H2020-Adhoc-2014-20-RTD-G.A. No. 699523 – JHEP2

Support to the implementation of the Strategic Research Agenda (SRA) of the Joint Programming Initiative on Cultural Heritage and Global Change (JPI CH)

Instrument: Coordination and Support Action

Deliverable D4.1

Communication and Dissemination Strategy

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Lead beneficiary for this Deliverable: MiBACT (Ministero dell'Istruzione, dell'Università e della Ricerca)

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Ministry of Cultural Heritage and Activities (Italy)

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Coordination and Support Action within Horizon 2020 (2014-2020)		
Dissemination Level		
PU	Public	**X**
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

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Preface

JHEP2 Project intends to support the implementation of the Strategic Research Agenda (SRA) by specifically developing the alignment of national research and innovation programmes and activities and applying qualitative and quantitative Key Performance Indicators (KPIs).

Due to the ambition underneath the Project and the pool of actors that are supposed to be involved in its implementation, a valid communication and dissemination strategy is needed. The objective of this strategy will be twofold: to ease the communication flows for information transfer among the Project Beneficiaries (and stakeholders) and increase the visibility of the JPI CH. The latter leaves the ground to a couple of relevant issues, internationalization and stakeholder engagement being the first ones. If both issues need a specific analysis from the point of view of management – that will come later along the project – they give the opportunity to think about an *ad hoc* communication approach. Therefore, the current document will serve as a reference for all JHEP2 Beneficiaries and JPI CH Partners to address communication towards specific targets.

This strategy is the continuation, or a specification, of JHEP Deliverable 6.1 - Strategic Communication and Dissemination Plan released in December 2012 concerning the whole JPI CH. It refers to the implementation of JHEP2 Project thereby provides indications to 2019.

In the first chapter, the document defines the core topic and the objectives of the strategy. It uses four basic questions – what, why, how, who – whose answers help to hit the target.

The second chapter makes a distinction between internal communication and external communication, which lead to use diverse instruments and approaches.

The third chapter goes into details by considering the objectives and recipients of each Work Package in the Project. In this way, it is easier to identify the most appropriate communication tools.

Finally, the last chapter provides a detailed overview of the communication and dissemination tools that have been mentioned in the previous parts of the documents and that will be developed during the Project. A Gantt chart is added to provide a full view of the work that will be deployed in the next months and years.

This strategy includes a number of events for the next years, especially in 2018 that has been declared as "European Year of Cultural Heritage". In this sense, the JPI CH intends to exploit this important opportunity for presenting to a large audience its activity, its role and its contribution to create a European Area of Research on Cultural Heritage.

1. Communication and dissemination: who communicates what?

1.1. WHAT. Stressing the difference between the two concepts

Implementing a project in all its parts, especially if it is a transnational one, implies to adopt a proper communication and dissemination strategy that leads to efficient results. The two concepts included are both important and interconnected, which means that stressing only one of two may bring to unbalance and bad management.

"Communication" refers to information and knowledge transfer among the partners of a project and with an external audience, whereas "dissemination" is all about the activities aiming at showing and describing the results of a project. In this sense, communication is more functional and lays the ground for spreading the activity outcomes.

In both cases, the work has to be carried on all along the project duration. Communication is efficient as long as it is consistently promoted. Partners need to share information on the projects, especially within the same Work Package (WP) or Task. Besides, the development of WPs is often linked to consultations that involve all Partners, including those not directly responsible for that WP. No less important, the European Commission (EC) asks regularly for an evidence of the project state of the art, which implies to respect given deadlines and implement a successful coordination and management. This undoubtedly needs an effective communication.

Dissemination should concern both intermediate and final results and should be addressed to a specific audience. Several features contribute to a design a dissemination action, from objectives, instruments, recipients, place and timing.

It derives that both activities are fundamental for managing projects successfully. Furthermore, they need to interact each other and develop in parallel. Strong communication cannot be fully effective without equally strong dissemination.

1.2. WHY. Why does JPI CH need a strategy?

The last JPI CH communication and dissemination strategy was drafted in December 2012 and included in Deliverable 6.1 of JHEP Project. The document prepared the ground for the basic strategic communicative instruments of the JPI CH, the JPI CH website and the Heritage Portal. On that occasion, more technical and practical issues were considered such as the brand and the look of the websites. Moreover, the JPI CH stakeholders were defined and promotional and communicative models according to JHEP Tasks and recipients/stakeholders categories were developed. Now, the needs of the JPI CH are slightly different since it has being active for 6 years, and the communication strategy is to be meant as a managing tool to consolidate results and practices applied so far. Nonetheless, the strategy designed in 2012 is a good starting point for an updated roadmap more feasible to current exigencies. On that purpose, the objectives of JHEP2 communication and dissemination strategy are now:

- Stress the fundamental principles underpinning the JPI CH activities and enclosed in the Strategic Research Agenda, the Vision Document and the Action Programme.
- Broaden the network of beneficiaries/stakeholders (policy makers, influencers, researchers, IOs and NGOs, companies and society).
- Broaden the network of partners in and out of Europe (through internationalization initiatives).
- Ensure that the activities planned in each JHEP2 WP are implemented properly and have strong positive impacts.
- Increase the JPI CH visibility, at national, European and international level.

