

**ECP-2007-DILI-517005**

**ATHENA**

## **Website creation and initial Dissemination Plan**

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**eContentplus**

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<sup>1</sup> OJ L 79, 24.3.2005, p. 1.

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## **0. Executive summary**

This deliverable is concerned with the dissemination activities of Athena. It presents them at the initial stage therefore not all plans can be described yet in detail. It documents what has been done already but its main purpose is to explain the strategy already agreed on within the ATHENA project for dissemination activities during the life-time of the project, and which can be planned in more detail in the Final Dissemination Plan in month 12.

Thus the deliverable describes the structure developed for the project website, implementation work which already has taken place and content already integrated and the consortiums plans for further development of the website. Proposals for Logo and the website have been presented in the plenary meeting of the partners and both have been adjusted with the comments given by partners. During the two plenary meetings, the centrally planned activities have been discussed and agreed on and will be presented in this report.

Also all partners explained which steps at national level they plan to undertake in order to spread the activities of ATHENA, provide support to museums which wish to join Europeana and approach museums which are still reluctant to publish data online and thus are not yet willing to provide data to Europeana.

The deliverable is structured as follows:

- Executive Summary: A short summary of the deliverable
- Introduction: Explaining the context of the whole project in which the dissemination activities stand
- Monitoring and evaluation of the dissemination activities: How do we ensure co-ordination within the project, with Europeana and other Europeana related projects with which overlapping of activities could occur
- Target groups: Description of main target groups for the dissemination work of ATHENA
- Dissemination tools and materials: Description of tools and materials which already have been developed or are already agreed to develop
- Dissemination plans for the first 6 months: Planned activities for the first 6 months
- Future tools which are foreseen: Material which is planned to be produced when appropriate (depends on progress and output of other workpackages)
- National dissemination activities: Description of dissemination activities which are planned or report on dissemination activities which have been done already in partner countries
- International dissemination activities: Description of dissemination activities which are planned or report on dissemination activities which have been done already in European or international conferences or other dissemination related actions

## 1. Introduction

All dissemination activities have to support the objectives which the project aims to fulfil. The goals are specified in the ATHENA Technical Annex and are as follow:

*“ATHENA has the objective to:*

- reinforce, support and encourage the participation of museums and other institutions coming from those sectors of cultural heritage not fully involved yet in Europeana;*
- coordinate standards and activities of museums across Europe;*
- identify digital content present in European museums;*
- contribute to the integration of the different sectors of cultural heritage, in cooperation with other projects more directly focused on libraries and archives, with the overall objective to merge all these different contributions into Europeana;*
- develop a plug-in to be integrated within Europeana, to facilitate the access to digital contents belonging to European museums.*

*ATHENA will also produce a set of scalable tools, recommendations and guidelines, focusing on multilingualism and semantics, metadata and thesauri, data structures and IPR issues, to be used within museums for supporting internal digitisation activities and facilitating the integration of their digital content into Europeana. All these outputs will be based on standards and guidelines agreed by the partner countries for the harmonised access to the content, and will be easily applicable.*

*The final aim of ATHENA is to bring together relevant stakeholders and content owners from all over Europe, evaluate and integrate standards and tools for facilitating the inclusion of new digital content from museums into Europeana, so conveying to the user the original and multifaceted experience of all European cultural heritage.” (Technical Annex, p. 3)*

With this first deliverable we describe what has been done already within the project and here especially the development of the website and a concept for the dissemination strategy as well as a first dissemination plan. It is obvious that the website as well as the dissemination plan has to reflect the projects progress and development and thus cannot be seen as static tools instead need to be constantly adapted and updated. Therefore this deliverable presents the initial dissemination plan whilst more details and ideas of dissemination will be included into the Final Dissemination Plan in month 12 of the project life. To plan dissemination of ATHENA activities close cooperation has been agreed on by all the Work-package leaders and dissemination is one of the topics to be addressed at each plenary meeting. In order to ensure that all dissemination activities are coordinated, a meeting of responsables of WP1, WP2 and WP 5 took place in Berlin at 9th January 2009 and this deliverable was drafted together.

The ATHENA consortium came out of an existing active network of ministries and other museums and cultural heritage supporting institutions in Europe which in the framework of MINERVA and MICHAEL developed together guidelines and handbooks to support cultural heritage institutions in Europe. In this framework, the content management system Museo&Web had been developed to support museums and other cultural heritage institutions to create their own homepage. This tool could be used, and so within short time the project website [www.athenaeurope.eu](http://www.athenaeurope.eu) could be established.

