



Deliverable 5.1

## Dissemination and Promotion Strategy



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## Abstract

This report is an output of Task 5.1, presenting the dissemination objectives, target groups, measures and activities, monitoring, and KPIs.

## Revision history and list of contributors

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1	27/02/2023	Alexandre Caussé, Elodie Cazenave (FSP) ANR, GSRI, MIC, UL, KEA, ZVKDS	First and final verison

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# Glossary

ARCHE	Alliance for Research on Cultural Heritage
CH	Cultural Heritage
CSA	Coordination and Support Action
DPS	Dissemination and promotion strategy
EU	European Union
JPI CH	Joint Programming Initiative on Cultural Heritage and Global Change
R&I	Research & Innovation
SAB	Scientific and Advisory Board
SRIA	Strategic Research and Innovation Agenda



# Introduction

This document describes the Dissemination and promotion strategy (DPS) for the Coordination and Support Action (CSA) Alliance for Research on Cultural Heritage in Europe (ARCHE). It is complementary to the D5.2 Report on dissemination material.

Dissemination and promotion actions and measures hold a transversal role along the project aiming at meeting ARCHE objectives.

This document consists of six main sections:

- Objectives
- Target groups and Stakeholders
- Key messages
- Dissemination and Promotion Channels
- Roles and Responsibilities
- Monitoring and key performance indicators

The document shall be updated in D5.5 and D5.8 to reflect the latest developments and progress in identifying relevant stakeholders, refining key messages, and planning strategic communication activities.

# 1. Objectives

## 1.1. General objectives of the project and of the DPS

The ARCHE project is declined in five complementary objectives stated below:

1. To draw a comprehensive picture of the EU cultural heritage R&I landscape and propose joint action responding to needs by efficient use of complementary funding sources.
2. To develop the ARCHE Strategic Research and Innovation Agenda (SRIA) for R&I in Europe based on a holistic approach for cultural heritage as an interdisciplinary field for its conservation, preservation, and valorization.
3. To gear the ARCHE SRIA towards innovation and concrete actions for creating and developing innovative value chains.
4. To set up a purpose-built governance structure promoting involvement and commitment of partner institutions and ensuring efficient coordination.
5. To achieve the critical mass in terms of participating stakeholders and resources needed for the long-term sustainable operation of ARCHE.

Based on these objectives, several specific objectives have been assigned to the DPS and described in the initial project's proposal, in connection with the different activities developed during the course of the initiative. These specific objectives are to:

- Raise awareness of the ARCHE Alliance and its expected benefits to the national, European, and international cultural heritage communities and authorities.
- Develop stakeholder networks comprising researchers, innovators, decision-makers, and other members of civil society, with special attention to social innovators and younger generations. Through their active involvement in the project, these networks will have strong communication-multiplier effects across the EU and worldwide.
- Strengthen and expand the Alliance through the commitment and engagement of the stakeholders to the ARCHE objectives and planned actions.
- Promote the ARCHE Alliance to European Institutions, creating favourable conditions for being considered as a European Partnership or receiving other forms of support.

- Engage with national/regional decision-makers to create synergies with initiatives funded by other policy systems, such as the Cohesion Policy and Smart Specialisation Strategies, the Recovery and Resilience Facility, or other national and/or cross-border funding schemes.

## 1.2. Operational objectives

These objectives can be structured in three transversal categories, each of them composed of several operational objectives. The transversal categories are the following:

- Interacting with the core community of stakeholders;
- International, societal, and geographical outreach;
- Interacting with institutional bodies, policymakers, and research funders.

These transversal categories are proposed so to reflect the logical chain of activities and their corresponding target groups, with a progressive approach to the different operational objectives, underlining their cascading effect throughout the project's life.

### 1.2.1. Interacting with the core community of stakeholders


The core community as well as the other target groups are defined in section 2. Target groups and stakeholders.

According to Section 2, the core community of ARCHE will be essentially composed of two categories of stakeholders: partners already participating in the project, including their respective networks, and partners that will join the activities and governing bodies during the project's implementation. Due to the rich composition of the ARCHE core community, this will form the preliminary and most relevant target to ensure a first and wide spread of the different ARCHE activities. Interactions will be facilitated using the very large contact database and cooperation network of our Consortium. Thus, the operational objectives below have been set so to: a) mobilize this network of partners, b) implement the communication with the governing bodies, especially the Stakeholders' Forums, and c) facilitate the uptake of results by the core community. In this way, at the end of the project, a critical mass of actors (in addition to Consortium members) is expected to be sensitised and committed to the ARCHE general objectives.

#### **Mobilizing ARCHE partners' network**

ARCHE consortium comprises 29 partners from 18 European countries. The consortium is composed of a core group of JPI CH members (Joint Programming Initiative on Cultural Heritage and Global Change), complemented by a group of E-RIHS





participants (European Research Infrastructure for Heritage Science), and enriched by networks of heritage institutions (Time Machine Organisation), alliances of universities (UNA Europa), International organisations (ICCROM) and representatives of the Cultural and Creative Sectors. The Promotion and dissemination strategy shall rely on these different types of communities, exploiting their specificities and complementarities. Mobilizing those networks and ensuring their commitment to ARCHE actions and objectives represents the first step toward an efficient strategy.

### **Developing and operation Stakeholders' Forums**

The development of the Stakeholders' Forums will be carried out throughout the project, targeting specific stakeholders specified in Section 2, with a primary focus on actors, who have a multiplier effect on their environment, due to their influential position. An important share of these stakeholders will be identified through the mapping exercise performed in WP1. Then, the operation of the Stakeholders' Forums will be based on a continuous online and formal consultation process combined with the organisation of thematic workshops. These activities will form the core of the bottom-up and co-creation approach of the ARCHE project; forum members will have the opportunity to provide comments on documents describing progress in the development of roadmaps and the designing of research priorities. In this way, at the end of the project, a commonly agreed set of strategic priorities and associated action plan will be developed, and a critical mass of actors (in addition to Consortium members) is expected to be committed to the ARCHE objectives as outlined in the SRIA. The ARCHE Stakeholders' Forums will continue their operation after the end of the project, taking the form of pan-European networks that shape integrated partnerships of researchers, professionals and decision-makers in areas related to cultural heritage for joint work to reach the objectives of the Alliance.

