a network of Belgian GLAM professionals involved in Europeana-family projects
2014-10-21	Training workshop on MOVIO and CityQuest	Belgium	Antwerp	a group of +-40 people who work in Flemish museums on the side of audience interaction through digital means
2014-10-30	TMP Training Workshop	Italy	Roma	12 terminology experts from Italian institutions
2014-11-24	Training workshop on MOVIO and CityQuest	Greece	Athens	10 from the Ministry of Culture and Tourism
2014-11-18	Training on MOVIO and CityQuest	Sweden	Stockholm	27 Museum professionals
2014-11-12	Skypetraining on CityQuest with RA			
2014-11-05	MOVIO training workshop	Italy	Rome	90 from GLAMS
2014-12-02	Training on MOVIO	Belgium	Brussels	10 different cultural organisations
2014-12-14	Presentation of CityQuest	Belgium	Gant	Experts of the CityMuseum of Ghent
2014-12-14	Presentation of CityQuest	Belgium	Leuven	Experts of the CityMuseum of Leuven
2015-01-14	MOVIO training workshop	Italy	Modena	13 from GLAMS and universities
2015-01-09	Presentation of MOVIO	Belgium	Leuven	Experts of Zilvermuseum
2015-01-30	Presentation of MOVIO; Collecting feedback, raising awareness (MOVIO) – I  NFO corner Night of Museums <a href="http://www.muio.hr/hr/aktualno/dogadjanja/7231-">http://www.muio.hr/hr/aktualno/dogadjanja/7231-</a>	Croatia	Zagreb	Interaction with visitors, collecting feedback on MOVIO

	<a href="http://posjetitelji-muo-u-noci-muzeja,2442.html">posjetitelji-muo-u-noci-muzeja,2442.html</a>  <a href="http://nocmuzeja.hr">nocmuzeja.hr</a> <a href="http://nocmuzeja.hr/popis-muzeja/muzej-za-umjetnost-i-obrt-zagreb/">http://nocmuzeja.hr/popis-muzeja/muzej-za-umjetnost-i-obrt-zagreb/</a>			
2015-02-03	Training on MOVIO	Belgium	Bruxelles	Experts of Musical Instrument Museums

#### 4.10.2 *Other events where AthenaPlus was disseminated*

The AthenaPlus partners presented the project's results at several international and national events. Participation in these events has been monitored by the coordinator and the WP7 leader. Reporting was made via e-mails and reporting forms stored in the reserved area of the project website. The most relevant presentations are also listed in section 4.5 and are available on the project website. Some events were not reported in the first dissemination report.

YYYY-MM-DD	Country, Town	Event
2013-06-27_28	Sofia, Bulgaria	<b>International scientific conference "Formation of Bulgarian National Identity through Innovation Technologies"</b>  AthenaPlus was presented during the presentation in Bulgarian "Innovation technologies for Bulgarian National Identity"  Participants: 64 librarians, museums employees, university lecturers, students, researchers, IT experts
2013-08-28	Warsaw, Poland, Centrum Promocji Informatyki/ Museum Wilanow	<b>XVI edycja seminarium z cyklu Nowoczesne muzea i galerie – XVI edition of seminar devoted to Modern museums and galleries</b>  Sharing experience among museums about digital museums with a number o lectures, including the following: Promotion of Polish collections from museums on Europeana portals (Maria Śliwińska, ICIMSS) Participants: 80 Museum custodians and directors. There were present ca 80 professionals from museum and galleries sector. These institutions were very passive in the past in presentation of their collections online when presenting these initiatives at the beginning of Athena project. During AthenaPluswe have observed rising interest in digitisation, so the goal was achieved by showing good examples.
2013-09-18-21	Sofia, Bulgaria	<b>Digital Presentation and Preservation of Cultural and Scientific Heritage – DiPP2013</b>  AthenaPlus was showcased during the presentation in Bulgarian "Digitisation for preservation of cultural and scientific heritage"  Participants: 82 librarians, museums employees, university lecturers, students, researchers, IT experts
2013-09-27	Sofia, Bulgaria	<b>International Conference "Biblioworld"</b>  Presentation of new communication technologies in library policy with view to AthenaPlus  Participants: 114 librarians, museums employees, university lecturers, students, researchers, IT experts
2013-11-19-21	Moskow, Russian Federation	<a href="http://www.aselibrary.ru/conference/conference43/conference434652/_video/4655">http://www.aselibrary.ru/conference/conference43/conference434652/_video/4655</a>
2014-01-27	Torun, Poland, Third Age University	<b>Public lecture "History and presence of collections"</b>  Presentation on the history of collecting, including digital collections such as Europeana, and selected projects working on its development (Maria Śliwińska Participants: ca 350 students of the Third Age University who learnt among others about digital platforms, including Europeana, and about the selected projects working

		on Europeana's development. Some more active participants will be willing to use these resources for leisure.
2014-02-19-20	<b>Florence Italy, M&amp;W 2014</b>	<p><b>Museum &amp; the Web Florence</b></p> <p>Rossella Caffo (ICCU) gave a presentation on Heritage on the web: MIBAC projects  <a href="http://www.athenaplus.eu/getFile.php?id=464">http://www.athenaplus.eu/getFile.php?id=464</a></p> <p>Participants: 300 museum curators and researchers</p> <p>Maria Teresa Natale (ICCU) gave a presentation on "DCH – Innovative tools and services (on behalf of Jullien Brouillard, Dedale) In the session on Transmedia Storytelling  <a href="http://www.athenaplus.eu/getFile.php?id=345">http://www.athenaplus.eu/getFile.php?id=345</a></p> <p>Participants: 120 museum curators and researchers</p> <p>Sam Minelli (META) presented MOVIO at a booth</p>
2014-03-21	<b>Rome, Italy, Facoltà di Ingegneria Università Tor Vergata</b>	<p>Rossella Caffo (ICCU) presented AthenaPlus during an event on "Horizon 2020: sfide, strumenti e opportunità per il patrimonio culturale" within an event on Horizon 2020 organised by University Tor Vergata in Roma</p> <p><a href="http://www.athenaplus.eu/getFile.php?id=466">http://www.athenaplus.eu/getFile.php?id=466</a></p> <p>Participants: 40 (among them Silvia Costa, The President of EU Culture Commission, and Luigi Nicolais, CNR President and rector of Tor Vergata)</p>
2014_04_12	<b>Modena, Italy, Officina Emilia</b>	<p><b>Inside Workshop: Narrations and communities: building communities for making citizenship</b></p> <p><a href="http://www.officinaemilia.unimore.it/site/home/archivio-news/articolo98025989.html">http://www.officinaemilia.unimore.it/site/home/archivio-news/articolo98025989.html</a></p> <p>Maria Teresa Natale (ICCU) made a presentation on the ATHENAPlus creative tools, in particular she was asked to make a comparison between MOVIO and Homms, a tool created by the Inside project.</p> <p>Participants: about 40 communication experts and museologists from Italy, Hungary and India.</p>
2014_04_08	<b>Tirana, Albania, National Historical Museum</b>	<p><b>Meet See Do Conference</b></p> <p><a href="http://bmuseums.net/category/news/page/3/">http://bmuseums.net/category/news/page/3/</a></p> <p>The Balcan Museum Network (a new NGO in the Balkan region) would like to organise next year virtual exhibitions. Krisztián Fonyódi (member of the AthenaPlus Digital exhibitions working group) made a presentation on the results of the Working Group. It was an interesting networking session. In the near future the NGO will contact the WG for professional advice.</p> <p>Participants: 60 museologists</p>
2014-05-16	<b>Rome, Italy</b>	<p><b>International EAGLE Conference</b></p> <p><a href="http://www.eventbrite.com/e/europeana-network-of-ancient-and-greek-epigraphy-wiki-loves-monuments-tickets-10430202015">http://www.eventbrite.com/e/europeana-network-of-ancient-and-greek-epigraphy-wiki-loves-monuments-tickets-10430202015</a></p> <p>Rossella Caffo (ICCU) presented the AthenaPlus project and its activities.  <a href="http://www.athenaplus.eu/getFile.php?id=461">http://www.athenaplus.eu/getFile.php?id=461</a></p> <p>Participants: about 80 experts from museums, researchers and cultural heritage institutions</p>

