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ATHENA

Leaflet and other promotional materials

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eContentplus

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¹ OJ L 79, 24.3.2005, p. 1.

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0. Executive summary

This deliverable documents the dissemination material which have been designed and agreed on within the last months. They are available online and – where appropriate - printed versions are under preparation.

In deliverable D.2.1 several dissemination tools were mentioned including the website which was already online than. The main effort during the reporting period was spent on the development of promotional material including a leaflet.

It is obvious that the website as well as the other published materials have to reflect the projects progress and development, and to support project partners presentations on a number of events. For this reason, dissemination is one of the topics that is addressed at each plenary meeting. In order to ensure that all dissemination activities are coordinated, a couple of meetings of responsible of WP1, WP2 and WP 5 took place in Berlin at 6th March 2009, and 28th April 2009. During the meetings the layout and the content of the dissemination materials were prepared.

In addition ATHENA WP2 leaders took part to the Europeana Communication Group meeting held in The Hague on April 2-3, 2009 and met with a group of other project members supporting Europeana to discuss the coordination and harmonization of dissemination activities.

The liaison and alignment with Europeana is a priority for ATHENA and the participation to the Europeana Communication Group is considered of high value in this light.

Europeana Communication Group meeting in the Hague

The first meeting of the Europeana Communication Group took part on April 2-3 2009. From ATHENA the WP2 leaders: Monika Hagedorn-Saupe and Maria Sliwinska took part. The agenda was as follows:

Day 1 April 2, 14.00-16.00

- Introductions
- Benefits of group co-operation
- Update on the Europeana comms team
- Features of the Europeana group homepage
- Introducing the final draft of the brand guidelines and discussion around
 - Co-branding for group members, contributors, partners
 - Templates
- Communications resources on the group homepage, including
 - Logos
 - Templates: ppt; fact sheet; newsletter
 - Slides with features and benefits
 - Rights-cleared imagery from all projects
- Aligning communications plans
- What other features would the group like to see?

Day 2 April 3, 9.45-11.30

- Events: targeting and scheduling – group homepage calendar
- Newsletters: reach, coverage and schedules
- Databases: can we align the information we capture?
- Getting the best out of budgets: ideas for discussion
- Practical collaboration: suggestions from the group

The Europeana Communication 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.

1. Dissemination tools and materials

A wide range of dissemination tools has been prepared to support the partners presenting ATHENA to the target groups. The description of these tools follows.

An initial set of promotional materials has been produced in the first months:

- project logo,
- website,
- presentation materials (including a ppt-template),
- short project description (see Annex) and a general presentation in Power Point to describe the project in all partners' languages (Bulgarian, Czech, Deutsch, Eesti, English, Finnish, French, Greek, Hebrew, Hungarian, Italian, Polish, Russian, Romanian, Slovak, Slovenian, Swedish)
- a card produced in 200 copies at the beginning of the project.
- This card was transformed in a poster, translated in Greek and diffused at the occasion of an ATHENA national event held in Greece (see <http://www.athenaeurope.org/index.php?en/111/events/39/athens-greece-athena-national-workshop>)

During the last months, the following material has been designed, and presented to the partners on the plenary meeting in Konstanz on May 6th:

1. Z-folded dissemination leaflet designed as follow: 1 front square (12 x 12 cm) with the owl, logo of Athena and the logos of Europeana and eContentplus, short description and 2 URLs and two squares info on project.
2. the banner with ATHENA logo and a slogan, to be used at conferences
3. Athena template to be used for national events and information
4. Athena FAQ as printable pdf
5. Athena List of contacts as printable pdf
6. Athena Info as printable pdf (in 2 versions: a4, and A5 (with some additional logos and URL)
7. poster: based on the banner with a message *“You can JOIN THE PROJECT today in order to deliver digital content to EUROPEANA or to cooperate with ATHENA working groups on: Identifying standards and developing recommendations, Integration of existing data structure into Europeana, IPR issues and finding possible solutions, work on tools to support data integration into Europeana, to help enlarging the network and promoting the service”*
8. coins with ATHENA and Europeana logo
9. shopper
10. bookmarks with a content similar to the banner

In the coming months, the following activities are foreseen:

- further development of the “join” section on the website;
- link exchange with other relevant projects; APENET, ARROW, BHL, EUROPEAN FILM GATEWAY, EUROPEANA V.1, EUROPEANA LOCAL, EUROPEANA TRAVEL, EUSCREEN, PRESTO PRIMA
- promotional material for the ATHENA software tools, which will be developed in the ATHENA project
- articles for the general public and the cultural heritage community published by the project partners in their respective countries;
- Athena journal.

1.1 ATHENA Website

In the last three months the **ATHENA Website** has been enlarged by the implementation of the following sections:

The section “How to join” contains now a list of current content providers of ATHENA and a Cooperation Agreement form to be used when institutions or experts who are not yet partner in the ATHENA network, 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”).