### **Fostering the uptake of the ARCHE results and the SRIA research priorities**

The last step of the interaction with the core community of stakeholders will be to support the uptake of results produced throughout the project. The successful completion of the first two operational objectives will be an essential precondition to the smooth communication, dissemination, and promotion of ARCHE results and the SRIA research priorities, ensuring that they reach a greater impact on the core community of stakeholders. This will be achieved through traditional communication means such as the website, social media and publications, but also by securing the sustainability of the stakeholders' community formed after the end of the project's activities, making it possible to have a long-lasting impact on the cultural heritage community as a whole and on the broader audience. This last operational objective will also greatly contribute to the international, societal, and geographical outreach of the project.

## 1.2.2. International, societal, and geographical outreach

ARCHE's fifth general goal is to achieve the critical mass in terms of participating stakeholders and resources needed for the long-term sustainable operation of ARCHE. This will be done in parallel to the consolidation of the core community of stakeholders, by involving the different communities from the very beginning of the activities and research priorities-designing. This will also be achieved through intensive awareness-raising activities, communicating, and promoting the project's objectives and results at the different stages of its implementation. The last stage will be to expand the Alliance to all groups and corresponding stakeholders targeted by this transversal category of operational objectives, by involving them in the Alliance and building the appropriate governing structures to facilitate this involvement. In that way, ARCHE will set the foundations for continuously involving the various target groups in cultural heritage R&I actions, strengthening personal, inter-generational and communal ties at local, regional, national and/or transnational levels.

### **Involving citizens and professional communities in the construction of ARCHE objectives, results, and SRIA**

The ARCHE proposal has identified several target groups, which will be key to the implementation of the project's objectives, results, and SRIA. These are the civil society, and its various citizens' communities, the cultural heritage and research professionals communities, and the economic and creative sectors. These groups entail a large scope of different stakeholders, who are only partially covered by the core community of stakeholders, but towards which the core community will serve as a preliminary entry door. Their involvement in the project's activities will be possible through participation in specific activities, such as online public consultations, or through participation in specific structures such as the Stakeholders' Forums, in which they will be able to play a long-term and active role throughout the project's life cycle. It is only through the implementation of this active participation and co-construction process that ARCHE will succeed in achieving results that are relevant to the community and secure the uptake of these results by the same community.

### **Creating awareness and fostering the uptake of ARCHE objectives and results**

The project will produce standard mass communication tools to create awareness about the project's objectives and results. Social media channels will add more personal and business dimensions and stimulate further interest from relevant target groups. The participation of the project's team in relevant European or international/national high-profile events (workshops, conferences, and exhibitions) taking place within the EU and beyond, will also be an effective way to promote the Alliance. This objective will also contribute to reach the different scientific communities which are naturally less sensitive to cultural heritage issues, but for which cultural

heritage can open new and promising perspectives, such as the climate and environmental sciences. This will help to highlight the active role that cultural heritage research can play in solving the main societal challenges while contributing to increasing collaboration by breaking disciplinary silos. The activities within WP4, “Building the Alliance” and the project’s final event, in Brussels, will be the culmination of the implementation of this objective, and will focus on attracting new members with a view to the expansion of the Alliance.

### **Expanding the Alliance**

ARCHE needs to secure its position among other Member States and Associated Countries than those already represented in the consortium by reaching out and convincing cultural heritage R&I professionals from those countries, to enlarge and reinforce the community. ARCHE’s main message on this subject will be to emphasise that the more stakeholders and countries will join the alliance, the more likely ARCHE and its members will be to play a proactive role in the governance of cultural heritage research at the European level, resulting in a kind of mutual benefit. The number of Countries and stakeholders represented will also be a key factor in increasing the overall level of commitments, not only financial, to this future partnership. Thus, the activities within WP4 “Building the Alliance” and all other interactions with institutional bodies, policymakers and research funders will contribute to build this objective.

### 1.2.3. [Interacting with institutional bodies, policymakers, and research funders](#)

Institutional bodies, policymakers, and research funders form a priority target group, which deserves a transversal category itself. They will be the core component of the future European Partnership. Considering that the support for the future partnership will depend not only on the number of new countries joining the Alliance but also on the political decisions of those who are already part of the consortium, the dissemination and promotion strategy will focus on both. The first condition to gain the political support of the projects participating in ARCHE will be to ensure the optimal alignment of the ARCHE SRIA with the various political agendas. The contribution of the non-governmental and non-institutional actors within the consortium to the SRIA design will also be important to ensure that these research priorities in the SRIA are aligned with the whole community, facilitating its inclusion in the Alliance. The last step, the most concrete one, will be to secure commitments and funding for the future partnership.

### **Achieving better integration and complementarity of ARCHE priorities with other institutional agendas**

The dissemination and promotion of strategy will be at the service of WP1 “Mapping and Assessment”, to ensure that the various institutional agendas are well identified


and integrated for the next step and the designing of the SRIA in WP2. The ARCHE consortium will co-create the SRIA with the various institutional bodies, through several surveys and interviews, but also through active involvement in the SRIA preparation and drafting. Throughout all these exercises, the role of the DPS will be to highlight the inclusive nature of the results achieved and display the results on its different channels, starting with the project website on the Heritage Research Hub. In addition, at an early stage, the CSA project will establish links with policymakers and institutional funders of cultural heritage R&I at the European, national, and regional levels, that are not already represented in the CSA consortium, to present the ARCHE objectives and implementation plan and discuss how these can be integrated into or complement European, national, and regional research agendas. The interactions will also extend to include the Mediterranean, neighbouring and third countries.