## 2. Objectives of the work to be coordinated by WP2

In the Technical Annex the work which WP2 has to undertake is described as follows:

“The WP2 has the objective

- to make European museums and other cultural institutions aware of the benefits of making available their digital contents through Europeana,
- to identify new Best Practices,
- and to disseminate to a larger audience the results achieved.

Thus the activities in this WP2 will focus on enlarging the network by providing easy to handle information on how to participate and which steps to be taken to join, promoting the plug-in and tools developed within ATHENA for joining Europeana and clear presentation of the benefits that the new participants can gain by adhering to Europeana.

In addition to these objectives the partners will:

- gain political support for ATHENA at European and national levels.
- Position ATHENA especially in relation to Europeana and other Europeana related projects.

Throughout the project the partners will undertake a wide range of activities in support of these objectives including:

- to run a website [which has been created already under [www.athenaeurope.org](http://www.athenaeurope.org)] with registration forms for newcomers, and a section “FAQ” where information will be provided relevant to museums and other cultural institutions wishing to join Europeana;
- organization of ATHENA conferences and workshops;
- presentation of ATHENA activities on a number of conferences and workshops;
- development of promotion material: brochure, leaflets, postcards and gadgets production;
- writing of essays for professional journals and short articles for newspapers;
- dissemination of information about ATHENA activities through professional mailing lists;
- development of the ATHENA journal;
- identification of new Best Practices, to be disseminated to a larger audience;
- networking with other relevant projects and initiatives;
- research of the potential audiences for the ATHENA services. ” (Technical Annex, page 49)

In order to successfully reach those aims the following chapter describes how the dissemination activities which will be undertaken in the lifetime of the ATHENA project will be monitored in order to ensure most possible success in bringing museums closer to Europeana. We also describe how we plan to evaluate the dissemination activities: where are they successful, where do we have to adapt the plan, which issues have been identified that make a change of the planned schedule or the type of activities necessary.

### 3. Monitoring and evaluation of the dissemination activities

Coordination mechanisms between ATHENA dissemination activities and dissemination activities of Europeana and other Europeana supporting projects will be implemented. There has taken place a meeting with the communication officer of Europeana already to start this process (13th January 2009 – see further down the section “Co-operation with Europeana”) and also a meeting with representatives of EuropeanaLocal, the Europeana supporting project whose tasks could in some cases overlap with the activities of ATHENA and thus dissemination activities in the worst case could contradict each other. With the colleagues from EuropeanaLocal it was agreed that the best solution to make sure that not the same museums will be approached by ATHENA and by EuropeanaLocal is that the national representatives from ATHENA and EuropeanaLocal coordinate this at national level (due to the fact that different policies are in place in the Member States so that a general rule cannot be applied). It was also agreed between the two projects ATHENA and EuropeanaLocal that they will start working with their partners which already agreed to contribute data to Europeana and it was agreed also with Giorgia Angelaki, representing Europeana in the projects, to postpone the enlarging of the network.

In order to monitor the dissemination activities two forms will be developed:

- one for the report on national workshops (including information on participants, content of the workshop, communication and dissemination and self-assessment). This form will be published in the reserved area and will be also useful for other partners organising dissemination events.
- a second short form will be edited for participation of ATHENA partners in the events organised by other organisations.

Statistical analysis of the project website will be provided. In particular, we will analyse these main indicators:

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

The results will be analysed with WP1 and reported to all the partners in order to monitor the users’ interest for the contents provided by the ATHENA website.

As regards the first month of the ATHENA website life (January 2009), these are the statistics:

<b>Page views:</b>	3623
<b>Visits or sessions:</b>	521
<b>Unique visitors:</b>	363
<b>Average time spent:</b>	351 s.

Country representatives will be asked to provide reports on their national dissemination activities (of which the national workshops are only one part).

In order to evaluate the target groups reached the report of the dissemination events will be analysed every 6 months so that recommendations can be provided where necessary.

Analysis of the reports on the dissemination events will also allow to check whether planned schedules need to be adjusted or other types of activities are necessary.

The dissemination of the ATHENA guidelines and recommendations as well as of the Athena tools can only be planned for when those instruments are ready, therefore it is too early to make concrete plans what, how and when to do.

### **3.1 Synergies with WP1 and WP5**

Since WP2 is mandated for the elaboration of dissemination activities, the project website is to be run by the overall project management WP1 and WP5 has the task to build up a contact network to assure the coherence of the content and make sure that the information arrives to the national stakeholders, it seemed opportune that the efforts of these WPs should be carried on, in close cooperation.

