



Europeana Space – Spaces of possibility for the creative reuse of Europeana’s content
CIP Best practice network - project number 621037

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1. EXECUTIVE SUMMARY

The first year of the E-Space project involved setting up the infrastructure, understanding the work of the project and considering how this could be communicated effectively; it was an important year and one that needed to introduce the project to a wide range of stakeholders, even if it was too early to present tangible results. In contrast, the second year has been about sharing and evaluating activity, encouraging people to join the creative process, as well as to present results through a range of approaches. This deliverable provides an overview of how this has been done and the communication, dissemination and networking undertaken.

The project has four clear target groups to reach with its dissemination activities:

- cultural institutions;
- creative industries and associated professionals
- education;
- general public/end users.

During the second year, E-Space has used the website (which evolves as results become available), the project blog and social media channels, as well as eight successful events located across Europe to reach the stakeholders groups.

Within chapter 3 project events are presented, including IPR and Technical workshops in March 2015, Creative Marketing workshop in October 2015 and Best Practice for Education workshop in January 2016. There is a brief outline of the agendas and speakers, with links available for further information.

Details of the three hackathons that have taken place are outlined, with each having a dedicated page on the project website. These pages are designed to provide important information for participants. The hackathons include Europeana TV in May 2015, Dance in November 2015 and Open and Hybrid Publishing in January 2016.

The project's second international conference held in Tallinn, Estonia in December 2015 was a focal point to both present and discuss project themes, developments and results, including both project partners and external participants (including members of the Advisory Board.)

Chapter 4 addresses the topic that has gained greater prominence within the project during the past year; education. As each pilot was already openly discussing educational applications for their tools and products, it was decided that a further event should be introduced within the E-Space calendar; this additional educational workshop will take place in Brussels in May 2016. Based upon this, as well as the MOOC, (a sustainable home for many resources and findings), and the Educational Demonstrators, a further mini-website 'E-Space for Education' was established.

Chapter 5 returns to the themes of the earlier iterations of this deliverable, considering the project website, describing new sections, including the Open Content Exchange Platform. This chapter also considers the project's use of social media, newsletters and regular blog posts, providing a detailed list of links to the many articles that have been published.

Chapter 6 considers the more physical side of WP6's work, including internal communication for the General Assembly, work package and topic specific meetings. It outlines the dissemination materials that have been produced and the list of events where partners have participated and had the opportunity to disseminate them. Its final consideration is that of future work such as the development of materials that reflect results, tutorials and virtual exhibitions.

The Conclusion considers lessons that have arisen from the project, these are mostly example of best practice rather than significant new methodology revelations. Next steps are outlined, as the final year for the E-Space project maintains the requirement for dissemination to the stakeholder groups, although this will be from the perspective of completed work, building the sustainable legacy of the project through sharing products/apps, tools, case studies and guides for those interested in the creative re-use of content.

2. INTRODUCTION

One of the main responsibilities of the Europeana Space project is to interact with organisations, individuals and other projects to understand and learn from existing activity and to also share details of innovative work and provide a platform for them to build upon. This document, the *Communication, dissemination and network enlargement report No. 2*, will consider the activities undertaken within the second year of the project to fulfil that requirement.

2.1 BACKGROUND

This deliverable builds upon D6.1 *Communication, dissemination plan and stakeholder building strategy and dissemination material* – submitted in Month 6, and D6.2, the first iteration of this report, that followed it at the end of Year 1. Both discussed three clear objectives, i.e. to:

- create and consolidate the E-Space community;
- widely and regularly disseminate project results among the E-Space community;
- demonstrate the activity and results of the Pilots and to encourage their exploitation and re-use.

D6.1 defined the key stakeholder groups and activities that needed to be undertaken, connections that needed to be made and challenges that would be faced within the lifetime of the project, together with roles and responsibilities of partners to ensure their completion. The work of the project during this second year started from this base and continues to consider its four main stakeholder groups when disseminating its results and lessons learned. These groups are:

- cultural institutions;
- creative industries and associated professionals;
- education;
- general public/end users.

2.2 ROLE OF THIS DELIVERABLE IN THE PROJECT

This deliverable will build upon the ideas and plans that were identified within both D6.1 and D6.2, but will not duplicate the detailed outlines and operational plans described previously and therefore assumes some prior knowledge. Instead, it will demonstrate progression, as themes have changed from shaping ideas and planning to more tangible outlines of activity that has taken place. It will demonstrate the many avenues of dissemination taken by partners, using different media and approaches to share the message of E-Space as widely as possible.

2.3 APPROACH DURING YEARS 1 AND 2

The communication and dissemination work of the E-Space project has been led strongly by Promoter, the WP6 Leader; with the support of Coordinator, COVUNI. Their role has not only been to oversee online and offline presence, but also to remind partners of their need to be involved in maximising the communication and dissemination of the project's work.

D6.2 described how the project's priorities changed as it prepared to enter its second year. Whereas Year 1 involved conversations to define the work of the six thematic Pilots and the supporting Technical Space, Content Space and Innovation Space infrastructure, things had become more tangible by the time of the project's first anniversary.

During the first year, it had been important to get the name of E-Space known within each of the designated stakeholder groups (together with its funding source), to build their interests in what might be developed in accordance with the 'Spaces of Possibility' ethos described within the project's longer title.

By January 2015, Pilot prototypes were available and the respective Spaces had plans ready to be implemented through project events, hackathons, Pilot evaluation testing and ultimately an educational workshop. It was therefore important to be able to reach cultural institutions, creative industries/entrepreneurs, sector specialists and members of the public interested in challenging themselves at a hackathon event to win the opportunity for business modelling of their ideas. This required a more informed targeted communication and dissemination strategy to maximise the impact of the project's work.