Some of these objectives deal with the general management of the JPI CH in which JHEP2 is enclosed. We can say that the success of the Project is strictly connected with the increase of visibility of the JPI CH that represents the true scope of this strategy.

1.3. HOW. Effectiveness of the communication and dissemination tools

The success of a strategy rests on the effectiveness of its instruments. These may change according to the activity, the user and the final recipient of the communication. For that reason, it is important to identify instruments to enclose in the project roadmap and plan their utilization since the beginning. The selection has to be done according to:

- <u>WPs and Tasks.</u> With reference to JHEP2, WP1 (alignment) has beneficiaries and goals that are different from WP2 basically focused on joint calls and activities. The same observation can be done for WP3 that develops a monitoring and evaluation approach – inward rather than outward - to JPI CH activities.
- <u>The recipients/beneficiaries.</u> Potential external partners require a formal communication whose intent is to stress the value added of the project and benefits they may stem from collaborations. Researchers are more interested in scientific issues and the opportunities provided by the JPI CH - joint calls amongst all. These are only two examples showing how diverse can be drivers underneath the subjects approaching the JPI CH.
- <u>The aim of the communicative/dissemination action.</u> Activities can be addressed to support collaborative research, or to push national governments to take actions on critical issues of cultural heritage, or to improve JPI CH impacts on society, cultural heritage and Europe. Different instruments for different aims.
- <u>The resources available.</u> Strategies should be outlined for being sustainable in the medium-term, which means that events, website maintenance, and the information exchange coordination itself require financial resources and personnel efforts. Thus, promoters should be able to design a roadmap affordable in terms of time schedule and resources.
- <u>Timing.</u> Tools may be different for long-term and short-term activities, thereby a good combination of the two categories leads to a comprehensive strategy where both specific and general objectives are achieved.

A detailed analysis disaggregated per WPs is presented in the next chapter.

1.4. WHO. Different categories of users require different communicative registers

There are four main categories of subjects that have to be considered at first.

- <u>WP and Task Leaders</u> coordinating the activity within each WP and Task, respectively. They are part of the Steering Committee that is the managing body of JHEP2.
- <u>Project Beneficiaries</u> (that are not WP/Task Leaders) that are not directly responsible for the implementation of the WPs/Tasks but are required to contribute with inputs and suggestion, though. They are also part of the Steering Committee.
- <u>The Project Coordinator</u>, also responsible for the whole project management that supervises all WPs Leaders and ensure information circulates properly. It chairs the Steering Committee.
- <u>External subjects or stakeholders</u>, such as the JPI CH Scientific Committee or the Advisory Board, other than private and public subjects in the field of cultural heritage that can be consulted during the project implementation. They are not part of the Steering Committee.

These categories imply a dual communicative register within the Project: internal communication taking place between Project Beneficiaries and subjects directly involved in the Project, and external communication developing with subjects not directly touched by Project actions whose involvement might bring value-added.

2. A layered communication strategy

2.1. Internal communication

JHEP2 is an ambitious project with a complex structure. Keeping constant the flow of information between 16 Partners may be as hard as fundamental to the project success. The Coordinator is in charge of this cross-cutting task, including the supervising of the activities, the organization of meetings, keeping the relationships with the EC, other than being the referee for any doubt, problem, administrative or conceptual matter. In the case of JHEP2 and in terms of communication policy, the Coordinator MiBACT will undertake the following actions, given unchanged that every WP/Task Leader appointed in the DoA remains responsible for the execution of that specific WP/Task, accordingly:

- Update the website with news, state of the art of the project including deliverables and milestones released.
- Sending out the newsletter that encloses, amongst others, articles on JHEP2.
- Organizing a project meeting (Steering Committee meeting) every 6 months with all the Beneficiaries. On this occasions, MiBACT will circulate the agenda, advise the EC and moderate the discussions.
- Keep updated the Gantt chart of the project with events and any other relevant initiatives that comes out along the project implementation.
- Make the cultural heritage research community aware of the existence and relevance of JHEP2 and JPI CH and get in contact with external actors or stakeholders that may be strategic for future actions.
- Serve as central contact point for all communications and dissemination issues relating to the project. For this reason, MiBACT should be copied in all e-mails concerning the project activities.

2.2. External communication and stakeholders

External communication may develop along two directions. On the one side, Beneficiaries can establish consultations with national ministries, research institutions, funding agencies and any other entity not directly involved in the activities that is relevant to contact for the sake of the project. On the other side, external communication may refer to European, international and national organization/agencies/actors/stakeholders in the field of cultural heritage research to contact as potential future partners. Moreover, a third level of external communication exists with the EC for keep the Officers informed upon the project activities and financial situation. The external communication that the JPI CH intends to build up within JHEP2 refers both to the internationalization strategy to enlarge the collaborative networks outside Europe, and to the stakeholders strategy, more focused on the relationship with research institutes and industries. In both cases, the final objective is the same: finding new partners with which to develop joint activities, research programmes, projects or calls.