A FAQ page has been included (see in the Annex).

In the section “Dissemination”, the page “Promotional material” has been enriched with new materials produced by the Working group (see further).

These are the Athena Website recent statistics: (from the project start to 30 April 2009):

Page views: 16055
Visits or sessions: 2328
Unique visitors: 1264
Average time spent: 327 s

Homepages in several other partner languages have been added, which include a description of the project.

Czech



Bulgarian



Russian



Hebrew



German



Greek



Eesti



Français



Italian



The screenshot shows the Italian version of the ATHENA website. The header features the ATHENA logo and the tagline 'Access to cultural heritage networks across Europe'. Below the header is a navigation menu and a main content area with several columns of text and images. On the right side, there are logos for partner organizations: Europa, Michael, and Minerva. At the bottom, there is a contact information section for the ATHENA Secretariat.

Hungarian



The screenshot shows the Hungarian version of the ATHENA website. The layout is identical to the Italian version, featuring the ATHENA logo, navigation menu, main content area, partner logos (Europa, Michael, Minerva), and contact information at the bottom.

Dutch



The screenshot shows the Dutch version of the ATHENA website. The layout is identical to the Italian and Hungarian versions, featuring the ATHENA logo, navigation menu, main content area, partner logos (Europa, Michael, Minerva), and contact information at the bottom.

Polish



Roumanian



Slovenian



Slovak



Finnish



Swedish





1.2 Facebook

WP2 has created a Facebook group to use also the channels of this popular social network and is currently experimenting how to make it useful for the project.

2. More promotional materials prepared in the reporting period

2.1. Leaflet

A first version of the ATHENA project leaflet has been developed to provide information on the project. It addresses museums which are not yet contributing to Europeana and thus comes with the following slogan: *“European museum! Athena is your bridge to Europeana. The ATHENA leaflet describes the aims of the project, and the existing activities inviting interested people to join, and provides information about the national contacts. It was designed as z-folded and consists of 6 pages providing this information. According to the process of the work of ATHENA the leaflet will be updated regularly to inform on tools and services available through ATHENA:*



The leaflet is prepared in English language, and each partner is invited to prepare a national language version if they think it is appropriate for use in their country. The English version is available online and 3000 copies are currently in print to be distributed at international and national conferences.

2.2 Template

A **TEMPLATE** has been developed - like a heading paper – which is online and can be used by every partner to print information on the project in national language, use it for invitations for national events a.s.o.



2.3. Fact sheets

A list of “**fact sheets**” are under development using this template. The three first versions which are available are:

A fact sheet with a short description of the project, with basic information and contacts.



A factsheet on FAQs lists a number of frequently asked questions (FAQs) and their answers which have been prepared and discussed among the partners. A pdf version is available on the website and can be printed for distribution.

Some partners already have translated or are in the process of translating this document and distributed it on their national events.

POLISH VERSION



A third fact sheet, using the same design, provides an overview of the national contact points. This is also available as a pdf document on the website and can be used for international and national events.



2.4. Poster

Having a poster is important for international events and also when partners are organizing their national ATHENA conferences and/or are promoting the project on fairs and other events. The poster promotes the ATHENA logo, the Europeana logo, and repeats the slogans coined for ATHENA to convince museums to join Europeana. There are two versions of the poster



2.5. Banner

The ATHENA banner has the same role as the poster, but it has a different size.

eConsortium



ATHENA
Access to Cultural Heritage
networks across Europe

**EUROPEAN
MUSEUMS!
ATHENA IS YOUR
BRIDGE TO
EUROPEANA!**

**ONLY THOSE
WHO SHOW
THEMSELVES
WILL BE SEEN**

www.athenaeurope.org
info@athenaeurope.org



Europeana
project group
member

www.europeana.eu

2.6. Bookmarks

Bookmarks are among the most handy gadgets so two versions of bookmarks have been prepared as presented here. All materials include the ATHENA logo, slogans, and basic information with the URL

Design 1: front page



Design 1: back page



Design 2: Front page



Design 2: back page



2.7. Coin

As has been noticed in the MICHAEL project coins were very well received therefore the same gadget are planned for ATHENA. In this case the coins should promote 2 projects: ATHENA and Europeana with their logos (if possible also with their URL; the project is investigating if there is a company who is able to produce them).



2.8 Shopper

A shopper has been designed to be used at conferences.



2.9. Pens

Also pens are good gadgets to be distributed at conferences and public events of museums – advertising the ATHENA URL. Therefore pens are currently produced.