2014_05_17	Rome, Italy	<p><b>Workshop: il patrimonio culturale per la didattica</b></p> <p><a href="http://digilab.uniroma1.it/archivionotizie/workshop-il-patrimonio-culturale-digitale-la-didattica">http://digilab.uniroma1.it/archivionotizie/workshop-il-patrimonio-culturale-digitale-la-didattica</a></p> <p>The meeting, was aimed at the schools, cultural, political and business operators, and presented a new approach to teaching and visiting museums, given by the possibilities offered by technology to capture and reuse digital assets of cultural heritage in the creation of educational courses and for the deepening of study subjects.</p> <p>Maria Teresa Natale (ICCU) participated in a round table sharing the AthenaPlus experience on creative tools for the reuse of digital cultural heritage.</p> <p>Participants: 80</p>
2014-05-20_21	Berlin, Germany, Berlin State Library	<p><b>Conference "Deutsches Kulturerbe auf dem Weg in die Europeana II"</b></p> <p><a href="http://www.armubi.de/tagung2014/">http://www.armubi.de/tagung2014/</a></p> <p>The event brought together German representatives of different European cultural heritage projects/ Europeana projects. Apart from the valuable exchange of information about the different EU projects, the establishment of networks was supported (engagement with museum professionals, researchers, cultural heritage professionals etc.). The conference was co-organized by the AthenaPlus project.</p> <p>The conference was an excellent opportunity to engage with German cultural heritage and museum professionals.</p> <p>Participants: 120 librarians, academics, museum representatives, researchers, cultural heritage professionals</p>
2014-05-29	Torun, Poland, University	<p><b>Workshop on managing the Europeana culture portal</b></p> <p>To familiarise students on ERASMUS exchange with Europeana portal, its history, presence, and organization – presenting selected projects contributing to Europeana (Maria Śliwińska)</p> <p>Participants: 16 Students from Turkey, Spain, Germany, Lithuania. None of the students have ever heard about Europeana, so they learned about an important source of digital materials.</p>
2014-05-29_30 2014-07-5_18_19 2014-10-18 2014-10-28 2014-11-20	Italy, Milano	<p><b>Lectures at 5° Master economia e management dell'arte e dei beni culturali</b></p> <p>Sam H. Minelli (META) provided several training lessons for Il Sole 24 ORE masters (<a href="http://www.formazione.ilsole24ore.com/">http://www.formazione.ilsole24ore.com/</a>). The courses are designed for professionals and executives. During such courses SM provides theoretical insight about business modelling in the cultural domain and supports students in developing projects. The Athena Plus project was presented to the students and they were trained to use MOVIO. One of the best realizations made by one of the teams is: <a href="http://54.247.69.120/build/movio/theca-gallery/">http://54.247.69.120/build/movio/theca-gallery/</a> where the students were put into contact with a private art gallery based in Lugano (CH) and used the Athenaplus-Movio tools to present a digital story about emerging artists.</p> <p>Participants: 25 students</p>
2014-06-02	Budapest, Hungary, Museum of Fine Arts – Hungarian National Gallery	<p><b>International Conference "Art libraries facing the challenges of a digital age"</b></p> <p>Julia Katona (Museum of Fine Arts) presented the concept of the new online browser of the Hungarian National Gallery's website, which is currently under preparation. The three-element online collection browser will be an integrated part of the new website's virtual space dedicated specifically to the collections. In this section a module for virtual exhibitions is planned with a brand new application called MOVIO, a complex virtual exhibition tool produced in the framework of AthenaPlus.</p> <p><a href="http://www.athenaplus.eu/getFile.php?id=437">http://www.athenaplus.eu/getFile.php?id=437</a></p> <p>Participants: speakers from prominent American, Austrian and Hungarian public institutions (Fine Arts Library, Columbia University (New York), Frick Art Reference Library (New York), Decker Library, Maryland Institute College of Art (Baltimore), Basis Wien – Research and Documentation Centre for Modern and Contemporary Art</p>

## D7.5 Second report on dissemination activities and networking in the European framework

		(Wien), Albertina (Wien), Library and Works on Paper Collection / Archive MAK (Wien), Museum of Fine Arts – Hungarian National Gallery (Budapest), Museum of Applied Arts (Budapest) sharing their experiences, problems and solutions on digitisation.
2014-06-24/ 2014-06-26	<b>London, United Kingdom</b>	<p><b>OpenCulture 2014</b></p> <p>AthenaPlus was represented as part of an information stand in the trade fair of the Conference. There were also short (5 minute) presentations in a special area of the fair. AthenaPlus material was distributed, and there was engagement with potential content providers.</p> <p>Participants: c400 attendees from cultural heritage organisation, mostly in the UK, but some from the rest of the world, including Europe. About 90% visited the fair.</p>
2014-07-09	<b>Chania, Crete, Greece</b>	<p><b>IISA 2013 International Conference</b></p> <p>Dissemination of the project theUniversity of Patras: current results and future deliverables. The goal was to present to a wide audience of researchers, academia from Italy, Russia, Hungary, Azerbaijan, Greece the overall project goals, current results and future perspectives.</p> <p>Participants: 50 Researchers, people from academia.</p>
2014-06-11	<b>Grenoble, France</b>	<p><b>Colloque international « Patrimoine et humanité numérique »</b></p> <p>Organised by the University of Grenoble</p> <p><a href="http://www.u-grenoble3.fr/version-francaise/recherche-valorisation/evenements/archives-recherche-2013-2014/colloque-international-patrimoine-et-humanites-numeriques--200672.kjsp">http://www.u-grenoble3.fr/version-francaise/recherche-valorisation/evenements/archives-recherche-2013-2014/colloque-international-patrimoine-et-humanites-numeriques--200672.kjsp</a></p> <p>Conférencière d'honneur, Rossella Caffo (ICCU) presented « Le patrimoine culturel numérique : une opportunité et un défi européens. La contribution d'Athena plus à Europeana »</p> <p><a href="http://www.athenaplus.eu/getFile.php?id=460">http://www.athenaplus.eu/getFile.php?id=460</a></p> <p>Participants : 30, researchers students and teachers</p>
2014-07-20- 24	<b>Paris, France</b>	<p><b>X Congress of the European Association for Jewish studies</b></p> <p>Lena Stanley Clamp (EAJC) made a presentation on "New perspectives on Jewish and non Jewish relations in modern European culture based on Judaica Europeana digital collections", focussing also on the role of AthenaPlus.</p> <p>Participants: 30 researchers, cultural heritage professionals</p>
2014-09-09	<b>Dresden, Germany,</b>	<p><b>CIDOC 2014</b></p> <p>Eva Coudyzer (KMG) presented "The Terminology Management Platform : A Tool for Creating Linked Open Data" in the session <a href="http://www.athenaplus.eu/getFile.php?id=374">http://www.athenaplus.eu/getFile.php?id=374</a></p> <p>Participants: 120 persons</p> <p>Maria Teresa Natale (ICCU) and Sam Minelli (Meta) made the presentation "Exhibiting Intangible Cultural Heritage using MOVIO: a multilingual toolkit for creating curated digital exhibitions, made available by the AthenaPlus project " within the "Intangible cultural heritage" session. <a href="http://www.athenaplus.eu/getFile.php?id=478">http://www.athenaplus.eu/getFile.php?id=478</a></p> <p>Participants: 35 persons</p> <p>Two papers were also presented: <a href="http://www.cidoc2014.de/images/sampleddata/cidoc/papers/H-2_Natale_Minelli_et-al_paper.pdf">http://www.cidoc2014.de/images/sampleddata/cidoc/papers/H-2_Natale_Minelli_et-al_paper.pdf</a></p> <p>and <a href="http://www.cidoc2014.de/images/sampleddata/cidoc/papers/F-1_Coudyzer_paper.pdf">http://www.cidoc2014.de/images/sampleddata/cidoc/papers/F-1_Coudyzer_paper.pdf</a></p>