The Coordination Office has already included the external communication - addressed to enlarge JPI CH partnership - among its management duties and sent to all JPI CH Partners a questionnaire on internationalization to outline the framework of the starting point situation. The questionnaire, still under examination, collects information on existing network in and outside Europe, countries and institutions which JPI CH Partners believe would be worth to collaborate with, and the motivations underneath these preferences. The results of the questionnaire will enable to address This survey will be complemented with the participation of the JPI CH Members, or the Coordination Office as the main representative, to important international meetings. The participation will be first evaluated in terms of topics treated, visibility of the event, and possibility of getting in touch with strategic subjects. Likewise, the JPI CH will promote in the next months and years covered by the Project, the organization of events that will be the occasion of gathering international stakeholders and increase the visibility of the JPI CH actions. Furthermore, these actions will be supported by the fact that 2018 will be the European Year of Cultural Heritage and the EC and Member States might organize several events connected with the theme of culture and culture heritage. This occasion is undoubtedly to be exploited

and 2018 is to be seen as a year rich of events, meetings, conferences where to bring cultural heritage at the heart of the European scenarios. In terms of stakeholders, the following categories will be the target ones.

a) Policy Makers and Influencers (including European institutions)

Drivers	Strategic actions
The JPI CH sees the engagement of national ministries and public institutions and JHEP2 Project moves top-down dynamics, in terms of governance and alignment of policies. Nonetheless, the majority of policy makers still have never heard about it. Local administrations working in cultural heritage promotion, as well as European institutions, especially the EC and the European Parliament, may play an important role in fostering the European research in the field of cultural heritage. That is why policy national and European policy makers should be aware of the potentials of the JPI CH.	- Take advantage of national and European events connected with the themes of culture and cultural heritage and participate to network with policy makers. - Contact directly local administrations (local ministries of cultural activities at regional level) to promote JPI CH activities and find out possible synergies so that JPI CH becomes a real bottom-up initiative, endorsed by national/European authorities and spread out at all levels. Communication will be supported by promotional material describing the programme and the project (fliers, project sheets to send and to download from the website). Bilateral meeting should be followed by more operative discussions on how to make the collaboration fruitful. - Define jointly with research community representatives a strategic communication tool – a policy/position paper for example – that addresses national and European policy makers and stresses the most relevant challenges for future. Projects granted with JPI CH joint calls might be involved in this action that is meant to start from tangible scientific results and deal with real issues affecting the European cultural heritage. - The Conference on cultural heritage governance strategies and the Workshop on alignment (March 2018) will be addressed to policy makers. - JHEP2 Beneficiary Countries are all invited to contact their local/regional authorities to promote the JPI CH and, in case, organize open meetings/workshops to discuss further joint actions. - Present the JPI CH to the European Parliament.

b) Cultural Heritage Research Community

Drivers	Strategic actions
Research on culture heritage is the core topic of JHEP2 and JPI CH in general. Strengthening the interaction with researchers and research institutes is among the prime objectives of the Programme.	- Encourage their active involvement with the online Heritage Portal community. - Encourage to monitor the JPI CH website and so to subscribe to the newsletter in order to keep themselves informed on initiatives and call. - Make a list, through the contribution of each Beneficiary Country, of all research institutions that might be interested in participating in the JPI CH international events scheduled in the next months or other joint actions. - The 2 Parades planned in 2017 and 2018, respectively, will involve the projects funded in during JPI CH joint calls. Project Teams will be invited to tell about projects results, main issues and great benefits for society.

c) Parallel Projects and Organizations

| Drivers	Strategic actions
Collaboration is a source for knowledge exchange and future sustainability. The JPI CH is already supported by a network of NGOs and IOs. Nonetheless, relationships should be strengthen and joint initiatives promoted. Likewise, meetings and communication with other JPIs should be intensified to exchange best practices and common issues. The EC is also willing to see a stronger interaction among JPIs. As we know, cultural heritage is a multidisciplinary and variegated theme, thereby cross cutting approaches might be useful to JPI CH future development.	- Update the list of NGOs and IOs that are partners of the JPI CH - Involve these NGOs and IOs in JPI CH and JHEP2 actions, by inviting them to the scheduled events. Relationships should be re-considered in view of stronger and fruitful collaborations. - A cross-cutting event involving the JPI CH and a few other JPIs might be the opportunity of developing a common roadmap on issues relating to both cultural heritage and climate, oceans or any other crucial challenge. The event might be planned in 2018, European Year of Cultural Heritage.

d) Industries, SMEs, civil society

Drivers	Strategic actions
Research and industries need each other in order to bring innovation to markets and society. The EC has been recently promoting this interaction in several fields. Cultural heritage can take significant advantage from collaborating with industries and SMEs. Furthermore, as the JPI CH is addressed to tackle current societal	- Add the collaboration with a SMEs or a business to the criteria for participating to the next joint calls, thereby fostering the collaboration between the two worlds. - Make a list of industries working in sectors related directly or indirectly to cultural

challenges concerning cultural heritage, civil society should be aware of the possibilities opened by this Programme.	heritage and identify areas of possible collaborations, as well mutual benefits. - On the base of the aforementioned list, involve industrial stakeholders to the JPI CH events.