### **Presenting and promoting ARCHE policy priorities and pleading for the future partnership**

The expected key outcomes of these interactions will be commitments to support the ARCHE Alliance at the political level, as well as the identification of complementary sources of funding. The groups targeted will include Brussels-based European decision-makers that will be informed about the potential of ARCHE as a future European Partnership, as well as authorities in the Member States, ministries, and research funding agencies, that might be interested in the possibilities for cooperation through ARCHE and collaboration in future co-funding of projects. Brussels-based EU decision-makers will be reached, among others, by a policy roundtable, showcasing the policy recommendations published through the activities of WP2, through lively discussions and exchanges. Other decision-makers will be reached through existing contact lists, events, media and meetings, aiming to present project objectives and aspects of common interest. The successful outcome of such meetings will be an agreement on common objectives and support for the ARCHE agenda, including commitments to funding support.

### **Building a network of nationally representative bodies willing to participate in the future European partnership on cultural heritage and securing funding**

This operational objective is highly complementary to the “expanding the Alliance Objective” but stands on a higher level. While it will be possible to join the Alliance during the whole project’s duration, and even after the end of the project if the Alliance is perpetuated through a Partnership or another kind of instrument, participation in the future Partnership will depend on the European final decision to establish or not a Partnership on cultural heritage. Consequently, this last operational objective in the DPS will have to be more agile and adapt to the European agenda and timing, corresponding to the strategic planning for the second part of the Horizon Europe Framework Programme (2025-2027). Such a decision should be more



predictable at the end of 2023, and it will be the role of the subsequent updates to the DPS to adapt the strategy accordingly.

## 2. Target groups and stakeholders

### 2.1. Project's general audiences

The ARCHE project has identified several audiences, as presented in the Grant Agreement, that can be described as follow:

- Academic and research communities working in the many scientific fields related to CH.
- Regional, national, European and international institutions in charge of policies and strategies for conservation, preservation, digitization and sustainable development of CH.
- Cultural heritage institutions (Galleries, Libraries, Archives and Museums-GLAM), responsible for managing European monuments, buildings, sites, and other forms of CH, preserving them from damage and making them accessible for public enjoyment.
- Enterprises and professionals from the Heritage, Cultural, Creative, Hospitality and other related sectors providing services for preservation, conservation, restoration, use, and re-use of CH.
- Citizen associations with a specific interest in different aspects and dimensions of CH.

### 2.2. Priority target groups and stakeholders

Target groups have been defined to structure the identified audiences by the DPS operational objectives. They are composed of various stakeholders, some of them being present in different target groups depending on the operational objective.

Target groups are declined and composed as follows:

- **Core community:** ARCHE core community refers to all the partners involved with the CSA, the networks of these partners, and the stakeholders reached in the project's early stage. The core community represents the basic audience of the DPS.
- **Citizens communities / Civil society:** ARCHE is based on co-construction and participatory approaches to shape the SRIA research priorities and maximise ARCHE results relevance.
- **Economic and Creative sectors:** Economic and Creatives professionals' input in ARCHE is of great importance to ensure relevant results for this sector and for future CSA results to be easily usable by professionals.

- **Heritage and Research professionals' communities:** taking into consideration cultural heritage and research communities' needs for a research-based approach in the cultural heritage sector is one of ARCHE's core missions. The CSA results ought to be useful to the community. WP1 mapping will help identify more stakeholders which will be visible in future updates of the DPS.
- **Other scientific community:** all research communities not directly linked to CHR&I but that can benefit from its results or contribute to it. It can include research on climate sciences, IT, well-being and mental health research, and medicine. Depending on the WP2 strategic priorities, it will be more or less relevant to reach scientific communities among the ones mentioned beforehand.
- **European, national, and regional decision and policymakers in R&I and CH related fields:** institutions and actors with decisional power at different scales (regional, national, and European) that can contribute to their coordination within ARCHE Alliance while also relaying ARCHE objectives and results into their decisional levels.
- **Potential future members of the Alliance:** members that might join the Alliance and the core community through governance bodies. It does not include the Stakeholders' Forums members. Once the various governance bodies will be identified by WP3, it shall be easier to identify targeted future members.

The following table details the target groups and stakeholders composing them.

Target groups	Stakeholders
<b>Core community</b>	Ministries, councils, and federal bodies
	Funding agencies
	Universities
	International organisations
	Cultural and Creative Industries networks
	Research organisations
	Foundations
	Stakeholders' Forums members
	Respective networks of the consortium partners
	SAB
<b>Citizens communities &amp; Civil society</b>	Citizen associations, NGOs, and national trusts with a specific interest in CH
	Lobbying CH, research, and cultural policy associations
	Bauhaus community

	Young CH communities
<b>Economic and creative sectors</b>	Social innovators: Spin-off, start-ups, fablabs
	Actors of the Cultural and Creatives Industries
	SMEs, private companies, and industries in scientific, IT, and technological sectors
	Institutions, enterprises, and professionals from the Heritage, Cultural, Creative, Hospitality, Tourism sectors
	Institutions, enterprises, and professionals from the construction sector
	Luxury industry
<b>Heritage and Research professionals' communities</b>	GLAMs and other cultural heritage institutions
	Professionals in charge of conserving, restoring, transmitting, and valorising CH
	R&I communities working in the scientific fields related to CH
	Actors of the academic and education world
	[To be completed at the end of WP1]
<b>Other scientific communities</b>	Climate and Environmental sciences, IT, SSH
	[To be completed at the end of WP2]
<b>European, national, and regional decisions and policymakers in R&amp;I and CH-related fields</b>	Brussels-based EU decision makers / European Commission / MEPs
	Mirror groups and national consultation panels
	Organizations in charge of national/regional R&I programmes
	Funding agencies
	Ministries, councils, and federal bodies
<b>Potential future members of the Alliance</b>	Ministries, councils, and federal bodies
	Funding agencies
	Universities
	International organizations
	Cultural and Creative Industries networks
	Research organizations
	Foundations
[To be completed at the end of WP3]	



## 3. Key messages

Various key messages are proposed according to the DPS operational objectives, and the identified stakeholders targeted by the DPS.