The following list briefly illustrates the project's range of approaches:

- public thematic workshops (IPR, Technical, Creative marketing, Best practice for education);
- three hackathon events (TV, Dance and Open and Hybrid Publishing) from the six planned for the whole project;
- second international conference, held in Estonia;
- target-focused events for the evaluation of the Pilots;
- the Content Space set of materials about IPR and the Open Content Exchange platform (as a part of the project website upgrading);
- the "E-Space for Education" mini-website, as well as further populating the main website;
- initial progress on the E-Space MOOC (Massive Open Online Course).

As a result from these varied dissemination actions, the Stakeholders Group of the project constantly grew during year 2, due to people contacting the project (the Stakeholder Group mailing list currently counts 158 members); also cooperation agreements with new affiliate partners were established (either with other EU projects and individual institutions: <http://www.europeana-space.eu/network/cooperation-agreements/>).

2.4 OBJECTIVES FOR THE FINAL YEAR

As the project enters its final year, it is clear that the communication, dissemination and networking approach has to change again. This is likely to happen gradually, as there will be the same initial demands as in Year 2, with the organisation of the three remaining hackathon events for Photograph, Museums and Games, but will become more about sustainability and leaving legacy messages for others interested in the creative re-use of content.

Although committed to job growth through the hackathon to incubation strand of the project, the importance of sharing the project's message within a wider educational context is also a key objective. As a result, an additional event has been included in the project's portfolio, a pilots' educational dissemination workshop, scheduled for May 2016 in Brussels. This will give Pilots the opportunity to showcase what they have created and share the lessons learned with key stakeholders (as will virtual exhibitions for Open and Hybrid Publishing, Photography and Dance).

A further goal for Year 3 is drawing together materials from across the project and designing a MOOC. Planning has already started and some content has been prepared, with the first demonstration having taken place in January in Athens.

This will be built upon to incorporate tools, guides, case studies and lessons learned in order to leave a tangible and, more importantly, accessible suite of information and advice for creative re-users. This will be complemented by publicising the Technical Space WITH platform that provides a simple method of searching multiple repositories for content, building collections and exhibitions as well as making material available for re-use.

As mentioned, sustainability will become a greater focus throughout this year. D6.5 – *Sustainability Plan No1* – has been submitted containing initial thoughts, with a second iteration to be ready in the final month of the project (D6.6). That will include more concrete proposals, building upon discussions held within the Tallinn General Assembly meeting in December 2015.

Throughout the project's final year, the existing website, blog and social media dissemination channels will retain their momentum, and presentations will be made at a range of events to both engage participants and to share advice based upon what has been done and learned from. This will culminate in the final conference, in Berlin in November 2016, the final opportunity to achieve the objectives of the year, and indeed the entire project, to raise awareness of the achievements of the project and the possibilities for greater re-use of cultural heritage content with the main stakeholder groups.

2.5 STRUCTURE OF THE DOCUMENT

The document consists of 7 chapters:

Chapter 1: Executive summary

Chapter 2: Introduction

Chapter 3: Project's events: thematic workshops, hackathon events and the hackathons mini-websites, Tallinn conference

Chapter 4: E-Space for Education

Chapter 5: The project website upgraded (including Content Space and OCEP)

Chapter 6: Other dissemination activities and events / target-focused dissemination action (Pilots evaluation and education)

Chapter 7: Lessons, next steps and conclusions

3. PROJECT EVENTS

3.1 THEMATIC WORKSHOPS

This section describes in short the thematic workshops organised by the project according to the DoW. These were addressed to different segments of the project stakeholders and were each organised differently, based on the theme and expected participants. As a common denominator for all of them, the project and its general aim were illustrated, and dissemination material was distributed. Video recordings of the events are made available on the project website, and post-event blogs were published.

3.1.1 IPR WORKSHOP IN COVENTRY



St. Mary's Guild Hall in Coventry

Date: 2 March 2015.

Attendees: content providers, cultural institutions, private archives, and creative enterprises.

Speakers: Sarah Whatley (Coventry University), Prodromos Tsiavos (PostScriptum), Frederik Temmermans, Peter Schelkens, Ann Doods (iMinds).

This workshop focused on digital cultural content rights in a non-traditional way, aiming to make content providers aware of technical watermarking and JPEG frameworks, and

identifying rights clearance and hybrid licensing models for the creative industries.

Web resources and video: <http://www.europeana-space.eu/thematic-workshops/2-march-2015-europeana-space-ipr-workshop/>

Project Blog: <http://www.digitalmeetsculture.net/article/europeana-space-ipr-workshop/>

3.1.2 TECHNICAL WORKSHOP IN BRUSSELS

Date: 23 March 2015 (public event) and 24 March 2015 (reserved to project partners).

Attendees: project partners, SMEs and technology providers, Europeana and Europeana Labs representatives.

Speakers: Antonella Fresa (Promoter), Nasos Drosopoulos (NTUA), James Morley (Europeana Labs), Remy Gardien (Europeana).



Nasos Drosopoulos presenting the Technical Space

This technical workshop presented the architecture and implementation choices for the Technical Space of Europeana Space and served to collect feedback and further requirements. Moreover, the workshop allowed participants to learn more and experiment with Europeana Labs. The second day allowed the project partners to get into more details with partner NTUA regarding the functionalities and development of the Technical Space. As, due to budget constraints, not all partners could send more than one representative to the workshop, and as the theme is so relevant, the workshop was supported with a live streaming so that it could be attended remotely.

Web resources and video: <http://www.europeana-space.eu/thematic-workshops/23-24-march-2015-europeana-space-technical-workshop/>

Project Blog: <http://www.digitalmeetsculture.net/article/e-space-develops-a-cutting-edge-technical-framework/>

3.1.3 CREATIVE MARKETING WORKSHOP IN PISA



Antonella Fresa and Tiziana Lombardo in Pisa

Date: 9 October 2015.