2014-09-17-19	Rome, Italy	<p><b>DARIAH EU's General Virtual Conference</b></p> <p>Organised by CNR-Italy</p> <p>Rossella Caffo (ICCU) gave a presentation on "Digital Cultural Heritage: MIBACT national and European projects" presenting also AthenaPlus  <a href="http://www.athenaplus.eu/getFile.php?id=463">http://www.athenaplus.eu/getFile.php?id=463</a></p> <p>Participants: 40 researchers and cultural heritage experts</p>
2014-09-25	Prague, Czech Republic	<p><b>Athena a AthenaPlus</b>  <b>Populárně-vědecké a vzdělávací projekty Národního muzea</b></p> <p>Vera Okenkova gave a presentation "From Athena to AthenaPlus"  <a href="http://www.athenaplus.eu/getFile.php?id=492">http://www.athenaplus.eu/getFile.php?id=492</a></p> <p>Participants: 50 from GLAMS</p>
2014-09-19	Zagreb, Croatia, Museum of Arts and Crafts Collegium	<p><b>Museum of Arts and Crafts Collegium</b></p> <p>Presentation of MOVIO tool – Digital Exhibition: A Century of the Wristwatch (made in Croatia by Iva Meštrović, Petra Milovac, Vesna Lovrić Plantić)</p> <p>Participants: 20 curators, documentalists, management, educational department, marketing and PR</p>
2014-10-6/8	Berlin, Germany, Konrad-Zuse-Zentrum für Informationstechnik Berlin	<p><b>Berliner Herbsttreffen zur Museumsdokumentation</b></p> <p><a href="http://www.museumsbund.de/de/fachgruppen_arbeitskreise/dokumentation_fg/terminordner/2014_herbsttagung/">http://www.museumsbund.de/de/fachgruppen_arbeitskreise/dokumentation_fg/terminordner/2014_herbsttagung/</a></p> <p>Inés Matres (SPK) and Arlene Peukert (SPK) presented in German AthenaPlus and MOVIO"  <a href="http://www.athenaplus.eu/getFile.php?id=434">http://www.athenaplus.eu/getFile.php?id=434</a></p> <p>Participants: 55 Museum specialists, researchers, students, cultural heritage professionals</p>
2014-10-13	Girona, Spain	<p><b>2<sup>nd</sup> Annual ICA Conference</b>  <a href="http://www.girona.cat/web/ica2014/eng/programa.php">http://www.girona.cat/web/ica2014/eng/programa.php</a></p> <p><b>MOVIO: a semantic content management and valorization approach for archives and cultural institutions</b></p> <p>Maria Teresa Natale (ICCU) made the presentation "MOVIO: A semantic content management and valorisation approach for archives and cultural institutions".  <a href="http://www.athenaplus.eu/getFile.php?id=474">http://www.athenaplus.eu/getFile.php?id=474</a></p> <p>Participants: About 80, mainly archivists</p> <p>A paper was also submitted:  <a href="http://www.girona.cat/web/ica2014/ponents/textos/id234.pdf">www.girona.cat/web/ica2014/ponents/textos/id234.pdf</a></p>
2014-10-29-30	Rome, Italy	<p><b>WDL partners meeting</b>  <b>Meeting of the Word Digital Library representatives</b></p> <p>Organizzato da Library of Congress, Unesco, Alexandrina Library in collaborazione con ICCU</p> <p>Rossella Caffo gave a presentation on "The ICCU and Italian Libraries in the WDL and</p>



		<p>in other national and international projects” presenting also AthenaPlus.</p> <p><a href="http://www.athenaplus.eu/getFile.php?id=465">http://www.athenaplus.eu/getFile.php?id=465</a></p> <p>Participants: 60 from libraries (General Directors, Directors, Digital Imaging Technicians from Ahqaf Library of Manuscripts, Berlin State Library - Prussian Cultural Heritage Foundation, Bibliotheca Alexandrina, Casanatense Library, Central Institute for the Union Catalogue of Italian Libraries,</p> <p>Central National Library of Florence, Educational Center for Circus Arts Documentation (CEDAC), Estense Library, Modena, French National Commission for UNESCO, Holy Spirit University of Kaslik, Institute for the European Intellectual Lexicon and History of Ideas (ILIESI) – CNR, Iraqi National Library and Archives, Italian Ministry of Cultural Heritage and Tourism, King Abdullah University of Science and Technology, Library of Congress, Library of Galicia, Library of the National Academy of the Lincei and of the Corsini Family, Medicea Laurenziana Library, Florence, Municipal Library Intronati, Siena, National Academic Library and Information System (NALIS) Foundation, National Archives of Haiti, National Central Library, National Central Library of Rome, National Library and Archives of the Islamic Republic of Iran, National Library of China, National Library of Cuba “José Martí”, National Library of France, National Library of the Kyrgyz Republic, National Library of Nigeria, National Library of Russia, National University of Kyiv Mohyla Academy Library, Qatar National Library, Russian State Library, Sultan Qaboos University, University Library of Padua, University of Wisconsin-Milwaukee Libraries, Vatican Library, Vilnius University Library, Modern History Library of Rome, Ministry for cultural heritage and activities and tourism, Casanatense Library, Institute for European Intellectual Lexicon and History of Ideas (ILIESI), Riccardiana Library of Florence, Department Humanities and Social Sciences, Cultural heritage, National Research Council,</p> <p>University Library of Naples, Institute for the History of the Italian Risorgimento)</p>
2014-11-10	Jerusalem, Israel	<p><b>EVA Minerva Jerusalem 2014</b></p> <p><a href="http://www.digital-heritage.org.il/digital-heritage/images/presentations2014.pdf">http://www.digital-heritage.org.il/digital-heritage/images/presentations2014.pdf</a></p> <p>During the Museum Track 1, Maria Teresa Natale (ICCU) presented in videoconference “Athena Plus Digital Storytelling: the MOVIO suite of tools”</p> <p><a href="http://www.athenaplus.eu/getFile.php?id=475">http://www.athenaplus.eu/getFile.php?id=475</a></p> 
2014-11-13	Veliko Tarnovo, Bulgaria, Regional Library “P.R.Slaveikov”	<p>Presentation of Balkan Wars Documentary Heritage in Athena Plus (by Daniela Atanasova)</p> <p><a href="http://www.libraryvt.com/">http://www.libraryvt.com/</a></p> <p>Participants: 75 librarians, museum employees, university lecturers, students.</p>
2014-11-19	Roma, Italy, Accademia dei Lincei	<p><b>Science with and for Society Memory International Conference on JPIs</b></p> <p>Rossella Caffo (ICCU) made a presentation on “Cultural Heritage and knowledge”, promoting also AthenaPlus activities.</p> <p><a href="http://www.athenaplus.eu/getFile.php?id=467">http://www.athenaplus.eu/getFile.php?id=467</a></p> <p>Participants: 40 university teachers, researchers, decision makers, research and culture Ministries representatives</p>
2014-11-27	Rovinj, Croatia	<p><b>18<sup>th</sup> seminar Archives, Libraries Museums</b></p> <p><a href="http://theta.ffzg.hr/akm/">http://theta.ffzg.hr/akm/</a></p>

		<a href="http://theta.ffzg.hr/akm/AKM_ostali/AKM18/akm18.htm#program">http://theta.ffzg.hr/akm/AKM_ostali/AKM18/akm18.htm#program</a>  Iva Meštrović and Petra Milovac (MUO) presented in Croatian language “Making digital exhibitions: MOVIO” in the Workshop session: Virtual Exhibitions and Creative Industries.  Participants: 30 (archivists, curators, librarians).  Positive networking results, new presentation arranged at the Faculty of Humanities and Social Sciences in Zagreb
2015-01-08	<b>Torun, Poland, University</b>	<b>Workshop on managing the <i>Europeana</i> culture portal</b>  To familiarise students on ERASMUS exchange with Europeana portal, its history, presence, and organization – presenting selected projects contributing to Europeana (Maria Śliwińska)  Participants: 6 Students from Turkey, Spain, Italy, Lithuania. None of the students have ever heard about Europeana, so they learned about an important source of digital materials
2015-01-26	<b>Berlin, Germany, Museum of Applied Arts/ Kunstgewerbemuseum</b>	<b>Conference – 3D ins Museum? (3D digitisation for museums?)</b>  The conference, in German language, brought together cultural heritage institutions experienced in using 3D technologies as well as specialists of 3D technologies and digitisation. Presentations and discussions provided for the opportunity to get an insight into different fields of 3D digitisation. Projects focusing on 3D digitisation were introduced; outlooks on future possibilities and tasks were given.  Participants: 110 Cultural heritage professionals, 3D specialists, museologists, researchers, students.

#### 4.10.3 *Future events*

AthenaPlus partners have already planned to attend and present AthenaPlus outputs at the following events:

- March 2015, Tallinn: Open Data Seminar & workshop on AthenaPlus creative tools,
- March 2015: EAGLE conference,
- May 2015, Belgium: public conference “Museums in the digital world”,
- spring 2015, Croatia: conference,
- MICHAEL workshop,
- TOTh workshop on multilingualism.

## 5 NETWORKING

Networking is a key strategy for communication and dissemination. This is why from the very beginning of the project AthenaPlus has engaged in networking activities. The consortium of AthenaPlus has appointed in each partner country one or more national contact points - persons/institutions responsible for the data collection and the dissemination of the information.

The National Contact Points (NCPS) have an important role in dissemination and networking and in organising training sessions at national level. They are the first contact points for institutions and stakeholders wishing to cooperate with the project. The tasks of the national contact points are:

- Managing relationships with new potential content providers at national level;
- Organising training activities at national level;
- Organising dissemination activities at national level;
- Diffusing promotional material at national level;
- Serving as a bridge between AthenaPlus and their country;
- Coordinating dissemination activities in countries where there is more than one partner.