### 3.1. General messages

Throughout communication activities, ARCHE aims at sharing the general messages supporting the DPS and encapsulating ARCHE's core identity and missions. These general messages are composed as follows:

- ARCHE is a fully operational network of researchers, innovators, heritage professionals, institutional bodies and citizens for the coordination of cultural heritage R&I policies and joint programmes across the EU;
- ARCHE develops a pan-European framework for a holistic approach to cultural heritage R&I;
- ARCHE promotes the collaboration of all stakeholders coming from different research fields in the co-design of cultural heritage R&I strategies and roadmaps;
- ARCHE clusters cultural heritage R&I decisions and policy-makers to create a strong basis for a future European Partnership in cultural heritage.

### 3.2. Key messages by target groups

Key messages designed according to target groups – and by extension operational objectives – are meant to evolve throughout ARCHE's lifetime. Future findings in WPs will steer the shape of key messages to meet the DPS' new expectations. The key messages presented below are a first step and will be completed by the future six-monthly updates of the DPS.

#### Core community

The core community's key messages are intertwined with the transversal category "Interacting with the core community of stakeholders" and its objectives. The key messages aimed at the core community are the following:

- ARCHE objectives are important for the future structuration of the cultural heritage R&I European community;
- ARCHE explores bottom-up approaches to include heritage and research professionals' needs and expertise in the SRIA research priorities;

- Join a network of heritage and research professionals shaping the future cultural heritage R&I landscape;
- ARCHE findings shall be relevant to identifying policy gaps and potential solutions.

### **Citizens communities & Civil society**

The citizens communities' key messages focus on the co-creation approach chosen by the ARCHE project and on the possible lobbying impact of citizens communities in favour of ARCHE SRIA. It is mainly linked to the objectives "Involving citizens and professionals' communities in the construction of ARCHE objectives, results and SRIA" and "Creating awareness and fostering the uptake of ARCHE objectives and results". The key messages aimed at citizens communities and civil society are the following:

- ARCHE offers a stage and a voice to youth-led communities for shaping the future of cultural heritage R&I (key message reserved for young professionals);
- ARCHE calls for citizens' participation and input to maximise the relevance of its results to cultural heritage R&I challenges;
- Spreading ARCHE SRIA and project results will work in favour of raising awareness about cultural heritage priorities on R&I in Europe.

Depending on the policy priorities identified by the WP2 SRIA, the current key messages shall be adapted and, if necessary, completed.

### **Economic and Creative sectors**

The economic and creative sectors' key messages recognise the strong need for a transdisciplinary approach, aiming at reinforcing connections between cultural heritage R&I and the cultural and creative sector. The key messages aimed at the economic and creative sectors are the following:

- ARCHE explores how to maximize innovation and economic potential in cultural heritage R&I;
- ARCHE aims to reinforce cultural heritage R&I economic value and interactions with cultural and creative sectors.

### **Heritage and Research professionals' communities**

Heritage and Research professionals' communities represent a central target group for ARCHE DPS. Key messages are based on the notions of outreach, of fostering participation and even close collaboration with ARCHE. The key messages aimed at heritage and research professionals' communities are the following:

- ARCHE intends to better safeguard and promote cultural heritage through adequate research policies;

- ARCHE calls for heritage and research professionals' participation and input to maximise the relevance of its results to cultural heritage R&I challenges;
- Spreading ARCHE SRIA and project results will work in favour of raising awareness about cultural heritage priorities on R&I in Europe;

#### **Other scientific communities**

Other scientific communities' key messages answer to the objective "Creating awareness and fostering the uptake of ARCHE objectives and results" and are as follows:

- ARCHE creates synergies between various research communities and breaks disciplinary silos;
- ARCHE demonstrates how cultural heritage R&I can bring solutions and tackle European main societal challenges.

#### **European, national, and regional decision and policymakers in R&I and cultural heritage-related fields**

The key messages aimed at this large target group are part of the transversal category "Interacting with institutional bodies, policymakers, and research funders". They are, of course, strongly oriented towards attracting new members to the Alliance. The key messages for European, national, and regional decisions and policymakers in R&I and cultural heritage related fields are the following:

- ARCHE demonstrates the importance of a common position on the needs for cultural heritage R&I in Europe;
- ARCHE demonstrates how cultural heritage R&I can bring solutions and tackle European main societal challenges;
- The size of the ARCHE Alliance and the identified resources are key to ensure a sustainable, ambitious, and solid partnership on cultural heritage;
- ARCHE supports better coordination of the policy and research agendas for more efficiency at the national and European levels;
- ARCHE embodies the strong need for a partnership to rationalize the cultural heritage R&I landscape at the European level.

Depending on future policy priorities identified by the WP2 SRIA, the current key messages shall be adapted.



### **Potential future partners of the Alliance**

Reaching out, interacting, and convincing potential future partners of the Alliance to reach the necessary critical mass of partners for the future partnership imply strong key messages.

- The ARCHE Alliance offers its members unique benefits: a strong positioning for the co-design of European cultural heritage R&I future;
- ARCHE plays a proactive role in cultural heritage R&I future governance at the European level;
- The size of ARCHE and of the identified resources are key to ensure a sustainable, ambitious, and solid partnership on cultural heritage.

This list shall be completed with WP3 input in due time.