Attendees: creative SMEs and cultural institutions.

Speakers: Antonella Fresa (Promoter), Costanza Giovannini (Fondazione Sistema Toscana), Marianna Marcucci and Barbara Marcotulli (Invasioni Digitali), Jasper Visser (Inspired by Coffee).

This workshop explored different ways of communicating cultural contents with the use of new media and showed how a greater audience can be reached by combining the power of social media and storytelling. After the presentations, participants were divided in groups. Each group was assigned a tutor and a specific theme to develop. The groups then left the conference room, and walked through Pisa centre to collect materials with their smartphones (pictures, videos, etc.). The collected content was then elaborated by each group and presented to the others.

Web resources and access to videos: <http://www.europeana-space.eu/thematic-workshops/9-october-2015-europeana-space-creative-marketing-workshop/>

Project Blog: <http://www.digitalmeetsculture.net/article/e-space-creative-marketing-workshop-event-in-pisa/>

3.1.4 BEST PRACTICE FOR EDUCATION WORKSHOP IN ATHENS

Date: 22 January 2016.

Attendees: Teaching and learning professionals.

Speakers: Antonella Fresa (Promoter), Christos J. Carras, Prodromos Tsiavos, Thodoris Chiotis (OCC), Alek Tarkowski (Centrum Cyfrowe Projekt: Polska), Frederik Temmermans (iMinds), Ruth Montague (LGMA), Marinos Ioannidis (CUT), Hembo Pagi (EVK), Frederik Truyen (KU

Leuven), Barbara Dierickx (PACKED), Balaouras Pantelis (University of Athens), Thanasis Deligiannis (FOSS).



Audience at the Athens workshop

This workshop was in fact a huge event preceding the Open and Hybrid Publishing Pilot hackathon.

It included detailed presentations of the E-Space educational demonstrators and of the MOOC, as well as keynote speeches and presentations of case studies in the domain of education.

It also included a demo room with PC stations where the E-Space demonstrators could be explored.

Web resources: <http://www.europeana-space.eu/thematic-workshops/22-january-2016-best-practice-for-education-workshop/>

Project blog and more resources coming soon.

3.2 HACKATHONS

The hackathon events of E-Space were endorsed by a double action: 1) at project level a common visual identity was designed and online dissemination was realised, and 2) via the social networks and in synergy with Europeana Foundation. This allowed raising awareness of the project's "hacking" actions and its programme of thematic events in different locations.

Next to that, each organiser took care of local dissemination actions with the most appropriate strategy and tools (also with personalised materials, e.g. the Photography pilot prepared a flyer to advertise the hackathon, cfr. Sect. 6.5), in order to attract the relevant communities to the event. As the organisers of the hackathons are specialised partners with appropriate networks to leverage on, the three hackathons have been a big success in terms of attendance, which contributed to enhanced creativity and interesting outcomes. Dissemination materials (Project and Incubation booklets) were distributed to the participants. During each event, a presentation of the project and the participation of project representatives allowed for an extensive dissemination of E-Space.

3.2.1 THE HACKATHON MINI-WEBSITES AND DISSEMINATION

The project website includes a page dedicated to the hackathons, which gives access to six mini-websites, all with the same structure. Each event is identified with a colour and a "representative" image, the six of them looping on the main page as slides, and each repeated on the top of the respective mini-website.

They can be found here: <http://www.europeana-space.eu/hackathons-home/>

Europeana Space, Best Practice Network
Spaces of possibility for the creative re-use of digital cultural content

HOME PROJECT PARTNERS PILOTS & DEMONSTRATORS **ACTIVITIES** OUTCOMES NETWORK CONTACTS

Hackathons

Open & Hybrid Publishing Pilot Where & When About Prizes Programme Jury Register

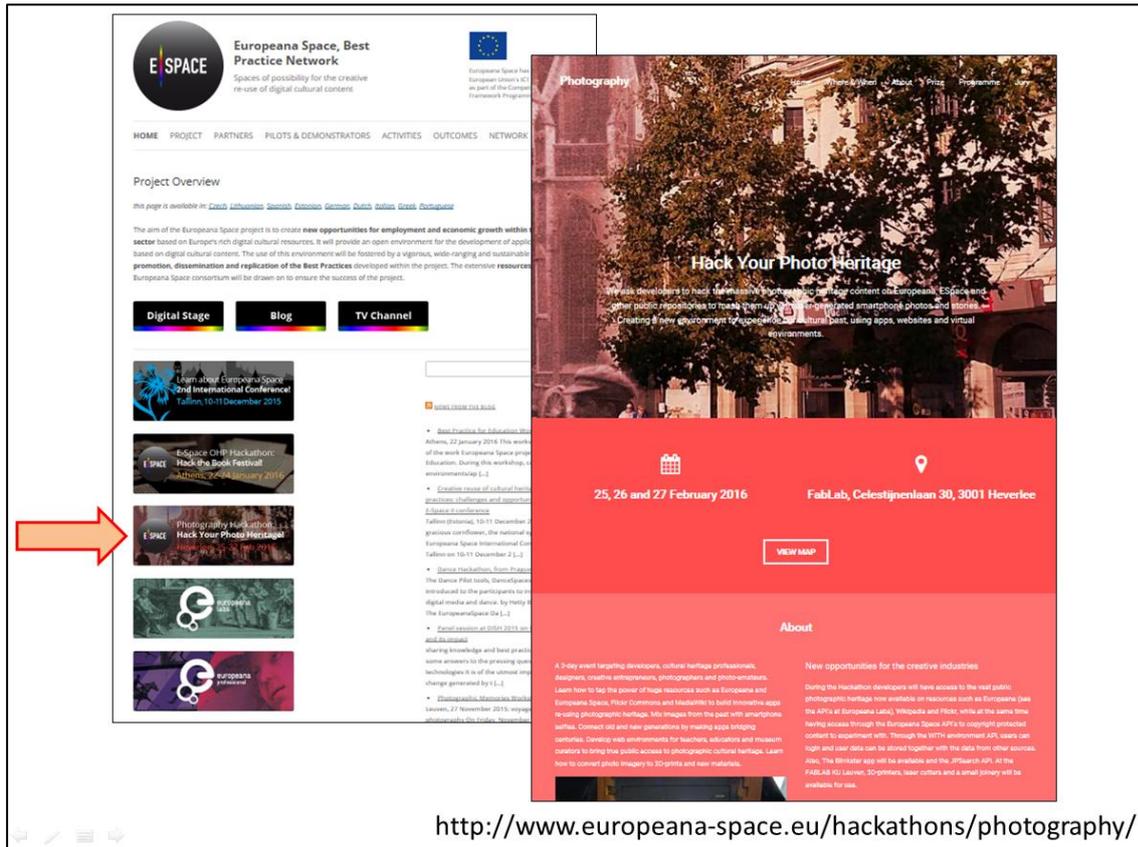
Hack the Book Festival
Exploring the book as an evolving, visual and open medium; designers, artists, publishers, programmers, authors, poets, hackers and entrepreneurs are to a marathon on creative programming, design and entrepreneurial innovation which will redefine the book.