Communication and dissemination model

This figure shows the relations among all the subjects directly and indirectly involved in the implementation of the Project and JPI CH. Communication flows are centralized in the figure of Coordinator that is in charge of managing all communication and dissemination activities with the support of the WP and Task Leaders.
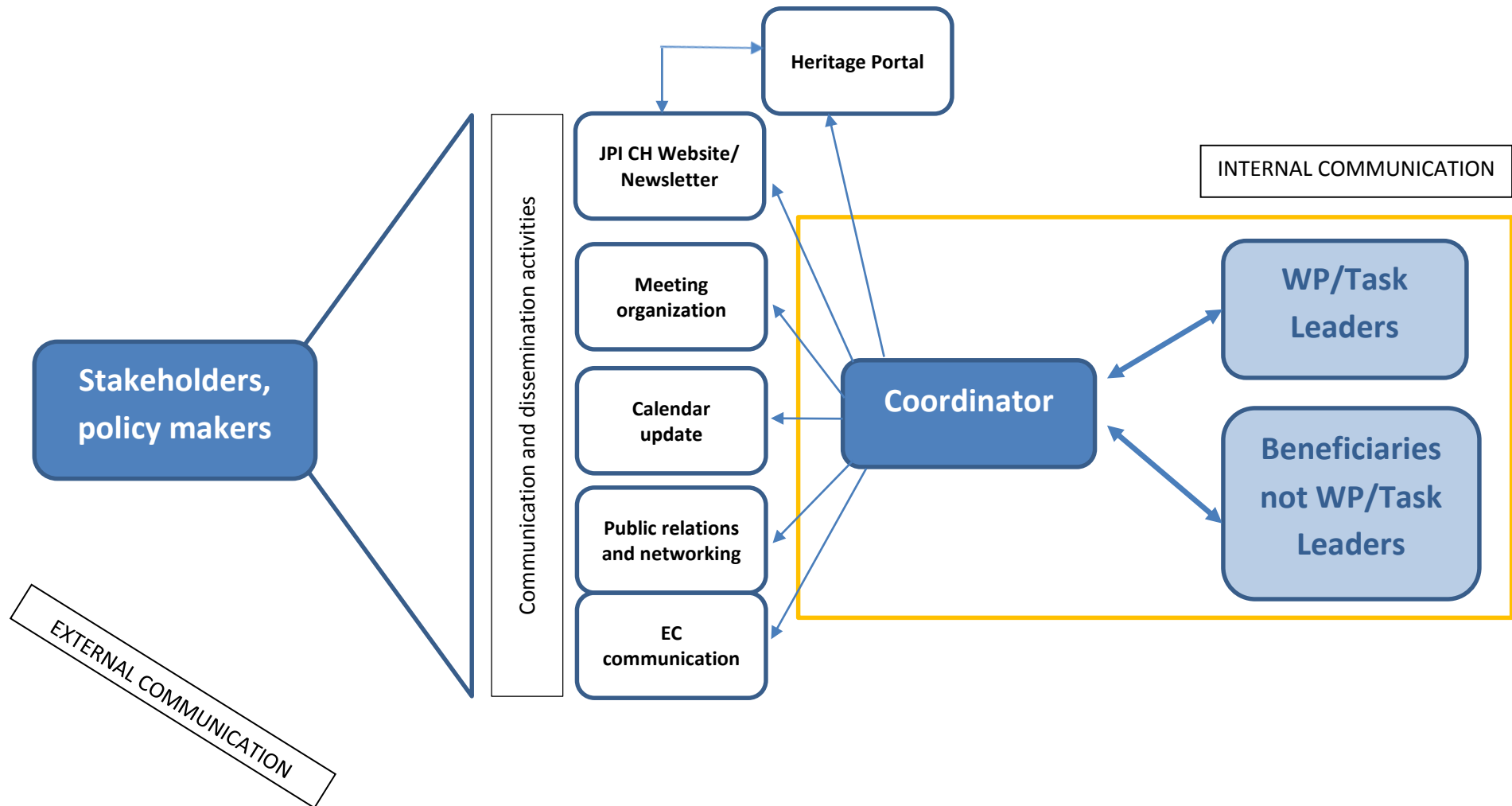
3. **The relevance of the communication strategy, WP by WP**

JHEP2 is an ambitious project including four WPs very rich in content. It is essential to identify the best way of exchanging information among Leaders, other Participants and external stakeholders. Even though communication and dissemination are clearly included in WP4, all WPs – and subjects involved – imply to focus on specific communication and dissemination elements, as detailed in the following paragraphs. The intent is to outline the <u>WP general objectives</u>, <u>the recipients</u> – to be meant as intermediate and final users of the WP results/activities – and <u>the key points</u> that give value added to the WP and that have to be strongly considered in the strategy definition. Starting from these points, the <u>communication and dissemination tools</u> planned are listed. Many of them come from the DoA as deliverables and milestones. The communication tools show its dual aspect, including the internal communication within the working team and the one established with subjects that are not part of JHEP2 but that may contribute to its realization. Furthermore, some communication tools may overlap with project management tools. This is especially the case of the WP questionnaires used as a mean for circulating and exchanging information among the Beneficiaries/Partners.

3.1 **WP1 - Alignment of national research programmes and activities with the JPI CH**

Objectives	Mapping national programmes, best practices and policy instruments in the field of cultural heritage Promoting the implementation of alignment
Recipients	Policy makers, in particular: national ministries, funding agencies, programme owners
Key points	WP1 emphasizes the role the JPI CH is supposed to play in policy context. Therefore, dissemination activities will stress the JPI CH capacity of providing solutions and striving for efficient policies.
Communication tools	<u>Working team</u>: questionnaire T1.1 and T1.2 <u>External communication</u>: JHEP2 Beneficiaries, coordinated by WP1 Leaders, will carry out strategic dialogue within the Agencies/Ministries involved in cultural heritage research across the consortium and beyond the JPI CH.
Dissemination tools	Reports on the results of the questionnaire, the national mapping and state of the art of alignment will be released. A workshop on alignment is scheduled at month 26. This event will be very important not only for the results of the work done in the WP but also in terms of visibility. Even though location and agenda are still to be defined, it will be a concrete opportunity to get in contact with other JPIs, public and private stakeholders, European institutions, researchers and to make them aware about JPI CH potential.