## 4. Dissemination and promotion channels

Channels refer to all the methods and means at the service of ARCHE DPS implementation. Different channels will be used to spread the previous key messages, through measures and activities tailored to the DPS operational objectives thanks to tools and materials described in D5.2 Report on dissemination material.

For a detailed description of tools and materials to be used in the DPS, please refer to D5.2 Report on dissemination material.

### 4.1. Dissemination and promotion measures and activities

#### 4.1.1. [Animating digital channels aimed at all target groups](#)

Digital and online channels – the website, social media channels and mailing communication – are aimed at all target groups identified in section 2. They should be used as a basis for all communication, dissemination, and promotion activities.

##### **An updated and community-oriented website**

Embedded in the Heritage Research Hub website<sup>1</sup>, the ARCHE webpage shall showcase the CSA main information, present the partners, describe the WPs, and, most of all, display ARCHE news, outcomes, and results. Sharing regular articles and updates on ARCHE activities, publications, and events will pave the way to make accessible and durable ARCHE findings.

To maximize ARCHE webpage traffic and reach, it should be referenced on project partners' websites ensuring higher visibility and better SEO performance.

The website operates as a membership-type website with a reserved area for a restricted number of users (i.e. project partners) which contains all internal and public deliverables, meetings agendas and proceedings. This reserved area shall, at a later stage, be incorporated into the Forum area.

#### The Forum

The Forum shall allow interactive internal and external discussions, documents, and content exchanges. This platform will be backed by the Heritage Research Hub platform and will host the different ARCHE thematic Stakeholders' Forums. It shall be opened to every person involved in the Stakeholders' Forums, but also to a larger community: Heritage Research Hub users and the community will be proposed to join,

as well as any cultural heritage and R&I European professional. The aim is to offer the opportunity to these communities to discuss, network, and share projects and ideas on a cultural heritage R&I dedicated platform. The platform will be animated by ARCHE topics until 2025 but is conceived to overtake the CSA lifetime and thus become a longstanding online platform dedicated to cultural heritage R&I.

More information is available in D5.2 Report on dissemination material.

#### **Animation of social media profiles**

Social media channels such as LinkedIn, and Twitter will help add more personal and business dimensions as well as stimulate further interest from relevant groups – in particular from young cultural heritage and R&I professionals.

As mentioned in D5.2, ARCHE's presence on social media will be ensured through the HRH's existing accounts. ARCHE social media content will include posts and publications related to policy implementation, good practices in cultural heritage R&I, the development of common projects, and news coming from the CSA.

All posts shall display the following hashtags:

- #ARCHE\_eu: this hashtag aims to identify ARCHE among other European projects through its short name.
- #HeritageResearchAlliance: this hashtag represents ARCHE's core identity and objectives.

More generic hashtags can be used to get noticed and attract the attention of their related communities: #heritageresearch #culturalheritage

A thorough plan for online content and engagement on social media channels shall be described in the following DPS updates.

More information is available in D5.2 Report on dissemination material.

#### **Mailing communication**

The project communicates main news and events updates through a newsletter. ARCHE news and events will also be relayed in the Heritage Research Hub newsletter and in project partners' newsletters to ensure higher visibility.

More information is available in D5.2 Report on dissemination material.

### 4.1.2. Organizing online and offline events

#### **Developing and operating the Stakeholders' Forums**

These events are in direct connection with the objective "Developing and operating Stakeholders' Forums", described on page 6.

The operation of the Stakeholders' Forums is based on a continuous online and formal consultation process combined with the organisation of thematic workshops (Driver Mapping, SWOT Analysis and Visioning). In these actions, forum members will have the opportunity to provide comments on documents describing progress in the development of roadmaps. Formal consultations will be organised on the R&I plans and the overall draft of the ARCHE SRIA proposal. This activity shall be facilitated by the implementation of the Forum on the ARCHE webpage (see 4.1.1.).

The overall goal is to develop a shared vision and mission of ARCHE and the key trends and recommendations for the ARCHE SRIA.

### **Member States and Associated Countries workshops**

The third and last transversal category “Interacting with institutional bodies, policymakers, and research funders” as well as the objective “Expanding the Alliance” imply strong synergies and discussions with authorities in the Member States, ministries, and research funding agencies, which would be interested in the possibilities for cooperation through ARCHE and collaboration in future co-funding of project. The five MSs/ACs workshops shall contribute to the completion of those goals.

They will be implemented by FECYT, MIC, UL, TMO and UP1, each focusing on distinct geographical areas, to extend the geographical reach of the network – with a focus on core community partners not involved in ARCHE and on Eastern European countries – and will require the involvement of actors and experts from outside the projects.

The MSs/ACs workshops shall be organised according to a standardised format to be specified through the DPS updates. However, a first glimpse of this format can be drawn up here. Initial contacts will be followed by targeted briefs on ARCHE research objectives, outcomes, and impact. This operational goal involves the production of extensive documentation to support initial contacts and follow-up actions.

The successful outcome of such meetings will be an agreement on common strategic objectives and the co-development of research agendas, including commitments to funding support.

### **Policy roundtable**

To complete the objective “Presenting and promoting ARCHE policy priorities and pleading for the future partnership”, Brussels-based European decision-makers have to be informed about the potential of ARCHE as a future European Partnership. They will be reached through a policy roundtable, that will showcase the policy recommendations (D2.2) and policy brief (D2.3) published through the activities of WP2, through lively discussions and exchanges.

Its main audience is the target group of European, national, and regional decision and policymakers in R&I and cultural heritage related fields but also all lobbying cultural

heritage, research, and cultural policy associations that could contribute to the recognition of ARCHE SRIA and potential for the partnership at a European level.

### **EU Council Presidencies related events**

EU Council Presidencies represent an opportune time for ARCHE to disseminate its objectives and findings and showcase the relevance of a European partnership on cultural heritage to the country holding the presidency. Organising one online event per presidency will indeed actively contribute to the objective “Presenting and promoting ARCHE policy priorities and pleading for the future partnership”. Events shall be organized in roundtables or conference session format to allow fruitful discussion between European and national actors.