Currently, these are the AthenaPlus national contact points:

COUNTRY	INSTITUTION	REFERENCE PERSONS	E-MAILS
<b>Austria</b>	UMA Information Technology GmbH	Christian Doegl <i>Before:</i> Marko Goels	<a href="mailto:christiandoegl@umaholding.com">christiandoegl@umaholding.com</a>
<b>Belgium</b>	PACKED vzw - Expertisecentrum Digitaal Erfgoed	Barbara Dierickx	<a href="mailto:barbara@packed.be">barbara@packed.be</a>
<b>Bulgaria</b>	Central Library of the Bulgarian Academy of Sciences	Daniela Atanasova <i>Before:</i> Dincho Krastev	<a href="mailto:refer3@cl.bas.bg">refer3@cl.bas.bg</a>
<b>Croatia</b>	Muzej za umjetnost i obrt (MUO)	Vesna Lovric Plantic	<a href="mailto:vesna.lovric.plantic@muo.hr">vesna.lovric.plantic@muo.hr</a>
<b>Cyprus</b>	The Cyprus Institute Limited	Sorin Hermon	<a href="mailto:sorin.hermon@gmail.com">sorin.hermon@gmail.com</a> ; <a href="mailto:s.hermon@cyi.ac.cy">s.hermon@cyi.ac.cy</a>
<b>Czech Republic</b>	Narodni-Muzeum National Museum	Klára Bartášková  <i>From April 2015:</i> Hana Doležalová  <i>Before:</i> Zuzana Harastova, Věra Okénková, Pavel Douša	<a href="mailto:klara_bartaskova@nm.cz">klara_bartaskova@nm.cz</a> <a href="mailto:hana_dolezalova@nm.cz">hana_dolezalova@nm.cz</a>
<b>Estonia</b>	Eesti Vabariigi	Mirjam Rääbis	<a href="mailto:Mirjam.Raabis@kul.ee">Mirjam.Raabis@kul.ee</a>

	Kultuuriministeriu	<i>Before:</i> Indrek Eensar	
<b>France</b>	Ministère de la Culture et de la Communication	Marie-Veronique Leroi	<a href="mailto:marie-veronique.leroi@culture.gouv.fr">marie-veronique.leroi@culture.gouv.fr</a>
<b>Germany</b>	Stiftung Preussischer Kulturbesitz	Monika Hagedorn-Saupe	<a href="mailto:m.hagedorn@smb.spk-berlin.de">m.hagedorn@smb.spk-berlin.de</a>
<b>Greece</b>	Hellenic Ministry of Culture and Tourism University of Patras, Cultural Heritage Management and New Technologies Department	Maria Kotlida Gerasimou Panagiota Dimitrios Tsolis	<a href="mailto:mkotlida@culture.gr">mkotlida@culture.gr</a> <a href="mailto:pgerasimou@culture.gr">pgerasimou@culture.gr</a> <a href="mailto:dtsolis@upatras.gr">dtsolis@upatras.gr</a>
<b>Hungary</b>	Petofi Irodalmi Muzeum	Gabor Palko	<a href="mailto:palkog@pim.hu">palkog@pim.hu</a>
<b>Ireland</b>	Local Government Management Agency	Annette Kelly	<a href="mailto:akelly@lgma.ie">akelly@lgma.ie</a>
<b>Ireland</b>	National Museum of Ireland	Anne Grady	<a href="mailto:agrad@museum.ie">agrad@museum.ie</a>
<b>Italy</b>	Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche	Marzia Piccininno	<a href="mailto:marzia.piccininno@beniculturali.it">marzia.piccininno@beniculturali.it</a>
<b>Latvia</b>	Kulturas Informācijas Sistēmu Centrs	Una Balode	<a href="mailto:una.balode@kis.gov.lv">una.balode@kis.gov.lv</a>
<b>Lithuania</b>	Lietuvos Dailės Muziejus (LAM)	Justina Augustyte <i>Before:</i> Viktorija Jonkute	<a href="mailto:justina@limis.lt">justina@limis.lt</a>
<b>Poland</b>	Stowarzyszenie Międzynarodowe Centrum Zarządzania Informacją (ICIMSS)	Maria Sliwinska	<a href="mailto:maria.sliwinska@uni.torun.pl">maria.sliwinska@uni.torun.pl</a>
<b>Romania</b>	INP	Dan Matei	<a href="mailto:danmatei50@gmail.com">danmatei50@gmail.com</a> -
<b>Romania</b>	BAR	Alina Popescu	<a href="mailto:alimon77@yahoo.com">alimon77@yahoo.com</a>
<b>Slovenia</b>	Javni Zavod Republike Slovenije Za Varstvo Kulturne Dediscine	Franc Zakrajsek	<a href="mailto:franc.zakrajsek@guest.arnes.si">franc.zakrajsek@guest.arnes.si</a>
<b>Spain</b>	Departament de Cultura	Anna Busom	<a href="mailto:abusom@gencat.cat">abusom@gencat.cat</a>

	- Generalitat de Catalunya		
<b>Sweden</b>	Riksarkivet	Sanja Halling Rolf Kallman	<a href="mailto:sanja.halling@riksarkivet.se">sanja.halling@riksarkivet.se</a> <a href="mailto:rolf.kallman@riksarkivet.se">rolf.kallman@riksarkivet.se</a>
<b>United Kingdom</b>	Collections Trust Lbg	Gordon McKenna	<a href="mailto:gordon@collectionstrust.org.uk">gordon@collectionstrust.org.uk</a>
<b>Jewish content</b>	Association Européenne pour la Culture Juive (EAJC)	Lena Stanley-Clamp	<a href="mailto:lstanley.clamp@gmail.com">lstanley.clamp@gmail.com</a>

## 5.1 COOPERATION AGREEMENTS WITH INSTITUTIONS

The first results of the networking activities have been the signing of several cooperation agreements with the following institutions, which will contribute to AthenaPlus:

COUNTRY	INSTITUTION	DESCRIPTION	CONTRIBUTION TO THE PROJECT
<b>Czech Republic</b>	<b>Městské muzeum v Železném Brodě</b>	The municipal Museum of Železný Brod was established in the second half of the 19 <sup>th</sup> century. The objective was to preserve and protect historical memorabilia depicting the town, its culture, and current lifestyle. The mission of the museum has remained unchanged since the past years, it widened its effect on the region of Železný Brod. It is interested mainly in the documentation of history and the contemporary stressing local specifics – glass manufacture.	Content provision to Europeana via AthenaPlus
<b>Czech Republic</b>	<b>Museum Mlejn – Museum Curator's Spolek Mlejn</b>	The Mill Museum started its activities in November 7 <sup>TH</sup> 2009 on the 123 <sup>rd</sup> anniversary of the grain mill Samuely & Wechsberg. It presents to visitors a brief history of eight Ostrava's mills, and also history of some mills which were situated in other districts of the City of Ostrava. Information is presented on panels and is also available on the "CD-Ostrava's mills".	Content provision to Europeana via AthenaPlus
<b>Czech Republic</b>	<b>Severočeské museum v Liberci</b>	The Severočeské museum v Liberci (North Bohemian Museum in Liberec) was founded in 1873, originally for the exhibitions of	Content provision to Europeana via AthenaPlus

		<p>industrial arts. The current building of the museum, designed by professor Friedrich Ohmann, was built in the years 1897-1898. After WWII, the original range of the items in the museum was widened and it includes items concerning local nature, archaeology and history. The collections of the North Bohemian Museum in Liberec contain those of distinction, especially in the field of art crafts – the collection of Oriental Carpets is the second largest in the Czech Republic as well as the collection of contemporary authorial tapestry. The sets of historical Gobelins (the oldest Gobelin in the Czech Republic is hung in the exhibition), embroidered liturgical textiles, laces, china, arts, tin, posters, old press etc. are considered extraordinarily precious. You can also find here numerous collections of history, ethnography and natural science. The total number of all the objects stored exceeds 600.000. The most interesting exhibits are shown on <a href="http://www.esbirky.cz">www.esbirky.cz</a></p>	
<b>Czech Republic</b>	<b>Regionální museum Teplicích, p.o.</b>	<p>v The Teplice Regional Museum (<a href="http://www.muzeum-teplice.cz">www.muzeum-teplice.cz</a>) is located in the chateau where the queen Judith established the Benediction nunnery in the twelfth century. The remainders of this convent with the Romanesque crypt are open to the public in the chateau courtyard. Inside the chateau buildings the visitors attentions will be attracted by the chateau interiors with the period equipment and several museum exhibitions. In museum's collections there are over a million articles which are digitized continuously and presented to the public.</p>	Content provision to Europeana via AthenaPlus
<b>Germany</b>	<b>Bibliothekservice-Zentrum Baden-Wuerttemberg</b>	BSZ operates a network for libraries, museums and archives and hosts BAM, the Joint Portal to Libraries, Archives, Museums in Germany that delivers content to Europeana and the German Digital Library.	Participation in the AthenaPlus Digital Exhibitions Working Group
<b>Hungary</b>	<b>Museum of Applied Arts, Budapest</b>	The Budapest Museum of Applied Arts was established in 1872, the	Having successfully completed the Partage Plus project, this