3.2 **WP2 - Implementation of other joint activities including joint calls**

Objectives	Explore possibilities for joint activities and in particular new joint research calls in variable geometries

	Strengthen the leadership role of the JPI CH in cultural heritage research at European level
Recipients	Cultural heritage practitioners: researchers, research institutions/associations/funders, museums, professionals, industry representatives, government officials, government departments,.. International Organizations (IOs) and Non – Governmental Organizations (NGOs)
Key points	Four reference axes to bring out: SRA priorities, the enabling framework (capability and capacity, management strategies, knowledge sharing, research infrastructure and policy, laws and regulations), the Action Programme and the recommendations of the Expert Group. It is important to strengthen the linkages with cultural heritage practitioners and become a reference point in the European cultural heritage research.
Communication tools	Working team: - questionnaires for T2.1/T2.2/T2.3/T2.4. - High attention will be paid to the communications between JPI CH Partners and funding agencies during the launch and implementation of the joint calls. For the sake of the call, the website update will be fundamental. External communication: a) A list of practitioners, collected by the questionnaire, will be contacted and invited to knowledge exchange initiatives. The WP2 activities implies also the involvement of the SC and Agencies/Ministries involved in cultural heritage research across the consortium. b) An important communication occasion will be the conference on governance planned for 2018 (overlapping the workshop on alignment aforementioned) with the scope of highlighting relevant research/knowledge on the governance of heritage sites. In addition to this conference, there will be at least 3 activities (under definition since the Task has just started) among workshops, conferences or training addressed mainly to practitioners. c) Furthermore, an important part of WP2 for communication will be the implementation of joint calls (contact with the experts, applicants, funding agencies, funded projects). d) According to T2.5, the Heritage Portal other than being the major dissemination instrument towards stakeholders and society will become a knowledge hub for all experts, researchers and practitioners in the field.
Dissemination tools	Reports on the results of the questionnaire will be released. The website of the Project will be constantly updated with information on the joint calls. It is important for it to include the joint calls announcement, guidelines, FAQs, and contacts for a widespread dissemination.

	Some of the above mentioned activities, including the conference on governance, may be occasion for disseminating the JPI CH results (thereby increasing visibility) but they remain mostly occasion for exchange information and share knowledge.

3.3 WP3 - Monitoring and evaluation (KPIs)

Objectives	Monitor and assess JPI CH alignment and implementation process. Demonstrate and evaluate JPI CH impact by identifying and applying qualitative and quantitative KPIs.
Recipients	JPI CH Members for self-assessment, policy makers.
Key points	Transparency and good communication flows among Partners to strengthen.
Communication tools	Working team: good communication flows among Partners to strengthen External communication: relationship with national Ministries and Agencies will be strengthen in order to lead comprehensive and valid processes of evaluation on alignment and research programmes.
Dissemination tools	Reports on the results of the indicator selection exercise will be released.

3.4 WP4 – Management and Coordination

Objectives	Ensure an efficient communication flow between the JHEP2 Participants, the efficient implementation of the Project and the monitoring.
Recipients	JHEP2 Beneficiaries
Key points	The Coordinator supervise and manage the whole Projects but all Beneficiaries are involved – directly or indirectly – in its implementation. This means that a good communication flow has to be ensured. Heterogeneity of opinions and view points can be an asset. The Coordinator should be able to bring out this added value. Again, at this point of the JPI CH development, it is important to reinforce its role of leader in cultural heritage research at European level. Maintaining alive the communication with the EC is important for getting institutional recommendations and make the project consistent.
Communication tools	Working team: good communication flows among Partners to be strengthened. External communication: a) relationship with national Ministries and Agencies to strength b) networking with potential external partners, both EU (not JPI CH members) and non-EU, networking with private and public

	stakeholders at national and European level, such as local research entities and governmental bodies, industries, associations
Dissemination tools	The website and the newsletter (more details in the following chapter) are the most powerful dissemination tools.
	Besides these two, an international event defined as "parade" is planned for the first half of 2017. Another one is planned for the first half of 2018. In both cases, the events will see the participation of funded projects from previous joint calls and will be addressed to increase visibility and networks across Europe and outside.