The current EU Council presidency is held by Sweden (January – June 2023) and the following ones are Spain (July – December 2023), Belgium (January – June 2024), Hungary (July – December 2024), Poland (January – June 2025), and Denmark (July – December 2025).

### **ARCHE final event**

The CSA will be concluded with a final conference organised in Brussels, aiming to present and officially launch the ARCHE Alliance. It is the project’s apex and, as such, is intertwined with both transversal categories: it contributes directly to “International, societal, and geographical outreach” and to “Interacting with institutional bodies, policymakers, and research funders”.


This one-day conference will involve circa 150 participants, including senior decision-makers at the European, regional and national levels, key names and reference organisations in cultural heritage and cultural and creative sector, European, and national players in the relevant sectors. An ARCHE document (Deliverable D5.10) will be developed as an extended form of the conference proceedings. The conference will include an official ceremony, where ARCHE stakeholders will sign a memorandum of cooperation and commitment for the further development of ARCHE.

## [4.1.3. Reaching out and interacting with specific stakeholders](#)

### **Online public interactive consultation**

“Involving citizens and professional communities in the construction of ARCHE objectives, results and SRIA” is an objective largely met by the Stakeholders’ Forums (see page 6 and section 4.1.2.) but also by the online public interactive consultation. This consultation should be realized during the first half of 2024, so that its outcomes can be included in D2.5 ARCHE SRIA key messages and preliminary findings planned for August 2024. It will be supported by the creation of the Forum (see section 4.1.1) and will take the form of an online meeting, open to a larger audience than the





Stakeholders' Forums, ranging from citizens communities and civil society with a particular focus on young cultural heritage communities, to Heritage and Research professionals' communities and the economic and creative sectors. A good and fair representation of the target groups shall be expected to ensure relevant results.

A presentation of the outcomes of the successive Stakeholder's Forums will precede the launch of the survey. The objective is to collect numerous and various answers to an online survey on the future SRIA priorities.

### **Interviews of national policymakers**

The interviews foreseen with national policymakers are part of the objective "Achieving better integration and complementarity of ARCHE priorities with other institutional agendas" and are aimed at national and regional decision and policy-makers in R&I and cultural heritage related fields. Those interviews will be the occasion to present in an individualized and privileged way the ARCHE to targeted persons whose support is of great importance for the future of the Alliance.

### **Presentation of ARCHE at scientific, cultural heritage and cultural policy-related events and platforms**

The CSA team currently foresees the participation of the project in up to ten relevant European or international/national high-profile events (workshops, conferences, and exhibitions) taking place within the EU, to promote ARCHE, exploiting thought leadership opportunities as speakers and/or panel members. Participation in said events shall be displayed through the channels and strategies described in 4.1.1.

### **Dissemination of ARCHE publications**

ARCHE publications, in digital or printed versions, directly contribute to the following objectives: "Fostering the uptake of the ARCHE results and the SRIA research priorities", "Creating awareness and fostering the uptake of ARCHE objectives and results" and "Presenting and promoting ARCHE policy priorities and pleading for the future partnership".

While the SRIA represents the core publication of the project, several other deliverables – with a public dissemination level – precede it and will contribute directly to spreading ARCHE objectives and results to all stakeholders. They shall be shared widely through the channels and strategies described in 4.1.1.

## 4.1. Communication schedule

		2023												2024												2025																								
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug																	
		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																	
<b>PROJECT TIMELINE</b>	<b>Events</b>																																																	
	General Assembly and Executive	Both			Both									Both						Both						EB	GA																							
	Stakeholders' Forum workshops	1(v)			2(v)			3(v)			4(v)			5(p)						6(p)						1(p)						2(p)			3(p)			4(p)			5(p)									
	MSS/ACs workshops																																																	
	Other events																																																	
	European Presidencies of the Council	Sweden						Spain						Belgium						Hungary						Poland						Denmark																		
	Presentation of ARCHE at other events																																																	
	<b>Deliverables</b>																																																	
	WPs' productions	WP1	D1.3						D1.4																																									
		WP2	D2.1						D2.2&D2.3						D2.4						SRIA V1						SRIA final																							
WP3																																																		
WP4																																																		
WP5		D5.1&D5.2						D5.5						D4.1						D4.2						D4.3						D5.10																		
WP6																																																		
<b>MATERIALS AND CHANNEL</b>	<b>Materials</b>																																																	
	Ppt presentation																																																	
	Videos	ARCHE																																																
		Typical																																																
	Publications	Press releases																																																
		Leaflet ARCHE																																																
		Leaflet SRIA																																																
		Guidelines <sup>(1)</sup>																																																
		Deliverables																																																
	<b>Channels</b>																																																	
Website	News/Events																																																	
	WPs' productions																																																	
Social Media	LinkedIn																																																	
	Twitter																																																	
Mailing communication	Newsletter																																																	
	Extra newsletter																																																	

Legend:

(1) Guidelines on ARCHE governance and how to join the Alliance  
 Dotted boxes: Online public interactive consultation

## 5. Roles and responsibilities

### **Community Manager**

The Community Manager will coordinate communication activities, in close relation with the CSA Coordinator. It will also be responsible for digital communication, i.e. mailing communication, social media accounts and updates on the website.

### **Communication Committee**

The Communication Committee acts as a relay: it obtains regular information relevant to the project and disseminates the project communication actions. It can also relay actions taking place at the partners' levels. The Communication Committee will assist the Community Manager in implementing the DPS. It will be composed of WP5 members and some of its members will have more important roles:

- **Reporting and monitoring manager(s):** gathering all communication, dissemination and promotion activities, realised by the CSA, or coming from an organization outside the consortium;
- **Content manager(s):** writing articles/news for the website, collaborating for press releases, ppt presentations and other external communication, dissemination, and promotion actions.