2.10 Number of items to be produced for each tool

Leaflet	5000
Bookmarks	5000
Poster	Upon request
Banner	Upon request
Shoppers	2000
Coins	5000
Pens	2000
Fact sheets	Upon request

3. Future tools which are foreseen

3.1. Promotional material for the ATHENA tools

Promotional material for the ATHENA tools will be developed as soon as the ATHENA software tools are ready.

3.2. Brochure

In addition to the general leaflet, a more detailed **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.

This will be a task for the coming period.

3.3. ATHENA journal

An ATHENA journal is planned to specially address museum people and governing bodies who often need basic information, presented in a visual manner.

A list of topics that has been proposed by WP2 members and will be discussed and chosen at the WP leaders meeting in Rome on the 15th of June 2009:

proposed topics:

No 1: Think culture – ed. Maria Sliwinska, ATHENA WP2 co-leader

No 2: Gates instead doors – ed. Jonathan Purday, EUROPEANA Communication Manager

No 3: Collections Development – ed. Monika Hagedorn-Saupe, ATHENA WP2 co-leader

No 4: Common language –

No 5: Technology versus culture –

No 6: From scriptorium to digital space

No 7: Deeply hidden (archival documents)

No 8: Comparative or contrastive culture?

The first issue with a title “Think culture”, the slogan which is coined/used by Europeana. With this first issue EUROPEANA and ATHENA will be presented and described how they relate. Beside articles devoted to the role of culture ATHENA will be presented by Rosella Caffo and Europeana by Jill Cousin.

The second issue should present transfer from traditional cultural institutions working behind the doors to the open space which is especially a problem for museums. Doors divided them from the customers, and doors protected their collections. Only part of the collection is visible through exhibitions. With the technological development collections can be put on an open space, and access to them is possible in a comfortable way. Doors were replaced by gates.

In this issue apart from the planned articles two other projects from the European Group, such as EuropeanaLocal and EuropeanaConnect will be presented by their coordinators.

The third issue will deal with the target group of ATENA i.e. museums and will present development of collections: from private to public, and from public closed in the building to public and private available on-line.



ANNEXES

Annex 1: English text of the Athena short presentation

Available on the website:

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

The European project ATHENA is a ‘Network of Best Practice’ within the *eContentplus* programme developed by the MINERVA network.

There are partners from 20 EU Member States together with 3 extra-European observers. 109 major museums and other cultural institutions are directly associated with the project, and 20 European languages are represented. It is coordinated by the Italian Ministry of Cultural Heritage.

ATHENA’s objectives are to:

- Support and encourage the participation of museums and other institutions not yet fully involved in Europeana;
- Produce a set of scalable tools, recommendations and guidelines, focusing on multilingualism and semantics, metadata and thesauri, data structures and IPR issues. These will be used by museums to support internal digitization projects and to facilitate the integration of their digital content into Europeana;
- Identify digital content present in the European museums;
- Contribute to the integration of the different sectors of cultural heritage with the overall objective to merge all these different contributions into Europeana. This will be carried out in cooperation with other projects more directly focused on libraries and archives;
- Develop a technical infrastructure that will enable semantic interoperability with Europeana.

ATHENA will:

- 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 into Europeana;
- Enable the user of Europeana to have a complete experience of European cultural heritage;
- Work with existing projects (Europeana, and Michael are both present in ATHENA);
- Develop links and joint activities with other relevant projects in the Europeana ‘cluster’ (for example EuropeanaLocal).

All information on the ATHENA project is available on the website:

www.athenaeurope.org

:

Annex 2: English text of the FAQ

Also available on the ATHENA Website:

<<http://www.athenaeurope.org/index.php?en/137/faq>>

Version 1.0: April 2009

What is *ATHENA*?

ATHENA, the European museum network is a project whose purpose is to harvest museum content and to deliver it into *Europeana* (the European digital library). This project has evolved from two governmental frameworks launched in 2001; the *MINERVA*, and *MICHAEL* networks. Both networks continue to support museums in delivery of objects into *Europeana*.

What is *EUROPEANA*?

Europeana provides a single, multilingual access point to Europe's cultural heritage content. Users can access all types of media (video, sound, image, text) in a single search. Within *Europeana* you can search through millions of digital items provided by Europe's museums, galleries, archives, libraries and audio-visual organisations. Searching in *Europeana* is simple. Just ask yourself who, what, where or when you are interested in and type these words into *Europeana*'s search box. For further information see: <http://www.Europeana.eu>

Why should my museum join *ATHENA*?

ATHENA is the simplest way for your museum, or your cultural institution to deliver your digital content into *Europeana*. Through *ATHENA* your resources will be seamlessly integrated with sister institutions across Europe, promoted, and instantly made accessible to audiences the world over.

What are *Europeana* and *ATHENA*?

Europeana and *ATHENA* are both projects supported by the European Commission. They are both being developed in order to make the rich content from the thousands of memory institutions across Europe instantly accessible to citizens across the world.