The Europeana Space hackathons are based on the Pilots and are open to creative SMEs, developers and individual makers/producers. Each hackathon will have a specific theme based on the respective pilot it's partnered with. We want to see new, innovative and fresh applications, services and creative models of digital content re-use come out of each hackathon. The best three concepts will then progress to an intensive business modeling workshop in London to explore their projects' business potential.

<p>Europeana TV Pilot</p> <p>Hacking Culture Bootcamp Amsterdam, 8, 9 and 10 May 2015</p>	<p>Dance Pilot</p> <p>Hacking the [Dancing] Body Prague, 20 and 21 November 2015</p>	<p>Open & Hybrid Publishing Pilot</p> <p>Hack the Book Festival Athens, 22, 23 and 24 January 2016</p>
<p>Photography Pilot</p> <p>Hack your Photo Heritage Heverlee, 25 - 27 February 2016</p>	<p>Museums Pilot</p> <p>Hackathon in Venice 17 and 18 March 2016</p>	<p>Games Pilot</p> <p>Hackathon in Coventry during 2016</p>

The hackathons page: <http://www.europeana-space.eu/hackathons-home/>

Dedicated web banners are designed for each hackathon to be published on the project website's Home Page, and distributed to the partners for possible linking from their own websites.



<http://www.europeana-space.eu/hackathons/photography/>

Banners on the Home Page directing to the hackathon mini-website

The structure of the mini-websites includes the following sections, organised in horizontal bands in different shades of the hackathon colour:

- **Home:** the representative image is the background of a welcome message/slogan and a top menu allows for easy navigation.
- **Where and when:** basic information and link to Google maps for location.
- **About:** information on the hackathon, the expected outcomes, the expected participants and judging criteria.
- **The Prize:** basic information on the Business Modelling Workshop and Incubation Support offered by the project in collaboration with partner Remix in London.
- **The hackathon programme:** as much detailed information as possible on the agenda.
- **Partners:** logos of organising partners, fellow partners, project, media partners etc.
- **The Jury:** basic information on the jury members.
- **Registration:** basic information and access to registration tool.
- **Location:** Google map of the location.
- **Footer:** registration to the project newsletter, contacts of the organisers, social network communities.

Museums Home Where & When About Prize Programme Jury

Hacking the Museum Experience

We're looking for innovative and advantageous designers, coders, museum experts and lovers, cultural managers, artists, creatives, IT and marketing experts to take up the challenge of redefining the museum experience and take their new ideas to market. Come join us!

17-18 March 2016 **Ca' Foscari University Campus, Mestre**

[VIEW MAP](#)

About

On March 17-18, 2016 the Europeana Space Project will host its 4th hackathon in Venice, Italy. We invite everyone to come and push their creative limits and hack the museum experience. 17 and 18 March 2016 Europeana Space's hackathon initiatives will arrive in Venice, organizing an exciting event where you all are invited to join in and challenge yourselves! The hackathon will focus on building new solutions to improve the museum experience, enhancing content, engaging the audience and improving the educational experience.

Who are we looking for?

We are looking for designers, coders, museum experts and lovers, cultural managers, artists, creatives, IT and marketing experts: we are seeking for enthusiastic participants who want to accept the challenge and bring their innovative ideas to the market via Europeana Space's Incubation Support Package. Pre-existing teams and individuals are both welcome to join the hackathon. You might even meet your future business partners at the event.

What are we looking for?

Disruptive solutions to enhance the museums' visitors experience, engage

What?

During the two-day event, hackathon participants will team up and work

Museums hackathon: <http://www.europeana-space.eu/hackathons/museums/>

3.2.2 TV HACKATHON

Amsterdam, 8-10 May 2015.



Winning teams celebrating at the TV hackathon

It was a very successful event, professionally organised by WAAG and NISV. Enthusiastic participation of young creative minds made the hackathon lively and inspiring. The jury selected three winning teams:

- *Bosch* – Add your voice to art with Bosch.
- *Mnemosyne* – Haptic and mathematical, Mnemosyne will make huge collections more manageable, serendipitous and enjoyable for educators, visitors and curators.
- *ART(F)INDER* – Which museum should I go to and does anyone want to come with me?

Their ideas were further developed in a market-oriented perspective during the Business Modelling Workshop in London on 16th June 2015. Out of these three, the Mnemosyne team was selected for incubation and their product will be launched on the market under a new name soon.