### **Communication Database**

A more informal group, the Communication Database will consist of the communication officers/managers of each partner. Each partner will indicate on an Excel form the contact person that is responsible for communication activities in its organization. This will allow the DPS to be more straightforward and reach the core community more easily.

## 6. Monitoring and key performance indicators

The key performance indicators and other monitoring tools allow to check the degree of accomplishment of the dissemination and promotion activities' objectives and to evaluate the effectiveness of the actions.

The future six-monthly reports on dissemination activities shall present the updated results of the DPS, and create or adapt the target to match new objectives and strategy.

Dissemination and promotion channels	Indicator to measure	Target
<b>Digital</b>		
Website	Number of visits to the ARCHE page on the HRH website	-
	Evolution of the number of visits to the ARCHE page on the HRH website	Continuous increase in the number of visits
Online Forum	Number of subscriptions	-
	Number of messages posted	-
Social Media	Number of followers	-
	Number of reactions per post	-
	Number of reposts	-
Mailing communication	Number of subscriptions	-
	Evolution of the number of subscriptions	Continuous increase in the number of subscriptions
Publications	Number of downloads on the HRH	-
<b>Events</b>		
Stakeholders' Forums workshops	Number of attendees	-
	Shares per target groups	-
5 MSs/ACs workshops	Number of attendees	-

	Number and type of new partners in the core community	80% of EU MSs and 70% of ACs at the end of the CSA
Policy roundtable	Number of attendees	-
EU Council Presidencies	Number of attendees Number of events organised	- 1 event per Presidency until the end of the project
ARCHE final conference	Number of attendees	150 attendees
Presentation of ARCHE at related events	Number of presentations realised	At least 10 presentations

# Conclusion: DPS summarized in a table

Transversal categories	Operational objectives	Target groups	Stakeholders	Key messages	Channels	Materials	Project activity	KPIs			
Interaction with the core community of stakeholders	Mobilising ARCHE partner's networks		Respective networks of the consortium partners	ARCHE's objectives are important for the future structuration of the CH R&I European community	Stakeholders' Forums workshops	Powerpoint presentation Video Leaflet	WP5 and WP2	Number of attendees Shares per target groups			
					Website Social media channels Mailing communication	Articles on website Social media posts Newsletters	WP5	Number of visits (and evolution) on the ARCHE page on the HRH website Number of followers / number of reactions per post / number of reposts (and evolution) Number of subscriptions (and evolution)			
					Presentation of ARCHE at related events	Powerpoint presentation Video Leaflet Guidelines on ARCHE governance and how to join the Alliance	All WPs	Number of presentations realised			
	Developing and operation the Stakeholder's Forums	Core community	Respective networks of the consortium partners	Stakeholders' Forums	ARCHE explores bottom-up approaches to include heritage and research professionals' needs and expertise in the SRIA research priorities	Website Social media channels Mailing communication	Articles on website Social media posts Newsletters	WP5	Number of visits (and evolution) on the ARCHE page on the HRH website Number of followers / number of reactions per post / number of reposts (and evolution) Number of subscriptions (and evolution)		
						Stakeholders' Forums workshops	Powerpoint presentation Video Leaflet	WP2	Number of attendees Shares per target groups		
						Scientific and Advisory Group	Join a network of heritage and research professionals shaping the future CH R&I landscape	Online interaction	Online interactive internal and external exchange platform : the Forum	WP5	Number of subscriptions Number of messages posted
						All stakeholders of the core community	ARCHE's findings shall be relevant to identifying policy gaps and potential solutions	Website Social media channels Mailing communication	Articles on website Social media posts Newsletters	WP5	Number of visits (and evolution) on the ARCHE page on the HRH website Number of followers / number of reactions per post / number of reposts (and evolution) Number of subscriptions (and evolution)
	Stakeholders' Forums workshops	Powerpoint presentation Video Leaflet	WP2	Number of attendees Shares per target groups							
	Other events	Powerpoint presentation Leaflets	All WPs	Number of attendees Number of presentations realised							
	Fostering the uptake of the ARCHE's results and the SRIA research priorities					Publications	SRIA publication SRIA leaflet	WP2	Number of downloads on the HRH		