This will assure coherence among the dissemination activities and the strategies that should be followed to achieve concrete results. In fact, because of “the specific situations in the partner Member States, the ways of taking the content into Europeana will be different case by case: where national or local aggregators, or aggregators through associations of museums already exist, a direct effort to interact with them will be made”.

So, the group of national contact points that WP5 has to set up to produce an overview on policies towards Europeana and aggregators will also contribute with some ideas to the production of the dissemination material and to the elaboration of the set of instruments to enlarge the ATHENA network, tasks of WP2, and propose dissemination focused events or meetings with national stakeholders to promote Europeana through ATHENA. And all these activities have to be reflected in the ATHENA webpage for which WP1 is responsible.

During months 7-12 the group will also work on the organisation of national workshops, according to the first outlines of the dissemination plan.

Close cooperation will allow to maximise the efforts and to outline a general content map for cultural institutions for the future inclusion into Europeana of a wide variety of quality museum content.

### **3.2 Co-operation with Europeana**

ATHENA is closely related to Europeana as its major task is to support museums to provide their content to Europeana. In order to make sure that all dissemination activities are fully inline with Europeana activities, close contact will be held with the communications office of Europeana.



Europeana v1.0 has an extensive Dissemination and Communications package, WP5. One of its key tasks is to bring together the Work Package leaders responsible for dissemination in all projects that are part of the Europeana group. This Work Group includes all the content providers - ATHENA, EuropeanaLocal, European Film Gateway, APENet [Archives Portal Europe] and Europeana Connect.

This Work Group will coordinate communication and dissemination activities to make maximum impact on all stakeholders across the heritage domains and among political interest groups. This cooperation will help to reinforce consistent communications to targets and ensure there is no duplication of effort or contradiction of messages. The group will work for the benefit of all of the projects.

The Europeana name has high visibility among target stakeholders, and gives all the projects the opportunity to bring this visibility to their own activities. Such opportunities include

- co-branding on the ATHENA website
- use of Europeana's extensive press lists for press release
- mutual linking between all Europeana project group sites
- coordination of events with Europeana or others in the European project group
- inclusion in Europeana's newsletters and those of the project group

A meeting between Monika Hagedorn-Saupe, the WP2 leader of ATHENA and Jon Purday, the Communications and Marketing Manager of Europeana took place in The Hague on Tuesday, 13th January 2009 in order to agree on the dissemination strategy.

There was agreement that the development of a journal (to be delivered printed and online) for museums and also others interested from the cultural heritage sector (which could also be used for decision makers in ministries for example) makes sense. This journal will contain information on Europeana. It was clarified that the journal should continue after the ATHENA project ends and before the end of the project it should be clarified who will be the publisher of the journal from May 2011. It is planned to produce at least 3 issues of the journal during the project life. The first issue is planned for month 18, which means the journal starts as semi-annual. However, because of the already expressed interest it is possible to increase the frequency and number of issues.

A second result of this meeting was that there should not be an ATHENA newsletter. Europeana in future will publish two newsletters (one addressing the general public, one addressing the stakeholders). Information to be disseminated from ATHENA will be given to the Europeana communication office and will be included in the newsletters produced from the office. So it can be made sure that there are not newsletters on more or less the same issue arriving to users more or less at the same time and no contradictory messages are given.

Jon Purday from the Europeana office will bring together all the persons responsible for the work packages on dissemination activities in the Europeana related projects so that activities are coordinated on an ongoing basis.



#### **4. Target groups**

Main target groups for the dissemination work of ATHENA are the more than 30.000 museums in Europe. Compared to libraries museum directors often have to be approached on another level. They often still have reservations against showing information on their artworks or other objects on the internet – two reasons are brought up quite often: one is a fear that the existing museum data may not yet be accurate and complete enough to be shown to the public, a second fear is that showing data and images of objects on the web may lead to fewer people visiting the museums.

In order to reach also this target group ATHENA needs to convince those museum directors that it must be realised that especially in the case of museum objects it is probably true that the information on any single object may never be complete and finished and that they should start publishing their data which they have. Not the least this opens up the possibility of further working on these data with the help of other colleagues from the museum community and from the public as a whole. Also there exist statistical data which show that there is no decrease in the number of visitors due to museum object information on the internet. Quite often, to the contrary, such web information stimulates additional interests and visits.

Another target group are those museums which already provide information on their own homepage and they need to be convinced that through providing their information to Europeana it will be much wider visible.