Several representatives of the other Pilots attended the Amsterdam event, in order to understand how the next hackathons should be organised. Very valuable lessons learnt in this event informed and will inform the other E-Space hackathons. A professional video of the event was produced, and small interviews with the participants were also recorded and are available in the project TV channel. Outputs include:

- Mini-website, including the video and a selection of photographs:
<http://www.europeana-space.eu/hackathons/>.

- Project blog: <http://www.digitalmeetsculture.net/article/hacking-culture-for-europeana-space-tv-hackathon-successfully-concluded/>.
- Blog post by NISV: <http://www.beeldengeluid.nl/en/blogs/research-amp-development-en/201505/hacking-culture-europeana-space>.
- TV channel where footages from the event are available: <http://www.europeana-space.eu/project/europeana-space-tv-channel/>.

3.2.3 DANCE HACKATHON

Prague, 20-21 November 2015.

CIANT and the other Dance Pilot partners brought together dancers, choreographers, hackers, coders, scientists and artists, forming five teams to explore the creative reuse of Europeana and dance content. The two applications developed in the Pilot were the base for developing new tools and ideas. Again three teams were selected for the Business Modelling Workshop taking place on 15th January 2016.

The winners of the Dance hackathon were:

- *Nous* – who are integrating Brain-Computer Interfaces as a new way for users to explore online collections.
- *SubtleDance* – who explored how motion tracking can become a new way to present artwork through audience participation.
- *In the moment* – mixed motion tracking and 3D game environments to explore cultural heritage in a totally new way.



Hackathonees at the Dance hackathon

Outputs include:

- Mini-website, including the Digital Stage of the Pilot/event with more photos: <http://www.europeana-space.eu/hackathons/dance-hackathon/>.
- Project blog: <http://www.digitalmeetsculture.net/article/dance-hackathon-from-prague-to-london/>.
- Blog post by NISV: <http://www.beeldengeluid.nl/en/blogs/research-amp-development-en/201512/hacking-dancing-body>.
- Facebook page of the event by CIANT, with more photos: <https://www.facebook.com/events/542500459251140/>.

3.2.4 OPEN AND HYBRID PUBLISHING HACKATHON

Athens, 23-24 January 2016.

The final week of January saw a lively and very crowded event. The feedback received by the organizers to the dissemination campaign went well beyond any expectation, with approximately 250 individual participations, which evolved into 40 teams of the highest calibre during the HackTheBook selection and matching process. The criteria for deciding upon the final teams were based on the four challenges described in the open call and on maintaining a diversity of ideas and approaches. After a very difficult judging session of the submitted concept notes, HackTheBook team has decided that 10 teams could proceed to the final hackathon.



HacktheBook at Onassis Cultural Centre

The hackathon itself was full of enthusiasm and creativity including 3D printing, cutting, sewing and other unconventional activities to explore the book as a medium for creativity. Eventually the three winning teams selected by the jury were: @Vivl_io, SinkAFuture and CookLee.

Outputs include:

- Mini-website: <http://www.europeana-space.eu/hackathons/open-hybrid-publishing-hackathon/>.
- The page at SGT website (Greek language): <http://www.sgt.gr/gre/SPG1553/>
- Blogposts and photographs will be published soon.

3.2.5 PLAN FOR NEXT HACKATHONS

The next hackathons are in different stages of organisation but will all take place in the next months.

The Photography hackathon is going to take place in February 2016 and will focus on hacking the massive photographic content available in Europeana, Europeana Space Technical Space and other online repositories to combine it with user-generated content:

<http://www.europeana-space.eu/hackathons/photography/>.

The Museums hackathon is planned for March in Venice and will be preceded by a pre-event. It will focus on how to enhance the museum visitors' experience, engage the audience and boost the educational experience:

<http://www.europeana-space.eu/hackathons/museums/>.

Details of the Games hackathon are still to be finalised, but a title has emerged: Game // Art // Hackathon. Exploration is underway to see if the hackathon can be registered as a fringe event within the London Games festival that takes place in early April 2016.

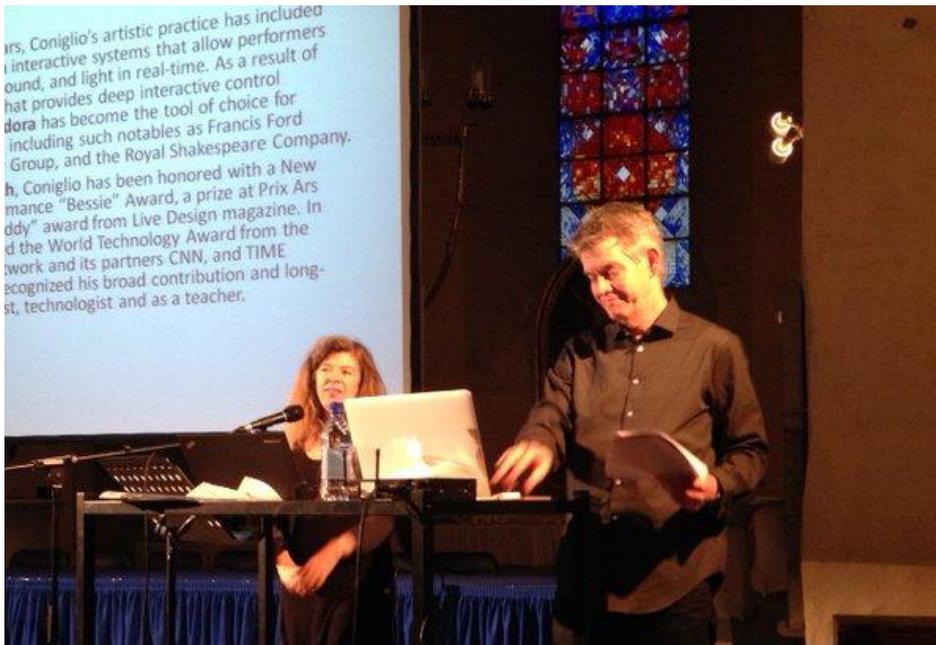
3.3 TALLINN CONFERENCE



Banner advertising the Tallinn conference

The focus of this conference was a critical review of the lessons learned during the project and the experience of the Pilots, in terms of enhancing a growing engagement of creative industry with digital cultural heritage. The presence of relevant speakers from outside the project was particularly valuable for collecting feedback and evaluation of the project progress as well as for receiving new input to build upon.