		<p>third of its kind in Europe after those in London and Vienna. From the start, the Museum has collected applied art works contemporary and historical, from Hungary and abroad. Its collections have come from several sources. The core of the historical collection consists of antiques transferred from the Hungarian National Museum, while the contemporary collection was originally built up from purchases at world fairs (Vienna 1873, Paris 1878, Paris 1889) and gifts by companies (Herend Porcelain Manufactory, Zsolnay). As the collections expanded, a building was erected to accommodate them. The opening of the Museum building on 25 October 1896, attended by the monarch, Francis Joseph, was the grand event marking the end of Hungary's Millennium celebrations.</p>	<p>museum intends to continue the content ingestion for Europeana through the AthenaPlus project.</p>
<b>Hungary</b>	<b>Museum of Fine Arts, Budapest</b>	<p>One of the Higher Art education Institutions in Hungary founded in 1871. Two art collections belong to the University: Fine art collection of the Library and Schola Graphidis Art Collection of the Hungarian University of Fine Arts – High School of Visual Arts.</p>	<p>Participation in the AthenaPlus Digital Exhibitions Working Group</p>
<b>Hungary</b>	<b>Hungarian University of Fine Arts</b>	<p>The Hungarian University of Fine Arts is one of the higher art education institutions in Hungary founded in 1871. Two art collections belong to the University: the (1) Fine Arts Collections of the Library and the (2) Schola Graphidis Art Collection of the Hungarian University of Fine Arts – High School of Visual Arts. The (1) Fine Arts Collections of the Library keeps a rare book collection of pattern books, collection of prints and drawings from the 19<sup>th</sup>-20<sup>th</sup> centuries, a Japanese collection and a photo collection from the same period. The (2) Schola Graphidis Art Collection has older roots since it keeps many prints and drawings from the drawing school founded by the Hapsburg Empress Maria Teresa in 1778, a rare book collection of pattern books from the 18<sup>th</sup>-19<sup>th</sup> centuries, a photo collection from the 20<sup>th</sup></p>	<p>Content provision to Europeana via AthenaPlus</p>

		centuries, a plaster cast collection from the turn of the 19 <sup>th</sup> and the 20 <sup>th</sup> centuries and a collection of applied arts objects (glass, ceramics, furnitures). The survey, the scientific research, the digitisation, the printed and online publication of the first collection has already started many years ago, the second one's survey and digitisation is an ongoing project.	
Italy	<b>Associazione culturale GoTellGo</b>	The main objectives of the Associazione culturale GoTellGo are: the promotion of cultural tourism and cultural itineraries; the promotion of slow walk; the realization of an organic collection of analog and digital documentation related to tourism, travel and tours; the use of innovative technologies to develop and promote the activities of the Association; the promotion of digital culture through digital storytelling and digital exhibitions.	Contributes cultural content for ICCU pilot on Tourism
Italy	<b>Dipartimento di Economia Marco Biagi, Università degli Studi di Modena e Reggio Emilia</b>	The Dipartimento di Economia Marco Biagi of Modena integrates the functions of research and education of the previous Faculty of Economy.	This fruitful contact was made during the V-Must workshop in Sarajevo. The University of Modena and Reggio Emilia is interested in the creative tools under development in AthenaPlus and will test them for educational purposes. Moreover, it will make available some tools in use at their university to record training courses.
Italy	<b>Grandezze &amp; Meraviglie Associazione Musicale Estense</b>	The Associazione Musicale Estense was established in 2000. Its principal aim is to enhance the knowledge and the value of the ancient and baroque musical heritage, in particular as far as the territories that belonged to the Este family are concerned. The main goals of the association are: 1) to promote the knowledge and the spread of early, baroque and classical music, played both with ancient instruments of copies; 2) to enhance the musical heritage of the Este period; 3) to stimulate new musical productions, based on documentary and executive research concerning the Este	This institution is participating in the experimentation and testing of MOVIO and creating a digital exhibition.

		period; 4) to cooperate with Italian and European institutes working in the same field; 5) re-discover the artistic and cultural value of historical buildings and places in Modena and its surroundings, as they are not mere containers but constitute important places for cultural creation; 6) to focus on the relationship between the place in which music is played, in particular as far as its acoustic and purpose of use are concerned; 7) to focus on the music itself, in order to make consistent musical choices that are able to specifically enhance the chosen venue; 8) to organize educational activities aimed at raising awareness towards early music among youngsters and children; 9) to guarantee high standard of quality in such activities as research, education and popularization of early music, through conference held by experts and artists, lectures, seminars, concerts as well as recordings and editorial productions.	
Italy	<b>Biblioteca di storia moderna e contemporanea</b>	The Biblioteca di storia moderna e contemporanea ( <a href="http://www.bsmc.it">www.bsmc.it</a> ) in Rome, is an Italian State library, belonging to the Italian Ministry of cultural heritage and tourism. The library has 12.000 manuscripts (letters of the major figures of Italian Risorgimento, the liberal and Fascist period and World War I); 600.000 books, pamphlets and other material; over 3.000 editions of the 18 <sup>th</sup> century, 50.000 editions of the 19 <sup>th</sup> century; many important collections concerning the working class movements, the Fascist period and World War I and II.	This institution is participating in the experimentation and testing of MOVIO and creating a digital exhibition
Italy	<b>Biblioteca delle arti</b>	Biblioteca delle arti ( <a href="http://www.biblioarti.beniculturali.it">www.biblioarti.beniculturali.it</a> ) is an Institute of the Ministry of Cultural Heritage and Activities, Its institutional mission is to collect, preserve and document all the publishing activities produced by all ministerial organizations in the field of archaeology, art history, ethnology, anthropology, architecture and landscape.	This institution is participating in the experimentation and testing of MOVIO, and creating a digital exhibition.

Italy	<b>Conservatorio statale di musica "Nino Rota" di Monopoli</b>	The "Nino Rota" conservatory in Monopoli ( <a href="http://www.conservatoriodimonopoli.org">www.conservatoriodimonopoli.org</a> ) is an Institute of High Education and depends of the Ministry of Education, University and Research. The conservatory has joined the international network of international mobility "Erasmus", enabling profitable international experiences for its students, faculty exchanges and discussions with institutions in and outside Europe. The Conservatory has classrooms for educational activities, a multimedia room, a library with a collection of over 9000 bibliographic units (including the interesting collection of Orazio Fiume's fund donated by the family, including letters, printed music, photographs and other materials of the personal archive of the Italian composer).	This institution is participating in the experimentation and testing of MOVIO and creating a digital exhibition
Italy	<b>Istituto comprensivo E.Q. Visconti di Roma</b>	The school Istituto comprensivo E.Q. Visconti in Rome was opened in 2000, when Italian schools got legal autonomy, joining two smaller schools, C.D. Gianturco (primary) and SMS Visconti (lower secondary). It is the historical compulsory school in the center of Rome, usually called "Viscontino", in order to differentiate it from Liceo Classico "Visconti" located in Piazza del Collegio Romano. The Istituto comprensivo "Visconti" provides the first eight years of compulsory education: pupils age spans from 6 to 14. The Primary school is located in three buildings.	This institution is participating in the evaluation of MOVIO pilots
Italy	<b>Senato della Repubblica, Servizio Biblioteca della</b>	Established in 1848, it is the working library of the High Chamber of the Italian Parliament as well as one of the most important cultural institutions of the country, due to its rich collections of printed books (more than 2,000 ancient editions), newspapers (dating back to 18 <sup>th</sup> century), serials, and other types of materials.	This institution is participating in the experimentation and testing of MOVIO and creating a digital exhibition.
Italy	<b>Istituto di ricerche economico sociali del Piemonte (IRES)</b>	Istituto di ricerche economico sociali del Piemonte (IRES) which runs a repository collecting publications (book and serials) pertaining to the socio-economic	Content provision to Europeana via AthenaPlus