Why are they both named after goddesses?

The goddess *Europa* represents the continent as a whole, while *ATHENA* is the goddess of strategic warfare, wisdom, and heroic endeavour. Both goddesses together are devoted to bringing European cultural heritage to citizens seamlessly, intuitively, and coherently.

How much will this cost me?

Membership to *ATHENA* is free, and costs to your museum may be measured in the work-hours it will take you to upload your objects into *ATHENA*. You will not incur any additional costs once you have joined the *ATHENA* Network

I have only few digitized objects, is it worth the effort?

Yes, of course, every digital object matters.

Is *ATHENA* for my institution?

Absolutely! If you already manage digital objects, or you plan to digitise your objects; regardless of the size of your collections, your institution will be on the map.

Who will see my objects?

Your objects, and their descriptions, once delivered to *ATHENA* will be harvested and published in *Europeana*, where everyone can see them. Users may then access the 'original' digital object that is located on your own institutional site.

Will I maintain my IPR?

Be assured that we pay great attention to IPR both in *ATHENA* and *Europeana*. A Digital Rights Management guide will be circulated to museums associated with the *ATHENA* network.

Do I have to have my objects online already?

To become an *ATHENA* partner it is not necessary to have objects already available online.

If not, where will they be?

It will be possible to put a limited number of your objects directly into the *ATHENA* repository in order to allow you to evaluate the benefits of being part of the *ATHENA* network.

Who participate in *ATHENA*?

There are currently 35 institutions participating in *ATHENA*: from Azerbaijan, Belgium, Bulgaria, Cyprus, Czech Republic, Estonia, Finland, France, Germany, Greece, Hungary, Israel, Italy, Latvia, Luxemburg, Netherlands, Poland, Romania, Russia, Slovakia, Slovenia, Sweden and United Kingdom. Among the partners there are six Ministries of Culture, many museums and cultural associations. The full list of the partners is available on the *ATHENA* site, and is growing.

What other benefits will we receive by joining *Europeana*?

Europeana is the leading initiative that harvests, publishes, and promotes digital cultural heritage in Europe. By sharing information about your digital objects you become the part of this initiative, and will be granted access to new ways of promoting your institution, and your content.

What is the difference between *Europeana* and *MICHAEL*?

Both *Europeana* and *MICHAEL* are digital cultural heritage inventories. But while *MICHAEL* describes digital collections (sets of objects sharing the same features), *Europeana* grants access to individual digital objects.

If I join *Europeana* will I automatically become a member of *MICHAEL*?

No, *MICHAEL* deals with sets of collections not with single objects. But you are welcome to join *MICHAEL* as well. Just contact to the Association: <http://www.michael-culture.org/pl/home> E-mail: association@michael-culture.org

How many objects may I upload into *ATHENA*?

There are no limitations on the number of objects. You may upload as many objects as you like.

Will there be information available about my objects in all the European languages?

Search mechanisms are available in all European languages, but the information you contribute will be available in the languages provided by your institution.

Do I need to give all my objects/information to *Europeana* or *ATHENA*?

Of course, not. You can select, and upload the objects that you feel are appropriate for your institution.

Which standards should I apply?

This is a critical issue for all museums across Europe and *ATHENA* is currently developing guidelines for a common set of recommended standards for cultural institutions. Our intention is to work towards automatically converting all accepted standards currently used by museums into a fully integrated *Europeana* standard. The required metadata elements are available in the *Europeana Semantic Elements* .

Are all kinds of objects accepted?

ATHENA accepts all objects located in museums in Europe with cleared copyright.

Will you change my information in any way?

We do not change any information provided by content providers unless it is inconsistent with commonly accepted standards.

I have already given my information to our national portal; can I still join *ATHENA*?

Yes, there are a number of working groups that may be of interest to you. Please contact us for further information.

What kind of users will I be reaching once I upload my objects into *ATHENA*?

There are already many different kinds of users interested in the *Europeana* portal. Among them are researchers, teachers, students, tourists. You will no doubt discover your own colleagues there!

What kinds of benefits will I get when I join *Europeana* or *ATHENA*?

By sharing information about your digital objects you will automatically become a part of these initiatives. You will be granting access to your collections, and will benefit from new ways of promoting your institution and content. In addition, you will also have an opportunity to take part in developing European strategies concerning metadata standards, and content sharing policies.

Who in my museum should be contacting *ATHENA*?

This depends on the managerial policy of your institution. Anyone can contact *ATHENA*, but we recommend that decisions should be taken by senior management in your museum.

How long will *Europeana* be available?

Europeana is an open-ended project, supported by the European Commission, and the European Member States.

I am not a European museum, may I still join *Europeana*?

If your collection is in any way connected with European culture, you are very welcome to contact us for further discussion.