Transversal categories	Operational objectives	Target groups	Stakeholders	Key messages	Channels	Materials	Project activity	KPIs	
International, societal, and geographical outreach	Involving citizens and professional communities in the construction of ARCHE's objectives, results, and SRIA	Citizens communities & Civil society	Young CH communities	ARCHE offers a stage and a voice to youth-led communities for shaping the future of CH R&I	Online public interactive consultation	Survey on SRIA priorities, supported by the online forum	WP5	Number of visits (and evolution) on the ARCHE page on the HRH website Number of followers / number of reactions per post / number of reposts (and evolution) Number of subscriptions (and evolution)	
			Citizens associations, NGOs and national trusts with specific interest in CH	ARCHE calls for citizens' participation and input to maximise the relevance of its results to CH R&I challenges					
			Bauhaus community GLAMs and other cultural heritage institutions						
		Heritage and Research professional communities	Professionals in charge of conservation, restoration, transmission, and valorisation of CH	ARCHE calls for citizens' participation and input to maximise the relevance of its results to CH R&I challenges	Website Social media channels Mailing communication	Articles and video (representative stakeholders) on website Social media posts Newsletters	WP5		
			R&I communities working in the scientific fields related to CH						
			Economic and creative sectors	Actors of the academic and education world Actors of the Cultural and Creatives Industries					
	Creating awareness and fostering the uptake of ARCHE's objectives and results	Civil communities & Civil society	Citizens associations, NGOs and national trusts with specific interest in CH	Spreading ARCHE's SRIA and project results will work in favour of raising awareness about CH priorities on R&I in Europe	Website Social media channels Mailing communication	Articles on website Social media posts Newsletters	WP5	Number of visits (and evolution) on the ARCHE page on the HRH website Number of followers / number of reactions per post / number of reposts (and evolution) Number of subscriptions (and evolution) Number of presentations realised	
			Bauhaus community GLAMs and other cultural heritage institutions						ARCHE intends to better safeguard and promote CH through adequate research policies
			Professionals in charge of conservation, restoration, transmission, and valorisation of CH						
		Heritage and Research professionals communities	R&I communities working in the scientific fields related to CH	ARCHE aims to reinforce CH R&I's economic value and interactions with CCS	Presentation of ARCHE at partners' events	Powerpoint presentation Video Leaflet Guidelines on ARCHE governance and how to join the Alliance	All WPs		
			Actors of the academic and education world Actors of the Cultural and Creatives Industries						
			Economic and creative sectors						Institutions, enterprises and professionals from the Heritage, Cultural, Creative, Hospitality, Tourism sectors
	Other scientific communities	Institutions, enterprises and professionals from the construction sector	ARCHE creates synergies between various research communities and breaks disciplinary silos	Publications	SRIA publication SRIA leaflet	WP5 and WP2			
		Climate and environmental sciences, IT, SSH	ARCHE demonstrates how CH R&I can bring solutions and tackle European main societal challenges						
	Expanding the Alliance	Potential future members of the Alliance	Ministries, research councils and federal bodies	The ARCHE Alliance offers its members unique benefits: a strong positioning for the co-design of European CH R&I future	5 MSs/ACs workshops	Powerpoint presentation Video Leaflet Guidelines on ARCHE governance and how to join the Alliance	WP3, WP4, and WP5	Number of attendees Number and type of new partners in the core community Number of presentations realised Number of attendee	
			Funding agencies						
			Universities	ARCHE plays a proactive role in CH R&I future governance at the EU level	Presentation of ARCHE at related events	Powerpoint presentation Video Leaflet Guidelines on ARCHE governance and how to join the Alliance	All WPs		
International organisations			The size of ARCHE and of the identified resources are key to ensure a sustainable, ambitious, and solid partnership on CH						
		Cultural and Creative Industries networks							
		Research organisations							
		Foundations							

Transversal categories	Operational objectives	Target groups	Stakeholders	Key messages	Channels	Materials	Project activity	KPIs
Interacting with institutional bodies, policymakers and research funders	<b>Achieving better integration and complementarity of ARCHE priorities with other institutional bodies</b>	European, national, and regional decision and policy makers in R&I and CH related fields	Mirror groups and national consultation panels Organisations in charge of national/regional R&I programmes Funding agencies Ministries, councils and federal bodies	ARCHE demonstrates the importance of a common position on the needs for CH R&I in Europe  ARCHE supports better coordination of the policy and research agendas for more efficiency at the national and European levels	Interviews of national policy makers	Powerpoint presentation	WP1 and WP5	Number of interviews completed in T1.5
	<b>Presenting and promoting ARCHE's policy priorities and pleading for the future partnership</b>	European, national, and regional decision and policy makers in R&I and CH related fields	Brussels-based EU decision makers / European Commission / MEPs Organisations in charge of national/regional R&I programmes Funding agencies Ministries, councils, and federal bodies	ARCHE embodies the strong need for a partnership to rationalize the CH R&I landscape at the EU level	Website Social media channels Mailing communication	Articles on website Social media posts Newsletters	WP5	Number of visits (and evolution) on the ARCHE page on the HRH website Number of followers / number of reactions per post / number of reposts (and evolution) Number of subscriptions (and evolution)
					Publications	D2.2 Policy recommendations and D2.3 Policy brief SRIA publication SRIA leaflet	WP2	Number of downloads on the HRH
					5 MSs/ACs workshops	Powerpoint presentation Video Leaflet Guidelines on ARCHE governance and how to join the Alliance	WP3, WP4, and WP5	Number of attendees Number and type of new partners in the core community
					Policy roundtable	Powerpoint presentation Leaflet Video D2.2 Policy recommendations and D2.3 Policy brief	WP2, WP4, and WP5	Number of attendees
		Citizens communities & Civil society	Lobbying CG, research, and cultural policy associations	ARCHE demonstrates how CH R&I can bring solutions and tackle European main societal challenges	Presentation of ARCHE at related events	Powerpoint presentation Video Leaflet Guidelines on ARCHE governance and how to join the Alliance	All WPs	Number of presentations realised
					ARCHE final conference	ARCHE final document Conference proceedings Press release	WP4 and WP5	Number of attendees
					EU Council Presidencies	Powerpoint presentation Leaflet	WP4 and WP5	Number of events organised Number of attendees
					5 MSs/ACs workshops	Powerpoint presentation Video Leaflet Guidelines on ARCHE governance and how to join the Alliance	WP4 and WP5	Number of attendees Number and type of new partners in the core community
	<b>Building a network of nationally representative bodies willing to participate in the future European partnership on cultural heritage and securing funding</b>	European, national, and regional decision and policy makers in R&I and CH related fields	Organisations in charge of national/regional R&I programmes Ministries, councils and federal bodies	The size of ARCHE and of the identified resources are key to ensure a sustainable, ambitious, and solid partnership on CH	Presentation of ARCHE at related events	Powerpoint presentation Video Leaflet Guidelines on ARCHE governance and how to join the Alliance	All WPs	Number of presentations realised
					ARCHE final conference	ARCHE final document Conference proceedings Press release	WP4 and WP5	Number of attendees
		Potential future members of the Alliance	Funding agencies			Steps to formalize the Alliance/ the partnership	Common language elements and briefing notes for conducting the exchanges	All WPs
Formal and informal online and offline exchanges						Powerpoint and leaflet to present ARCHE	All WPs	Number of letters of support from MSs (objective: all countries involved in ARCHE supporting the partnership)



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