A third group are those museums which would be happy to provide their data but neither have the technical skills nor the money to outsource these activities.

A fourth group are the administrative and political persons responsible for the museums which are in local, regional, national or private ownership.

It is obvious that these different groups need different information and material with which they can be approached.

Some of these issues will be tackled in the “FAQ” section of the website (see further down), others will be approached through the Journal and a brochure and the most essential activities are the presentations on conferences and workshops.

## 5. Dissemination tools and materials

A wide range of dissemination tools will be produced within the project.

The initial set of promotional materials has been produced already:

- project logo,
- website,
- presentation materials (including a ppt-template),
- short project description and a general ppt to describe the project in all partners' languages,
- a card.

Within six months of the project life the following material will be produced:

- A leaflet (deliverable D2.2)
- Adding a FAQ section to the website,
- further development of the “join” section
- a poster for project dissemination during scientific events
- a self-portable banner to be used in the occasion of dissemination events

Subsequently the following activities are foreseen:

- Link exchange with other relevant projects
- Promotional material for the ATHENA tools
- Articles for the general public and the cultural heritage community published by the project partners in their country
- ATHENA journal
- Gadgets

### 5.1 ATHENA Logo

The ATHENA logo is represented by an owl. It was inspired by the drawing of an Athenian tetradrachma. The idea was proposed by the ATHENA partner from Israel.

The owl reminds also on the acronym OWL for [Web Ontology Language](#), a markup language for publishing and sharing data using ontologies on the World Wide Web.



The final ATHENA logo was elaborated by a designer (Maria Teresa Milani)



## 5.2 ATHENA website: <http://www.athenaeurope.org>



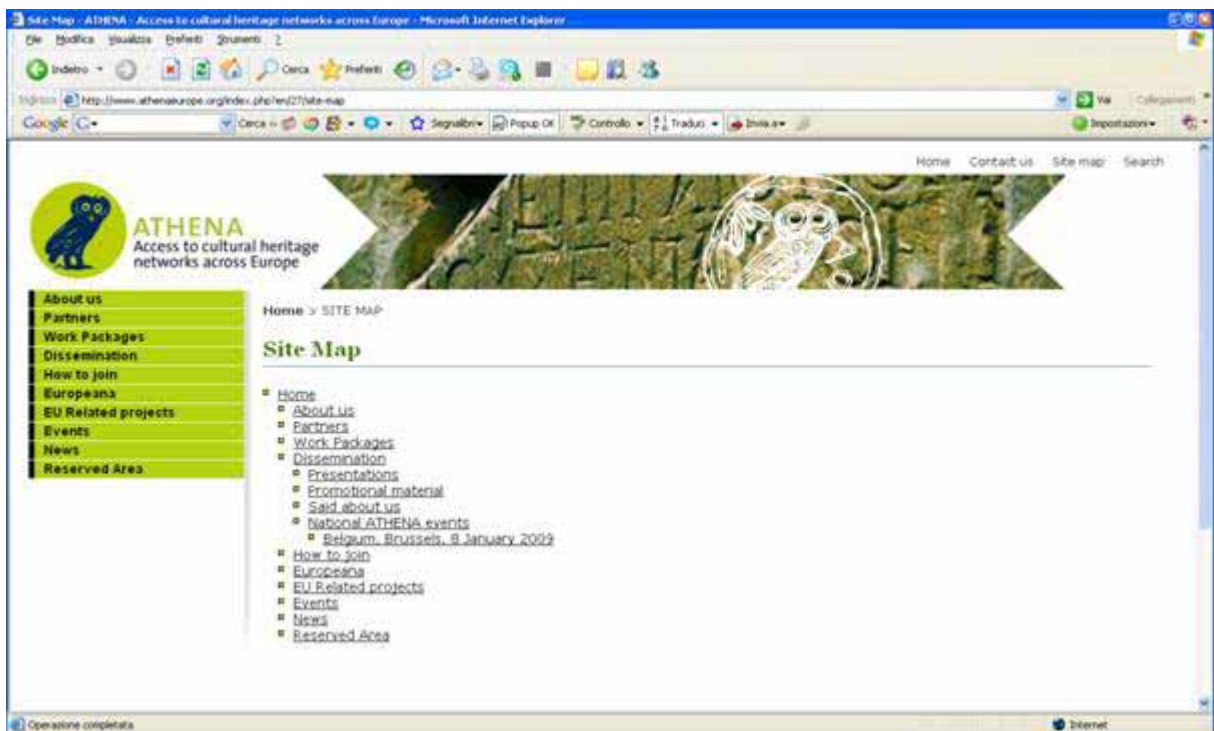
The ATHENA Website is online since the beginning of January 2009.