3.5 List of deliverables for public dissemination

Besides the dissemination tools listed so far, JHEP2 DoA schedules the deliverables and milestones for each WP. All deliverables serve as an instrument to communicate with the EC and the other Beneficiaries. <u>Here below in blue the most significant ones in terms of dissemination strategy.</u>

<u>**Deliverables**</u>

WP1

D1.1 - Updated mapping on national research programmes, M12

D1.2 - Report on best practices in alignment, M18

D1.3 - Report on JPICH alignment workshop, M26

D1.4 - Report on the impact of engagement with decision makers, M48

WP2

D2.1 - Report of themes for joint calls and roadmap for future calls, M12

D2.2 - Update of the Report of themes for joint calls and roadmap for future calls, M36

D2.3 - Plan of knowledge exchange activities directed towards heritage practice, M6

D2.4 – 1st report of activities of knowledge exchange with heritage practice, M18

D2.5 – 2nd evaluation report of activities of knowledge exchange with heritage practice, M36

D2.6 - Guidance on managing joint activities, M12

D2.7 - Report on joint activities, M18

D2.8 - Midterm report on the activities implemented on the basis of the GB decision on priority order Action Programme, M30

D2.9 - End report of the activities implemented on the basis of the Action Programme, M48

D2.10 - Report on impact of cultural heritage studies, M40

D2.11 - Growing the Heritage Portal into a Knowledge Hub, M24.
➔ *This deliverable aims to increase the efficacy of the JPI CH role as a knowledge transfer promoter and increase its visibility in the European research area on cultural heritage.*

WP3

D3.1 - Key Performance Indicators to monitor alignment at national research programmes level and at JPI-CH research activities level, M6

D3.2 – 1st report on the implementation of the alignment of common research programmes at single Member States and Associated Country levels, M24

D3.3 – 2nd report on the implementation of the alignment of common research programmes at single Member States and Associated Country levels, M40

D3.4 – 1st interim evaluation of JPICH alignment process, M18

D3.5 – 2nd interim evaluation of JPICH alignment process, M36

D3.6 - Final evaluation of JPICH alignment process and critical assessment of KPIs applied to the period covered by the project, M48

WP4

D4.1 - Communication and dissemination strategy, M6 *(present document)*

D4.2 - Report on communication and dissemination activities, M48
➔ *This is to monitor the implementation of the communication and dissemination plan, and update it if necessary*

Milestones

WP1

M 1 - Workshop on JPICH Alignment, M24 (postponed to M26)
➔ *Besides the relevance of the topic, this workshop might provide great visibility, so organization, previous networking, and promotional material are important items.*

WP2

M 2 - Decision on roadmap of joint calls, M12

M 3 - Launch of at least one new joint call, M4
➔ *This milestone implies a big effort in terms of communication and dissemination to ensure that all interested parties get to know about the announcement and the participating rules.*

M 4 - Conference on cultural heritage governance strategies, M24 *(postponed to M26)*
➔ *The Conference will be held the same day and venue as the Workshop, so in the same reasoning of visibility, organization, previous networking, and promotional material can be done.*

M 5 - Heritage Portal upgraded, M40
➔ *Constant upgrade of web tools is important to keep the communication efficient.*

D4.3 - JPICH Report on management activities, M18

D4.4 - JPICH Report on management activities, M36

D4.5 - First Review Interim report, M18

D4.6 - Second Review Interim report, M36

D4.7 - Final report, M48

WP3

M 6 - Upgrade and valid action of KPIs indicators, M18

M 7 - Report on the Impact of the JPI implementation process, M48

WP4

M 8 - JHEP2 web site and JPI CH web site, M2
➔ *JHEP2 webpage exists already and it is constantly updated with news and progress form the project.*

M9 - Agreement on dissemination and communication preliminary strategy, M8
➔ *This is the following step to the present document and outlines a common strategy for sharing information and research input/outcomes as well as spreading to an external community the main results of the activities.*

M 10 - Kick-off meeting, M1

M 11 - Final meeting, M48

M 12 - First Review Interim meeting, M17

M 13 - Second Review Interim meeting, M35

Each Task Leader will be responsible for the draft of the deliverables enclosed in its task. Once drafted in collaboration with the WP Leader referee, deliverables will be sent to the Coordinator for approval and final submission.

4. The communication and dissemination tools

From previous tables in chapters 2 and 3, describing respectively the recipients categories and the objectives and instruments per WP, it is possible to catch all communication and dissemination instruments that this strategy will be using over JHEP2 implementation. Concerning communication and how to relate with other Beneficiaries and JPI CH Partners, at first place is the "questionnaires" tool. This is the most common communication – other than working – tool in JHEP2, because it provides an alternative to the high number of project meetings that should be organized to share information and opinions, and proceed with the project activities. A large use of questionnaires, almost in every WP, is planned in JHEP2. Questionnaires will be supported by an efficient project management action including meetings, emails, skype calls among the Beneficiaries, brain storming situations.

4.1 The website

http://www.jpi-culturalheritage.eu/ is the official website of the JPI CH including all information about the activities, Projects, managing structure and results of the programme. The whole website has been recently revamped to make it more readable and easier to use. For this purpose, some webpages have been merged and a few ones have been added to the existing structure.

JPI CH Partners have been asked to send images of their national cultural heritage, so that each webpage would show a distinctive landscape, or a monument or a snapshot from a country. This variety intends to reflect the heterogeneous and interconnected field of cultural heritage and the research applied to it.

The homepage shows breaking news mostly from the ongoing projects (in this case JHEP2) and the projects granted in previous joint calls, which gives more dynamicity to the portal and keeps users interested.