Mark Coniglio's presentation (Troika Ranch) focused on how **creativity and collaborative practice in the artistic field (but not only there) fuels invention** and offers the possibility to radically transform appropriated materials into something genuinely new. After that, Milena Popova (Europeana Foundation) followed by the projects' and Pilots' representatives discussed **the pros and cons of having a Protected Space** in a round table session, including interaction with the audience. Among the discussions, the latest E-Space outcomes were presented: the **Technical Space** as an interoperable platform for creative reuse of digital cultural heritage and the project's **MOOC** (Massive Open Online Course), which was presented on this occasion for the first time. A final session, chaired by Luigi Perissich (Confindustria Servizi Innovativi e Tecnologici – Italian technology Platform Future of Internet), focused on **creativity as an opportunity of growth in the cultural sector**, including a presentation on the **digital single market strategy** by Silver Tammik (Estonian Ministry of Economic Affairs and Communications) and a final round table discussion of experts, including two members of the Advisory board Ruth MacPartlin and Eva del Rey.



Mark Coniglio and Sarah Whatley

The event was held in the charming Niguliste Church (today, Niguliste Museum) in Tallinn, where a poster session for the project Pilots and a loop presentation of the project's educational demonstrators were also set up. Folders with project materials were distributed to the participants (ca. 120 people from various countries) and a small light reflector disc was produced with the project logo.

Work began with planning between Promoter, COVUNI and EVK during the summer and the dissemination campaign started in July 2015, with the creation of the event's visual identity, web-banners in different sizes, the development of flyers and bookmarks to be widely distributed, and the online presence with a conference webpage, which was filled with content step by step and which still collects presentations of speakers, photos etc.

Synergy with Europeana, a project newsletter and a Twitter and Facebook action completed the online dissemination of the event.



The audience at the conference in the Niguliste Museum with the golden glare of the Rode Altarpiece as backdrop

An additional activity for conference participants was a possible visit to the nearby Museum of Art and Design where the Blinkster App of the Museums Pilot could be tested and evaluated. An online questionnaire was circulated afterwards to collect the users' feedback.

Conference page with biographies and presentations by the speakers, including a Digital Stage collecting photos and tweets related to the event:

<http://tallinconference2015.europeana-space.eu>.

Project blog: <http://www.digitalmeetsculture.net/article/espace-ii-conference/>



The bookmark (front and back)

3.4 BERLIN CONFERENCE

The final conference of the E-Space project is to take place in Berlin on 21st and 22nd November 2016 at the Hamburger Bahnhof – Museum für Gegenwart.

<http://www.smb.museum/en/museums-and-institutions/hamburger-bahnhof/home.html>

This will be an event to showcase the achievements of the project, as well as to demonstrate the sustainable legacy of lessons learned, tools, guides, products and apps that others can utilise for their own creative re-use of content.

4. E-SPACE FOR EDUCATION

4.1 RATIO OF THE E-SPACE FOR EDUCATION MINI-WEBSITE

The main motivation to produce a dedicated web environment for education was to give a single access point to all the E-Space actions. During Year 2, this area in the project has grown in importance. A fifth demonstrator was added by EVK to the four that were foreseen by the DoW; the idea of the MOOC started taking shape; two workshops on the theme were planned (instead of one); and the Pilots focused more on their educational legacy.

In order to collect all these pieces in a single “pot”, the E-Space for Education mini-website was realised and launched in December 2015, and officially presented at the Athens Best Practice for Education workshop. The visual identity is neat and colourful:



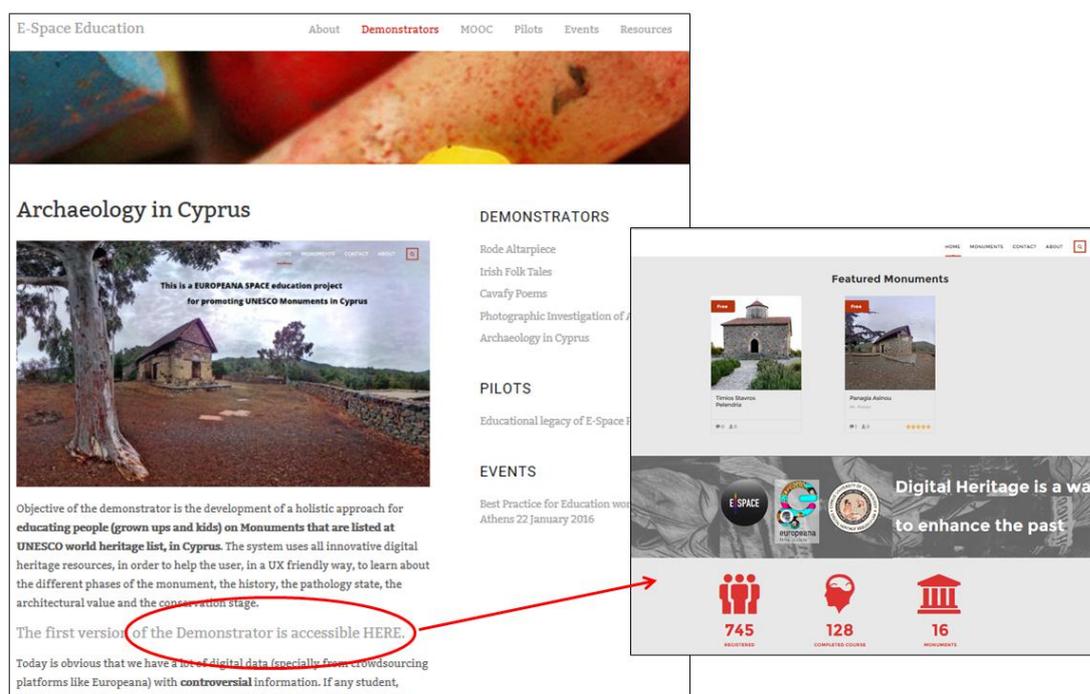
<http://www.europeana-space.eu/education/>.