It was developed using the CMS Museo & Web, a Content Management System realised in the frame of the MINERVA Project to help small cultural institutions.

The website is hosted and maintained by the Italian Ministry of Cultural Heritage, in its role as ATHENA project coordinator.

A statistics analyser has been activated.

The website is W3C compliant, as far as accessibility is concerned.



The goal of the ATHENA Website is to promote and disseminate all project activities and results (public section) and to satisfy partners' needs (reserved area).

Currently, the sitemap, proposed by WP2 and agreed with all partners, is the following:

**Home**

**About us** (Information on the project)

**Partners** (List of ATHENA project partners, with link to single institutions)

**Work Packages** (WP descriptions and contact persons)

**Dissemination** (Currently divided in four parts)

**Presentations** (ATHENA presentations given during national and international events organised by other institutions)

**Promotional material** (Promotional materials produced by the ATHENA project, which can be used and downloaded by ATHENA partners for dissemination activities)

**Said about us** (Press releases on the ATHENA project)

**National ATHENA events** (Information and documentation on national ATHENA events)

**How to join** (This part is under preparation. It will include information on why to join the network, a list of FAQs, adhesion forms and cooperation agreements)

**Europeana** (Direct Link)

**EU Related projects** (Overview of all Third Call eContentPlus projects and one FP7 project, in which the EDL Foundation has agreed to be a partner, provided by Europeana)

**Events** (Information on past and upcoming national and international ATHENA events)

**News** (News concerning the ATHENA project)

**Reserved Area** (Area reserved to partners, including project documents, WP documents, reports, forms etc.)

## Members Area

Project Management

Deliverables

Reviews

Plenary meetings

Relations with EuropeanaLocal

National ATHENA Workshops Reporting Forms

Working packages

Each partner contributes to the enrichment of the website.

Amongst further developments, multilingual pages in each partner language, are foreseen.

### 5.3 Presentation materials (including a ppt-template)

A set of information about the ATHENA goals and aims will be prepared for the partners use when presenting ATHENA on relevant international or national conferences. The information will be prepared in English. Partners presenting the information on national conferences will be responsible for translation.

Any changes and presentations prepared by the partners will be available on the ATHENA website, and available for internal use for all ATHENA members.

A powerpoint presentation of the ATHENA project has been prepared in English and translated in all partner languages. All translations are available in the dissemination section of the website.

<http://www.athenaeurope.org/index.php?en/110/promotional-material/6/05-athena-ppt-general-presentation-partners-languages>

### 5.4 Short project description to describe the project in each partners' languages

Also a short project description of the ATHENA project has been prepared in English and is translated in all partner languages. All translations are available in the dissemination section of the website.

<http://www.athenaeurope.org/index.php?en/110/promotional-material/5/04-athena-short-presentation-partners-languages>

### 5.5 Card

A card was produced in 200 copies at the very beginning of the project, in order to take advantage of the possibility to disseminate it during the conference held in Paris within the programme of the French Presidency of the EU, “Numerisation du patrimoine culturelle”, 26-28 November 2008. All cards were distributed in a very short time, demonstrating a high interest towards the ATHENA initiative.



## 6 Plans for the first six months (deliverable D2.2)

- A leaflet  
Aim: leaflet on the aims of the project, target group: representatives from museums and other cultural institutions, size: DIN A 4, languages: English, to be disseminated at conferences and workshops and other relevant events
- Link exchange with other relevant projects
- Using the MINERVA and MICHAEL channels to invite people to subscribe
- Adding a FAQ section to the website,
- further development of the “How to join” section
- Posters (to be used in poster sessions at conferences)

### Section: How to join

This section already contains a list of current content providers of ATHENA and a Cooperation Agreement form to be used when other institutions or experts want to cooperate with ATHENA..

This section will be further developed and enriched with two subsections: “Get informed” and “Get involved” to explain: why to join and how to join (“ATHENA - your road to Europeana”).



## **7. Future tools which are foreseen**

Promotional material for the ATHENA tools

A **brochure** presenting ATHENA goals and information how and why to join ATHENA will be produced in English language and partners will be invited to make own translations.