The website also encloses a webpage for each Project implemented by the JPI CH, including JHEP2 Project: http://www.jpi-culturalheritage.eu/ec-projects/jhep2/

The JHEP2 web page is divided into two sub-sections, the public one opened to all users and the reserved one with limited access to the Project Beneficiaries or any subject that has been provided with the password by the Coordinator. The public area reports information on:

a)   the Project in general: main objectives, Working Packages and activities planned
b)   Beneficiaries including the list of national institutions taking part into the Project
c)   Deliverables submitted so far

The public area shows the web link to the reserved area so that users can find it easily. Here Beneficiaries can find:

a)   Project meetings material: agenda, minutes, presentations of all meeting held so far
b)   Deliverables with reserved (to the Consortium Beneficiaries) content

The website will be particularly useful during the communication of the joint call announcement. Following what has been done for previous projects, a sub-page including the list of all granted proposals will be created. In here, the users can find:

a)   A technical sheet describing the main aims and activities of each Project

b)   The link to the websites of the Projects

Both the JPI CH official website and JHEP2 web-area are constantly updated by the Coordinator supported by a web designer, and are important communication tools for supporting information transfer among the Beneficiaries as well as for disseminating the Project results to external subjects. For this reason, the Coordinator is always open to suggestion coming from the other Beneficiaries of the Project.

The JPI CH website becomes even more important just before, during and after the launch of a joint call. In that case, the announcement of the call has to be published in the home page of the website and a specific new webpage has to be created for managing the joint call. In this page, the users can find all the details concerning the call, from the deadlines to the selection procedure. The page will also enclose a guideline for applicants including the templates for presenting the proposal. The contact references, telephone number and email address of the Coordination Office, will be made available for any information.

4.2 The newsletter

The JPI CH newsletter, released approximately every 2 months, has been launched recently as a new dissemination instrument with the purpose of extending the knowledge on the JPI CH across the community of research, experts, practitioners and policy makers of cultural heritage.

The first issue was sent out in February 2016, one month after the start of JHEP2. The Partners alternately write the Editorial. The idea is to follow, whenever it is possible, the calendar of the European semesters. Besides this, it is a way to involve actively the whole Partnership.

Joint Programming Initiative on Cultural Heritage

Newsletter

Issue 2, April 2016

http://www.jpi-culturalheritage.eu/

CULTURAL HERITAGE
A CHALLENGE FOR EUROPE

"There is genuine willingness to work together, to overcome the fragmentation of information on the state of research, to streamline national programmes to reduce duplication, to exploit synergies and to coordinate research in the cultural heritage arena." - The JPI Cultural Heritage Strategic Research Agenda

EDITORIAL

As the Netherlands is holding the Presidency of the Council of the European Union in the first half of 2016 we, being the Dutch representatives in the Governing Board of JPI CH, have the honor of writing the editorial for this second issue of this newsletter. Regarding Cultural Heritage the focus of the Dutch presidency is on a diverse, connected and inclusive Europe and more specific on digital heritage. The JPI CH is an important instrument in realizing these goals.

2016 has started with the launch of JHEP2, a new ambitious plan to further strengthen the JPI CH, building on what has been achieved since the start of the JPI. The focus of this new four-year-project is first of all on the alignment of national research programmes and activities, but it also encompasses a whole range of new activities to be set up and evaluation instruments to monitor the progress. The new activities run from the development of a roadmap for new joint calls for research projects in the coming years to knowledge transfer towards heritage practitioners, the implementation of a number of activities from the Action Plan, the organisation of a conference concerning heritage strategies involving international heritage organisations and case studies to demonstrate the impact and potential of heritage to society to an exploration of the possibilities to transform the successful Heritage Portal into a knowledge hub.

Lots of ambitions to be reached with the active involvement of all JPI CH partners and also, we hope, attracting new partners from within and outside of Europe. The ultimate ambition is to truly build a common research area on cultural heritage. We are looking forward to collaborating on this in the next four years.

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In this issue

4.3 The Heritage Portal

The Heritage Portal is the JPI CH online research community. It provides an online platform where sharing research findings, participating in discussions, contributing to news and events, obtaining

information and searching for opportunities. The Heritage Portal also has social networks - Facebook, Twitter, LinkedIn and generates a periodical newsletter.

What it is relevant to consider is the difference between the two website. On the one side there is an "institutional" tool – the JPI CH website – addressed to disseminate the Joint Programming achievements and progress. On the other side, the Heritage Portal is entirely aimed to foster scientific communication within the researchers' community. Therefore, the recipients are different, so as the websites content. More important is to keep this distinction but promoting the interaction at the same time.

In T2.5, the potential of the Heritage Portal will be analyzed within the perspective to turn it out into a Knowledge Hub that stores data and provides customized information in real-time to a large number of users. This will further increase the communication impacts of the Portal and contribute to reinforce the role of the whole JPI CH. The methodology and technical ITC procedure are under analysis at moment, and the implementation of major activities is expected to start by the end of 2016.

4.4 Promotional material

To support efficiently the dissemination, the following promotional material will be created (in some case revised).

a) FLIERS on JPI CH and the project to distribute during the meeting and international events. Fliers will be available to all JPI CH Partners so that that they can distribute them in their institutions headquarters.

b) E-BOOK including information on projects funded (from previous joint calls). For each project, objectives, actions, budget, results, critical issues, impacts will be reported. A few hardcopies will be made available for institutions and main stakeholders. This e-book will be made available at the final event of the Project.

c) BLOCK-NOTES with the logo and the name of the project to distribute during the meeting and international events.

d) BOOKMARKS as gadgets to distribute during the meeting and international events to distribute during the meeting and international events.

e) A4 POSTER of the events organized within the project.