		development of Piemonte (Italy).	
Italy	<b>Museo dell'Agro Veientano</b>	Is the civic museum of Formello (Rome), established in 1009, accepted in the Regional Museum Organization (OMR) of the Regione Lazio in 2005. The museum is housed in Palazzo Chigi of Formello, regularly open to the public but currently working on the definite display of its collections. It is a territorial museum which exhibits archaeological and artistic materials dating from the Late Bronze Age to the Baroque, coming from a large territory which corresponds to that of the Agrum Veientanum, between the river Tiber, the Faliscan territory in the North, the Thyrranean Sea and the river Arrone, boundary between the territories of Veii and Cerveteri. It organizes temporary exhibitions in the Sala Orsini and in the Sala Ward-Perkins of Palazzo Chigi; has been a partner in the European funded project of Etruscanning (completed in 2013); works on a regular basis in the didactic programmes of the school in the territory; carries forward research on the territory's history and archaeology and collaborates with scientific organizations, tourism oriented organizations and territorial bodies (Provincia di Roma, Regione Lazio, Parco di Veio).	This institution is participating in the experimentation and testing of MOVIO and creating a digital exhibition.
Italy	<b>Soprintendenza Archeologica per l'Etruria meridionale - Museo nazionale etrusco di Villa Giulia, Roma</b>	Villa Giulia is one of the most representative museums of Etruscan civilization and hosts Etruscan masterpieces and high level Greek work of arts.	This institution is participating in the experimentation and testing of MOVIO and creating a digital exhibition.
Italy	<b>Fondazione Istituto Internazionale di Storia Economica "F. Datini"</b>	The 'Istituto Internazionale di Storia Economica "F. Datini"' was founded in 1967 by <a href="#">Federigo Melis</a> . From 1 January 2007 the Insituted has been transfomed in Foundation.	This institution is participating in the experimentation and testing of MOVIO and creating a digital exhibition.
Italy	<b>CRAL – Comune di Ravenna</b>	CRAL – Comune di Ravenna is the social center of the employees of the City of Ravenna. The activities of the club are the most varied, in the social commitment to promoting tourism in all its forms.	This institution is participating in the experimentation and testing of MOVIO and creating a digital exhibition for tourism.

<b>Russian Federation</b>	<b>ADIT</b>	ADIT ( <a href="http://www.adit.ru">www.adit.ru</a> ) was established as Association "Automation directions in museums and information technologies" in 1996. Presidium of Russian ICOM voted ADIT to become its professional Committee for information technologies in museum in June 1996. ADIT was converted into the non-profit partnership open for new members in 2000. ADIT members represent the most active and advanced in IT museums of Russia. The annual conference of ADIT is hold in May-June, every year in a new region of the Russian Federation. Before ADIT conferences ADIT school is organized to introduce IT in museums issues to the local museum specialists.	Content provision to Europeana via AthenaPlus
<b>Russian Federation</b>	<b>National Library of Udmurt Republic</b>	( <a href="http://unatlib.org.ru">http://unatlib.org.ru</a> ) is one of the largest Finno-Ugrian libraries of the Russian Federation, maintaining and building the full-text National Electronic Library ( <a href="http://elibrary.unatlib.org.ru">http://elibrary.unatlib.org.ru</a> ) – a DSpace-based publicly accessible portal of the digitized documents of national cultural significance. The principal objectives of the National Electronic Library are to: 1) provide free and universal accessibility of the materials related to the Udmurt cultural heritage and broaden their use for work, research or study related activities internationally; 2) advance documentation of the Udmurt language and strengthen its status; 3) popularize the Udmurt language, literature and culture in the Internet; 4) contribute to intercultural cooperation aimed at making cultural heritage openly accessible in a digital form.	Possible content provider to Europeana via AthenaPlus
<b>Ukraine</b>	<b>Specialized Center BALI (LTD), Kiev</b>	It is a small enterprise that has experience in software development, data processing, other information technology and computer service, as well as consultancy, regulation and promotion of effective activity in ICT area, and international activity. SC BALI has an experience in joint projects and partnership in the sphere of of electronic libraries, forming content, developing search systems in multilingual resources	This company will act as a bridge between Athena Plus and some Ukrainian institutions willing to contribute content to Europeana. They are in contact with WP2 and WP3 which will give them necessary training on the aggregation workflow.



		and also in implementing innovative information technologies; training events, arranging of joint seminars and conferences for studying of European experience. SC BALI is an official partner of the Linked Heritage project (since 2013). It has organized and supported the delivery of content from the 5 Ukrainian Libraries to Europeana.	
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### Europeana Tourism Experts

On September 30<sup>th</sup> and October 1<sup>st</sup> 2014 the ‘Europeana for tourism and education’ meeting was held in Rome under the aegis of the Italian Presidency of the Council of European Union. The Europeana Foundation, in cooperation with the ICCU acting on behalf of the Italian Ministry of cultural heritage and activities and tourism, gathered policy-makers from Ministries of Culture and Tourism in the European Union as well as members of DG Enterprise, Member States Expert Group (MSEG) and European Tourism & Travel Advisory Group (ETAG) to work on recommendations to set out the changes in thinking and behaviour needed to achieve the systematic use of Europeana content in tourism. This recommendation, released in January 2015, highlights the need to incorporate Europeana's offering into the existing tourism ecosystem and points out that to do this successfully, we must recognize the aims, challenges and rules of the tourism industry.

In February 2015 Europeana published its recommendations on Europeana and Tourism Policy, which have come out of the Greek and Italian Presidencies. Jill Cousins declared that “They are the work of policy-makers from Ministries of Culture and Tourism in the European Union as well as members of DG Enterprise, Member States Expert Group (MSEG) and European Tourism & Travel Advisory Group (ETAG) under the Greek and Italian Presidencies. This work was coordinated by Culture24, Plurio.net, the National Documentation Centre of Greece (EKT), the Central Institute for the Union Catalogue of Italian Libraries (ICCU) and the Europeana Foundation. The recommendations set out the changes in thinking and behaviour needed to achieve the systematic use of Europeana content in tourism. They highlight the need to incorporate Europeana's offering into the existing tourism ecosystem and that to do this successfully we must recognise the aims, challenges and rules of the tourism industry. For example, one starting point is to take advantage of destinations that put culture at the heart of their marketing strategies because mass tourism activities are absent or simply not possible, e.g. places that lack interesting landscapes, architecture or other specific pulls. There is a real need to demonstrate the benefits and best practices available, and to build solid and productive relationships between cultural institutions and the tourism industry. These recommendations outline ways that cultural institutions as well as cultural and tourism policy-makers can begin to do this.”

The Europeana recommendations includes several inputs included in the DIGITAL CULTURAL HERITAGE AND TOURISM Recommendations for cultural institutions, version 1.0, 2 October 2014, edited by the Italian Presidency in cooperation with the AthenaPlus partners, and presented in the occasion of the AthenaPlus International Conference, held the 2<sup>nd</sup> October 2014.

### Vatican Library

In December 2014 the AthenaPlus coordinator received in copy a letter from the **Vatican Library** addressed to the director of the Directorate G Media & Data of the European Commission showing their great interest in participating in Europeana and asking for the technical support of the ICCU to make some aggregation tests.

### European Union Prize for Cultural Heritage

In October 2014 ICCU entered MOVIO for the European Union Prize for Cultural Heritage 2015 (<http://www.europanostra.org/apply-for-an-award-2015/>).

The European Union Prize for Cultural Heritage / Europa Nostra Awards is Europe's most prestigious prize in the heritage field. Every year, it honours the most outstanding heritage achievements from all over Europe. It recognizes the excellence and dedication by cultural heritage experts and curators. It stimulates creativity and innovation, through the power of example.

In 2015, the Awards will be given to up to 30 remarkable heritage projects and initiatives in four categories. MOVIO competes in the category 'Education, training and awareness-raising' that awards the outstanding initiatives related to education, training and awareness-raising in the field of tangible and/or intangible cultural heritage.