In case there are workshops and training courses offered by the technical WPs, WP2 will promote those activities and invite participants

Promote ATHENA also through Web 2.0 mechanisms

Articles for the the cultural heritage community and especially museums and those responsible for them

Short articles on ATHENA activities and tools will be produced in English by the WP leaders and translation provided in partners' languages

Preparing articles /texts offered for related web-pages

### **7.1 ATHENA journal**

The ATHENA journal will consist of two parts: papers of high quality on chosen topics, and a set of links to the collections available in Europeana. It will continue and develop a series of thematic articles prepared in the MICHAEL project. In the case of the ATHENA journal it is planned to start as semi-annual journal in the first year, a journal with a number of papers written on a chosen topic and illustrated by a set of available materials in Europeana. To ensure the quality of the journal two bodies will be created: an Editorial Board consisting of the WP2 leaders, and an Advisory Board to which all partners will be invited to delegate appropriate members. The ATHENA journal will be edited in English in paper format, and as an e-journal. Partners will be invited to translate issues or articles from the journal into their language. Due to the nature of the e-journal it will be possible to have a continuing development of a part of the journal consisting of the links to the materials on a chosen topic available in Europeana as collections.

A list of topics for a number of issues of the journal will be created by the WP2 working group and presented to all the ATHENA members. Each ATHENA member interested in a given topic will have a chance to be a leading editor of the respective issue. As agreed with the Europeana communication office it is planned to continue the publication also after the end of ATHENA project.

### **7.2 Gadgets**

Gadgets like; shoppers, coins, bookmarks...will be produced and disseminated during the project.



## **8. National Dissemination Activities**

Partners from each country participating in the ATHENA project will organise a wide range of national dissemination activities especially targeted to museums and other cultural heritage institutions. The activities will be tailored to the national context and include conferences, workshops, training events, briefings, meetings, press releases and email bulletins.

These activities will be carried out together with WP 5 and co-ordinated with the other WPs as well. Co-operation will take place as well with Europeana and the Europeana v1.0 project as well as the EDL Foundation.. Depending on the responsibilities in the countries the activities will be organised together with EuropeanaLocal or they will be co-ordinated.

At least one national event per country is expected (either on its own or attached to another national or international event).

First national events have already taken place in Belgium at 8. January 2009 and in Finland (Helsinki, 10 February, 2009).

Further national events are already planned), Poland (Torun, 27 February 2009), and in Italy (Rome, 2nd April, 2009).

See: <http://www.athenaeurope.org/index.php?en/111/events>

It is also planned to promote ATHENA and Europeana to the museum staff and to those who are currently undergoing related training or studies: students of fine art faculties, cultural studies, and library and information science departments. A first of those planned presentations to students took place in January 27 at the Nicholas Copernicus University, Torun (PL) with the Fine Art Faculty. Further presentations are also planned.

Partners will also participate in conferences and other events with the objective of promoting ATHENA and Europeana to potential partners and end-users.

### **8.1 National press and media**

A range of press and media activities should take place at national level including press releases, interviews for radio and television, advertisement banners on websites and online articles.

Already a press release page has been set up on the website.

<http://www.athenaeurope.org/index.php?en/113/said-about-us>

It includes two short online articles published in the occasion of the ATHENA Kick-off meeting.

## **9. International dissemination activities**

Presentations have already been given at:

Moscow: EVA 2008, 1-4 December 2008

<http://www.athenaeurope.org/index.php?en/111/events/22/moscow-eva-2008-athena-dissemination>

Presentation title: Welcoming the Russian Museums to ATHENA

Jerusalem: EVA-MINERVA 2008, 11-12 November 2008

<http://www.athenaeurope.org/index.php?en/111/events/21/jerusalem-eva-minerva-2008-athena-dissemination>

Presentation title: Welcoming the Israel Museums to ATHENA

Paris: Numerisation du patrimoine culturelle, 26-28 November 2008

Conference within the programme of the French Presidency of the EU

Announcement of the start of the ATHENA project

International dissemination activities by the partners during the ATHENA project will include both the organisation of conferences and also participation in events organised by others.

ATHENA will be presented in the occasion of the IFLA World Congress, which will take place in Milano, Italy (August 2009). This is the most important library event, organised by the International Federation of Library Associations and Institutions. This year many sessions will be dedicated to digital libraries and digitisation activities and strategies. ATHENA will be presented during one of these sessions, showing also the first results of the project.

Two international conferences are foreseen: one in 2009 and one in 2010.

Partners will also take part in a wide range of international conferences and events organised by others during the project. Each of these events will provide opportunities to disseminate information about the project to policy makers and professionals and to discover information about the audiences for our services and competitor initiatives.