4.2 CONTENT OF THE MINI-WEBSITE

The mini-website at the moment gives access to:

- a general page (“About”), with description of the project and its aims for education;
- the five demonstrators, each of them with a descriptive page, resources and access to the demonstrator itself (Rode Altarpiece, Photographic investigation of artworks, Irish Folktales, Cavafy poems, and Archaeology in Cyprus);
- the MOOC, which will be accessible from here once completed;
- educational legacy of the Pilots: currently a descriptive page which may grow and change according to the development of the Pilots in the domain of education;
- information about thematic events;
- best practices and external resources, which will contain the outcomes collected with the D5.6 - *Innovative access to content for education*.

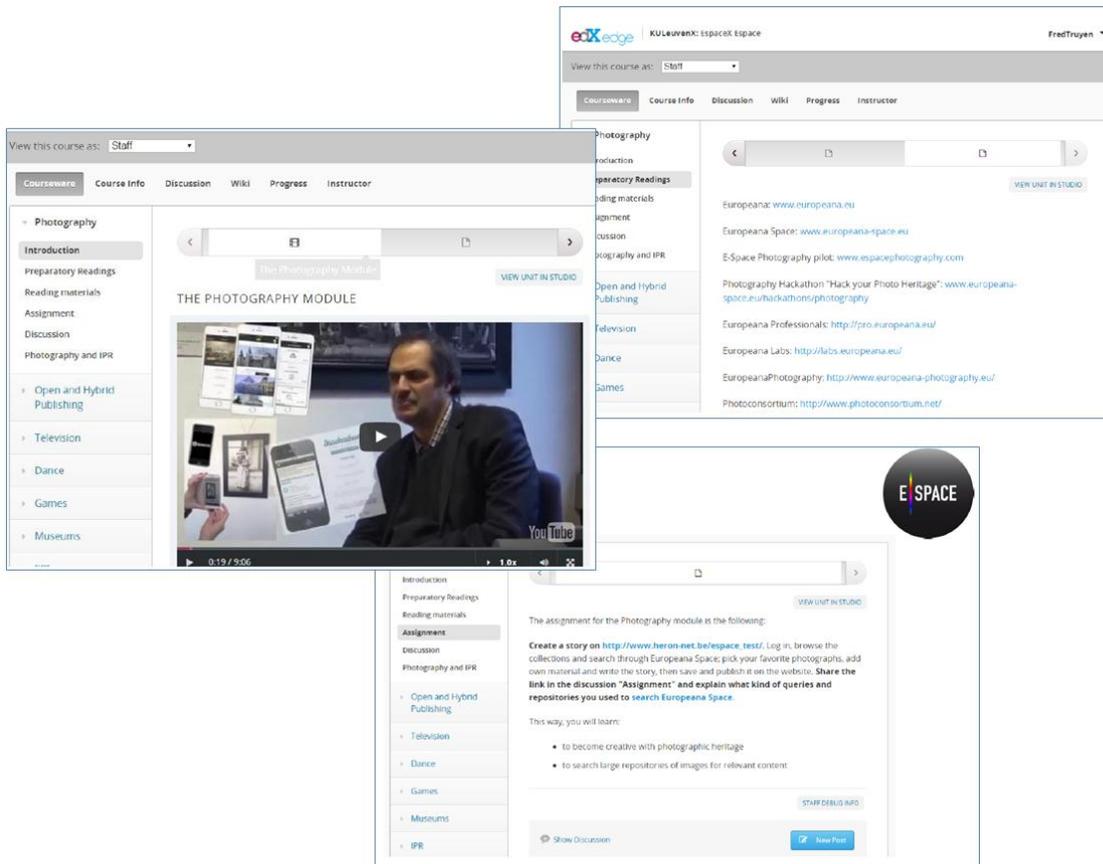
In the course of Year 3 it will be completed and enlarged.



The page of the Demonstrator gives direct access to the demonstrator itself

4.3 MOOC: STATUS AND PLANNING

The E-Space MOOC “Creative with Digital Heritage” is currently under development at KU Leuven. Materials from the project are re-utilised and re-organised in a structured online course where people can learn how to become creative with cultural heritage content. The course is hosted on the edX platform via the KU Leuven account and it will target three stakeholder groups: students and teachers, GLAM and creative industry professionals, and developers. The course will contain resources, videos, and tutorials, and will provide assignments, quizzes and a discussion forum.