4.5 International events

As mentioned in the previous paragraphs, international events represent an important occasion for connecting with relevant institutions, possible partners and national stakeholders. The following events have been including in the JPI CH/JHEP2 calendar of the next 3 years:

a) FIRST PARADE EVENT in February 2017. The term "parade" wants to give the idea of a real show opened to a broader public. It will be a one-day event. The first part of the day will be dedicated to a plenary presentation of the projects with focus on key topics, objectives, actions, interim results, strengths, weaknesses and further aspects that can help the audience to catch the relevance of the activity: this means to be the "parade" part. On the other way, the second half of the day will develop the interaction between the Projects Teams and the public (researchers community). In order to encourage the exchange of knowledge, "LABs" based on break out-groups will be organized for topic, so that projects treating the same scientific area will chair the same discussion table. Project Leaders will organize the LABs' agendas according to the specific issues of each topic, which will give participants the possibility of asking questions and proposals, other than sharing experiences. The

public of the event is supposed to be heterogeneous, including policy actors, researchers, private and public stakeholders, NGOs.

The event has to be defined yet in detail, but it is generally agreed that the venue will be in Brussels.

b) SECOND PARADE EVENT in May/June 2018 (within the European Year of Cultural Heritage) again in Brussels. It follows the same structure as the first one.

c) CONFERENCE ON GOVERNANCE AND WORKSHOP ON ALIGNMENT, M4 and M1 of JHEP2 DoA, respectively in March 2018 (within the European Year of Cultural Heritage). From JHEP2 DoA, "A 1 day workshop will be organized (Milestone 1.1) with the Participants and representatives from other JPI and the GPC Working Group on Alignment at month 26 dedicated to monitoring alignment case studies (selection of specific alignment actions and review of its implementation/progress in specific countries)". On the same day, "A conference on state of the art knowledge (including results of JPICH-funded projects) of cultural heritage governance strategies will be held in 2017. This Conference will be connected with the Workshop described in M1 also to facilitate the JPICH GB participation". While the parades are addressed mostly to the researchers community, these two events aim at attracting policy makers and influencers stressing the value added of the JPI CH in Europe.

d) FINAL EVENT OF JHEP2 at end-2019 or begin-2020. The event will aim at disseminating the results of the projects, in particular the work done on alignment, governance strategies and monitoring. The event will see the involvement of both the researchers community and policy makers, especially the European institutions.

More events could be organized in addition to the list above, but no details have been specified at moment:

a) <u>International event with research infrastructures active in the field of cultural heritage</u>. With this event the JPI CH intends to strengthen the relationship with research infrastructures active in the field of cultural heritage. Since the begin of JHEP2, a series of meetings with some infrastructures representatives have been taking place in order to identify areas of collaboration and future joint actions. An event where showing the results of this dialogue and a possible roadmap might take place in the second half of 2017.

b) <u>JPIs cross-cutting event</u>. This idea stems from the GPC and EC recommendations on strengthening the interaction between different JPIs and identify areas where collaboration is possible. A conference, or a more contained workshop, might help to share visions on how to manage topics that have naturally a cross-cutting nature. The JPI CH Partners have been analyzing the opportunities and benefits for the programme in this sense. For this reason, in spite of a general idea, no further details have been provided yet on date or place of the event.

The previous list might be extended with more activities stemming from Task 2.2 still under development.

5. Gantt

Years	Year 1 - 2016						Year 2 - 2017						Year 3 - 2018						Year 4 - 2019					
Months	1-2	3-4	5-6	7-8	9-10	11-12	13-14	15-16	17-18	19-20	21-22	23-24	25-26	27-28	29-30	31-32	33-34	35-36	37-38	39-40	41-42	43-44	45-46	47-48
EVENTS AND ACTIVITIES			Comm. & Dissem. Strategy				1° Parade						Workshop alignment + Conf. Gov. Strategies		2° Parade									Final event + e-book

preparation of promotional material (fliers, block-notes, bookmarks)

preparation of promotional material for the event

preparation of the comunication material for the call (website page, reviews and sectorial journals advertisement…) according to the date when the call be launched (not defined yet but very likely by the end of 2017)

preparation of promotional material for the event

6. Monitoring and Conclusions

The current communication and dissemination strategy aims at identifying the objectives, the recipients and the tools that will be developed and used in support to the JPI CH activities along the implementation of JHEP2 Project.

This document stresses the importance of improving the communication among Partners and enhancing the dissemination activities to increase visibility. Several instruments have been considered starting from the objectives of the strategy and the categories of subjects the JPI CH intends to address. One of the most important aspects is to be able to connect the internal communication with the enlargement of the external networking, that is related to the internationalization and stakeholders engagement strategy, but can be highly affected by the way the image of the JPI CH is managed. The participation to international events and the promotion of the activities in institutional conferences can contribute to give new value to the JPI CH.

In order to ensure the efficient implementation of this communication and dissemination strategy, a monitoring activity by the Coordinator is required. In particular, the Coordinator should check regularly the trend of some basic indicators:

- Heritage Portal analytics
- JPI CH website analytics
- Subscribers to the newsletter
- Number of events attended
- Number of JPI CH attendees
- Number of new contacts with key stakeholders

Furthermore, the communication strategy should be taken as reference document and, in case of changes, or modifications of the Project activities or new priorities, updated accordingly.