## 5.2 Memoranda of understanding

The following MoUs between AthenaPlus and other projects are in force:

PROJECT		CONTRIBUTION TO THE PROJECT
<b>Eagle</b>  Europeana Network of Ancient Greek and Latin Epigraphy	EAGLE, The Europeana network of Ancient Greek and Latin Epigraphy ( <a href="http://www.eagle-network.eu/">http://www.eagle-network.eu/</a> ) is a best-practice network co-funded by the European Commission, under its Information and Communication Technologies Policy Support Programme. EAGLE will provide a single user-friendly portal to the inscriptions of the Ancient World, a massive resource for both the curious and for the scholarly.	Provision of terminologies to the TMP. Testing of the creative tools, edited in AthenaPlus. Possibility to realise a virtual exhibition.
<b>Daguerreobase</b>	Daguerreobase ( <a href="http://www.daguerreobase.org">www.daguerreobase.org</a> ) is a CIP best practice network started in November 2013 and ending in April 2015. The consortium is composed of 17 partners from 13 member States countries. The principal objectives of the Daguerreobase project are to develop a common reflection and best practice in the collection and dissemination of information on daguerreotypes in European collections, thus creating a knowledge base designed by and for all those interested in Europe's diverse cultural heritage. Through a European-wide consortium	Reciprocal dissemination of projects results and tools

	and supported by workshops Daguerrebase wants to enhance the functionality of the knowledge base, compile and aggregate existing digital content held by different cultural institutions from across Europe and make it accessible through Europeana.	
<b>Partage Plus</b> (Digitising and enabling Art Nouveau for Europeana)	Starting in March 2012 the 25 partner institutions of the Partage Plus project ( <a href="http://www.partage-plus.eu/">http://www.partage-plus.eu/</a> ) has digitized in 24 months European Art Nouveau objects, artworks, posters, and built to create more than 75.000 items - including 2,000 3D models - of content for access through Europeana.	Reciprocal dissemination of projects results and tools  Cooperation in the TMP
<b>EuropeanaInside</b>	EU-funded network ( <a href="http://www.europeana-inside.eu/home/index.html">http://www.europeana-inside.eu/home/index.html</a> ) working to transform the ability of European cultural heritage institutions (museums, archives and libraries) to participate in the Europeana platform	Reciprocal dissemination of projects results and tools
<b>Multita</b>	Multilingual terminological research (French, Dutch and English) for the development and integration of semantically enriched scientific thesauri	Multita will assist in delivering two types of terminologies: <ul style="list-style-type: none"> <li>terminologies that will be uploaded and mapped in the TMP: the PACTOLS-thesaurus, the AICIM-thesaurus, the KMKG-thesauri, the KIK-thesauri and we will try the AAT-thesaurus.</li> <li>creation of micro-thesauri for enrichment in Europeana: within the MULTITA-project we are creating terminologies for all Multita-partners, these will be mapped to EDM metadata in MINT (cfr. EU Photography, EU Fashion).</li> </ul>

## 6 DIGITAL EXHIBITIONS WORKING GROUP

The Digital Exhibitions Working Group was established already in 2011 within the frame of the former Linked Heritage project. From October 2013 the research work of partners from Germany, Greece, Hungary, Israel, Italy, Poland, Romania, and Sweden is continued under the patronage of the AthenaPlus project. The Digital Exhibitions Working Group explores current practices, searches through recent bibliography and identifies key questions in order to develop a simple set of effective guidelines for the use of memory institutions.

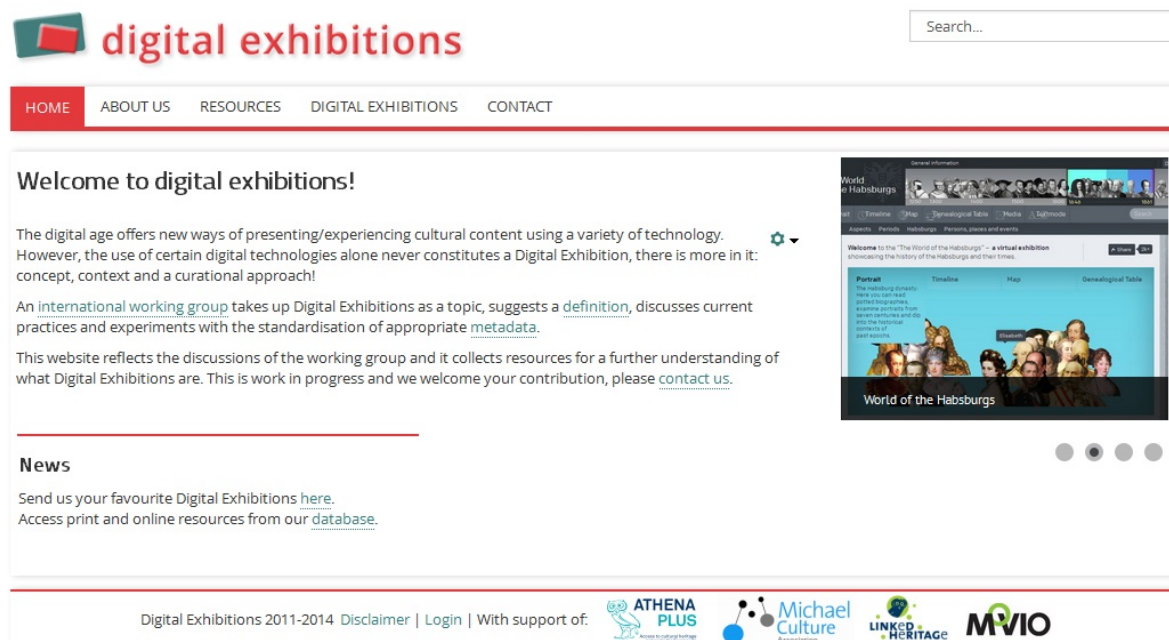
Currently the following members from the AthenaPlus consortium are involved in the Working Group:

Germany	Stiftung Preussischer Kulturbesitz
Hungary	Museum of Fine Arts – Hungarian National Gallery
Poland	The International Center for Information Management Systems and Services
Israel	The Israel Museum
Romania	Romanian Academy Library
Sweden	National Archive/ Riksarkivet
Italy	Istituto Centrale per il Catalogo Unico delle biblioteche italiane e per le informazioni bibliografiche
Greece	Hellenic Ministry of Culture and Tourism

Working Group members that are not associate partners in the AthenaPlus project:

Germany	Library Service Centre Baden-Wuerttemberg
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A website has been set up as a central information hub of the working group. It can be accessed under the following link: <http://museumsdokumentation.de/joomla/>.



**Screenshot of the website Digital Exhibitions, February 2015.**

The website features a valuable definition of a digital exhibition concluded by the working group members after intensive research.. In the future, new guidelines, definitions, and best practice directories are also going to be published on the website of the Digital Exhibitions Working Group. The

centerpiece of the website are its resource databases. The thematic databases (literature, tools, guidelines, trainings) provide access to print and online resources from the field of libraries, archives, and museums.

The Working Group has also set up a digital exhibition database that is still in a test phase. Working Group members collect and enter into the database examples of digital exhibitions. It has become obvious that a structured metadata format for the description of digital exhibitions is absolutely mandatory in order to improve the current descriptive practice through standardization as well as to facilitate the discovery of the digital exhibitions through search engines and cultural portals. The Working Group is currently engaged in developing a structured metadata format for the description of digital exhibition (“DEMES” – digital exhibition metadata example sets). It will be made available on the website early in 2015 and in the form of an AthenaPlus best-practice booklet.

Home Resources Exhibitions

- 36 -

Record info ...  
 ... created by Arlene Peukert  
 ... created at 2015-01-21 11:33:39  
 ... changed by Arlene Peukert  
 ... changed at 2015-01-28 10:44:42

Status info ...  
 ... editing open for all: ☐  
 ... show publicly: ☐

Title of the exhibition: A Nyolcak (1909-1918) hu

Identifier: hu

Description (in english): A Nyolcak (The Eight) was an avant-garde art movement of Hungarian painters active mostly in Budapest from 1909 to 1918. They were connected to Post-Impressionism and radical movements in literature and music as well, and led to the rise of modernism

Language of Content (main): hu

Date of Publication: 27-08-2014

Publisher: Museum of Fine Arts/ Hungarian National Gallery

Location: http://54.247.69.120/build/movio/movioTraining4/hu/1/oldal

Submit

Description	Subject	Responsibilities	Access	Relations	WG fields
<input type="checkbox"/> Add another additional title					<input type="checkbox"/>
<input type="checkbox"/> The Eight (en)					<input type="checkbox"/>
<input type="checkbox"/> Add additional description					<input type="checkbox"/>
<input type="checkbox"/> Add other languages of content (if not main language)					<input type="checkbox"/>
<input type="checkbox"/> Add type of exhibition					<input type="checkbox"/>
<input type="checkbox"/> Digital exhibition					<input type="checkbox"/>
<input type="checkbox"/> Add item type					<input type="checkbox"/>
<input type="checkbox"/> Text					<input type="checkbox"/>
<input type="checkbox"/> Image					<input type="checkbox"/>
<input type="checkbox"/> Add item format					<input type="checkbox"/>
<input type="checkbox"/> jpg					<input type="checkbox"/>
<input type="checkbox"/> Add audience					<input type="checkbox"/>
<input type="checkbox"/> people interested in the topic					<input type="checkbox"/>
<input type="checkbox"/> Add description of accrual policy					<input type="checkbox"/>
<input type="checkbox"/> Add description of rights					<input type="checkbox"/>
<input type="checkbox"/> Add description of provenance					<input type="checkbox"/>

Everyone is allowed to edit this record ☐ | The record might be shown publicly ☐

**Screenshot of the Digital Exhibitions database, February 2015.**

Promotional material, such as a poster in A1 format, presenting the most important services of the working group, has been created. In order to draw attention to the activities of the working group as well as to expand the network of professionals involved in the field of digital exhibition making, it is planned to disseminate promotional material at relevant professional group events.



### Digital Exhibitions Working Group promotional material.

The Digital Exhibitions Working Group meets regularly to discuss recent developments in the field of digital exhibition creation. Monitoring and discussing the progress of the MOVIO tool as well as analyzing the pilot exhibitions created with this service are key aspects of the Working Group within the frame of the AthenaPlus project.

	Date	Place	Agenda
1	06-2011	Budapest	establishment of working group definition of digital exhibition
2	07-2011	Vienna	presentation and discussion of digital exhibition examples outline of website
3	10-2011	Berlin	literature guidelines
4	01-2012	Berlin	website guidelines
5	11-2012	Berlin	aims for the working group with Linked Heritage
6	03-2013	Padova	research database
7	05-2013	Berlin	tools for digital exhibition creation metadata schema
8	07-2013	Rome	digital exhibition quality criteria metadata schema
9	10-2013	Berlin	aims for the working group with AthenaPlus



<b>10</b>	01-2014	Athens	website databases metadata schema
<b>11</b>	03-2014	Bucharest	tools for digital exhibition creation databases
<b>12</b>	10-2014	Rome	checklist for the creation of digital exhibitions sample exhibitions/ MOVIO
<b>13</b>	02-2015	Berlin	checklist for the creation of digital exhibitions promotional material

## 7 CONCLUSIONS

In the dissemination plan delivered at month 3 (D7.1) we declared that the project's objectives within work package 7 are to:

- Raise awareness: letting others know about and learn from AthenaPlus experiences, activities and tools developed.
- Inform: educating the community.
- Engage: inviting input/feedback from the community used as input for further developments.
- Promote: project's outcomes and expected results.

After 23 months of the project, the project consortium and especially those partners chiefly involved in work package 7 made satisfying progress with raising awareness and informing the community about the activities and objectives of AthenaPlus. The AthenaPlus communication network is well established and reaches GLAMs, Europeana ecosystem projects, content providers and aggregators, governmental bodies, researchers, digital cultural heritage competence centres as well as the tourism and educational sectors. The AthenaPlus website acts as the central information point for the project, encouraging collaboration and acting as an access point and hub for AthenaPlus. The website contains information about the awareness and understanding of the project's organisation, mission, activities, publications, identity materials, project related documentations, news, services and tools, outcomes, and social media. Furthermore, an AthenaPlus wiki has been set up that provides for curators and cultural heritage institutions using AthenaPlus creative tools information material, manuals, and videos about how to use the back end functionalities (creating a media archive, setting up exhibition storytelling, etc.) of the softwares. Presentation of key information on project partners' institutional websites, in their newsletters and social media marketing tools helped to promote the AthenaPlus project on national, regional and local levels. Moreover, the use of fast online communication supported the promotion of activities, outcomes, tools and services of the project. The visibility of the AthenaPlus project was increased by the publication of newsletters as well as articles on the Europeana Professional Blog. Production and distribution of promotional material (MOVIO brochure, poster, leaflet, recommendation for Tourism & Cultural Heritage booklet, gadgets) – for instance during the International Conference on Creative Reuse in Rome – increased the prominence of AthenaPlus.

Regarding the AthenaPlus publication – two issues of the peer-reviewed scientific journal “Uncommon Culture” (M20 & M30) as well as three AthenaPlus best-practice booklets – we are well on the way to having all the declared publications ready in good time. The first AthenaPlus issue of “Uncommon Culture” dealing with the highly relevant topic of digital and virtual exhibitions is on hand in digital format and will be made available in print in early 2015. Collection of articles and material for the second AthenaPlus issue of “Uncommon Culture” looking into the field of creative reuse has started in October 2014; publication is planned for M27. Furthermore, the planning and preparation of three AthenaPlus best-practice booklets has started. The booklets will deal with the following topics: structured metadata format “DEMES2”, Digital Storytelling, and LIDO.

Engagement and promotion activities have kicked off in the 2<sup>nd</sup> year of the project accompanying the first release of the TMP as well as the test phases of the creative tools and services (MOVIO, CityQuest, SchoolTrip). Dissemination/training workshops were organized in most partner countries (31 altogether). This series of workshops on MOVIO, CityQuest, SchoolTrip, TMP, and LIDO/MINT will be continued within year three of the project. Through these workshops and training events a larger interested audience – especially from the sector of tourism and education – is reached. The AthenaPlus national contact points are playing an important role in informing their national government and policy bodies as well as aggregators and research centres about AthenaPlus tools and services on a regular basis. The education and tourism sector will be involved more intensely mainly in year three of the project when tools prepared for these target sectors will be ready.

Summing-up, in the 2<sup>nd</sup> year of the project (M12-23):

- We have organised 31 AthenaPlus workshops and trainings (Italy, Romania, Sweden, Hungary, Poland, Lithuania, Croatia, Belgium, Greece) reaching more than 950 experts.
- AthenaPlus was the topic of 17 presentations (Italy, Israel, Spain, Germany, France, Hungary).

## D7.5 Second report on dissemination activities and networking in the European framework

- AthenaPlus organized 8 internal events (Poland, Spain, Italy, Czech Republic, Lithuania, Belgium) reaching more than 740 experts.
- AthenaPlus was disseminated in 33 external events (Bulgaria, Poland, Italy, Albania, Germany, Hungary, France, Croatia, Spain, Israel), reaching an audience of about 2420 experts.
- AthenaPlus was disseminated in 51 short articles (fast online communication).
- AthenaPlus published 6 scientific papers and articles.
- AthenaPlus issued three newsletters (2 by EAJC and 1 about the TMP)
- AthenaPlus signed 5 memoranda of understanding.
- AthenaPlus has signed 24 cooperation agreements with institutions from the Czech Republic, Hungary, Italy, Russian Federation, and Ukraine.

As regards the milestones related to WP7, we have achieved MS15. M16 that was planned for project month 20 will be reached at month 24 (for further information please see document D7.4).

N. Milestone	Name	Delivery date	Result
15	Creation of identity logo, corporate message and guidelines for partners	M2	<b>Achieved on time</b>
16	First Issue of the Uncommon Culture Journal	M20	<b>Achieved with delay (M24)</b>
17	AthenaPlus publications	M27	
18	Second Issue of the Uncommon Culture Journal	M30	

As regards the indicators listed in the DoW for WP7 the results are as follows:

N.	Related to:	Indicator	Method of measurement	Expected Year 2	Reached at month 23	Comment
8	DISSEMINATION	Number of Athena Plus dissemination and training events	Event report filled in by the organiser of the event	18	39	The expected number of AthenaPlus internal dissemination and training events (workshops) was met and exceeded M23.
9	DISSEMINATION	Number of people participating in events	Event report filled in by the organiser of the event	600	4150	The expected number of participants in internal AthenaPlus events was met and exceeded at

## D7.5 Second report on dissemination activities and networking in the European framework

						M23.
10	VISIBILITY	Number of unique visitors on AthenaPlus website and service pages (wiki)	Websites statistics tool	40.000	87.400	The expected number of unique visitors to the AthenaPlus website and service pages (wiki) was met and exceeded at M23.
14	DISSEMINATION	Number of national and international events where AthenaPlus was invited to participate	Partner reports to coordinator	30	33	The expected number of national and international training events was met and exceeded at M23.
16	NETWORKING	Networking Europeana Office arranged events (consultations and workshops)	Number of events attended	3	5	The expected number of national and international training events was met and exceeded at M23.
17	DISSEMINATION	Number of scientific articles produced	Partner reports to coordinator	4	6	At M23 of the project AthenaPlus has met and exceeded the required number of scientific publications.
18	DISSEMINATION	Number of news in newsletter, blogs, e-bulletins, social media channels etc.	Partner reports to coordinator	200	520	Including 51 short articles (fast online communication), 55 news items published in the AthenaPlus project website news section, 3 AthenaPlus newsletters, 35 news posts on LinkedIn, 279 tweets on the AthenaPlus Twitter page, 97 posts on the AthenaPlus Facebook page.