Screenshots from the draft Photography module of the MOOC

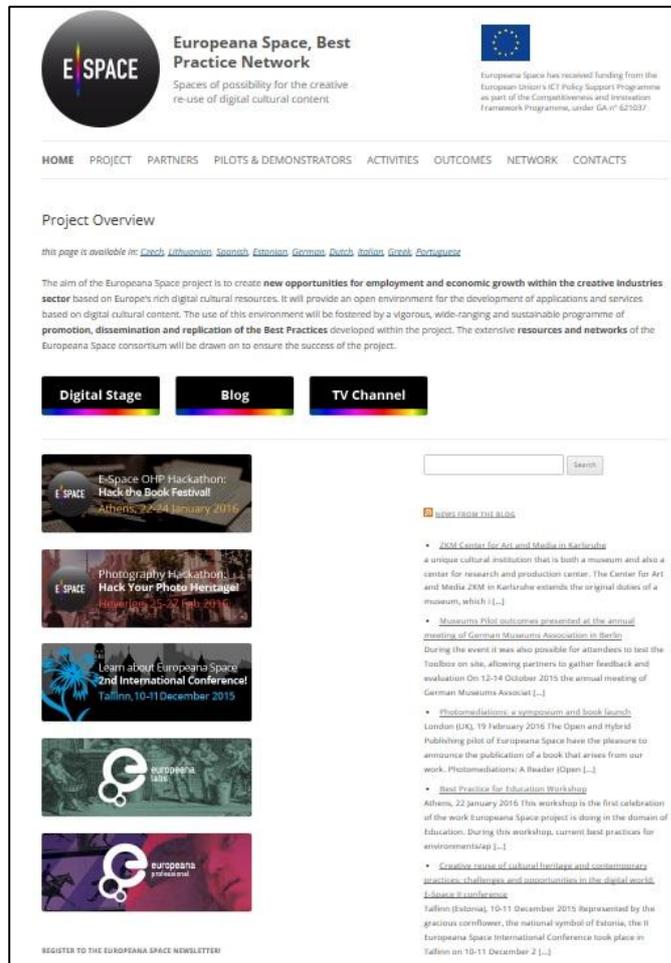
Although the course will be operative in Autumn 2016 (the first semester of academic year 2016/2017), initial dissemination has already started during both the Tallinn conference, the Athens workshop on education and finally through a paper submitted and accepted at the INTED 2016 conference. This is one of the largest international education conferences for lecturers, researchers, technologists and professionals from the educational sector, taking place in Valencia on 7-9 March 2016 (<https://iated.org/inted/>).

5. PROJECT WEBSITE

5.1 A LANDING PAGE AND A STARTING POINT

The project website has been kept updated, and acts both as a landing page for anyone interested in the project and as a starting point for accessing information about the different activities.

Since the beginning of the project, the information generated has grown exponentially and the solution of creating the mini-websites for the hackathons and for the educational activities answers the need to keep the website as systematic as possible. This allows for a fast retrieval of information and minimising the feeling of getting lost in a labyrinth of pages and subpages. The Home Page contains little written information, but the banners and buttons immediately redirect the visitor to current activities and outcomes produced by the project and to the Pilots' web environments. The right hand column showcases the recent project blogs and RSS feed from Europeana.



The screenshot shows the Europeana Space website landing page. At the top left is the 'E SPACE' logo, followed by the text 'Europeana Space, Best Practice Network' and 'Spaces of possibility for the creative re-use of digital cultural content'. To the right is the European Union flag and a small text box stating: 'Europeana Space has received funding from the European Union's ICT Policy Support Programme as part of the Competitiveness and Innovation Framework Programme, under GA n° 621037'.

Below the header is a navigation menu with links: HOME, PROJECT, PARTNERS, PILOTS & DEMONSTRATORS, ACTIVITIES, OUTCOMES, NETWORK, CONTACTS.

The main content area is titled 'Project Overview' and includes a language selector: 'this page is available in: Czech, Italian, Spanish, Estonian, German, Dutch, Italian, Greek, Portuguese'. Below this is a paragraph describing the project's aim: 'The aim of the Europeana Space project is to create new opportunities for employment and economic growth within the creative Industries sector based on Europe's rich digital cultural resources. It will provide an open environment for the development of applications and services based on digital cultural content. The use of this environment will be fostered by a vigorous, wide-ranging and sustainable programme of promotion, dissemination and replication of the Best Practices developed within the project. The extensive resources and networks of the Europeana Space consortium will be drawn on to ensure the success of the project.'

There are three buttons: 'Digital Stage', 'Blog', and 'TV Channel'. Below these are five event banners:

- E-Space OHP Hackathon: Hack the Book Festival! Athens, 2-4 January 2016
- Photography Hackathon: Hack Your Photo Heritage! Basel, 19-21 Feb 2016
- Learn about Europeana Space 2nd International Conference! Tallinn, 10-11 December 2015
- EUROPEANA SPACE
- EUROPEANA SPACE

On the right side, there is a search bar and a 'View page first block' button. Below that is a list of recent blog posts:

- ZKM Center for Art and Media in Karlsruhe**: a unique cultural institution that is both a museum and also a center for research and production center. The Center for Art and Media ZKM in Karlsruhe extends the original duties of a museum, which [...]
- Museums Pilot outcomes presented at the annual meeting of German Museums Association in Berlin**: During the event it was also possible for attendees to test the Toolbox on site, allowing partners to gather feedback and evaluation On 12-14 October 2015 the annual meeting of German Museums Association [...]
- Photomediations: a symposium and book launch**: London (UK), 19 February 2016 The Open and hybrid Publishing pilot of Europeana Space have the pleasure to announce the publication of a book that arises from our work. Photomediations: A Reader [...]
- Best Practice for Education Workshop**: Athens, 22 January 2016 This workshop is the first collaboration of the work Europeana Space project is doing in the domain of Education. During this workshop, current best practices for environmentcap [...]
- Creative reuse of cultural heritage and contemporary practices: challenges and opportunities in the digital world - E-Space II conference**: Tallinn (Estonia), 10-11 December 2015 Represented by the gracious coriiflower, the national symbol of Estonia, the II Europeana Space International Conference took place in Tallinn on 10-11 December 2 [...]

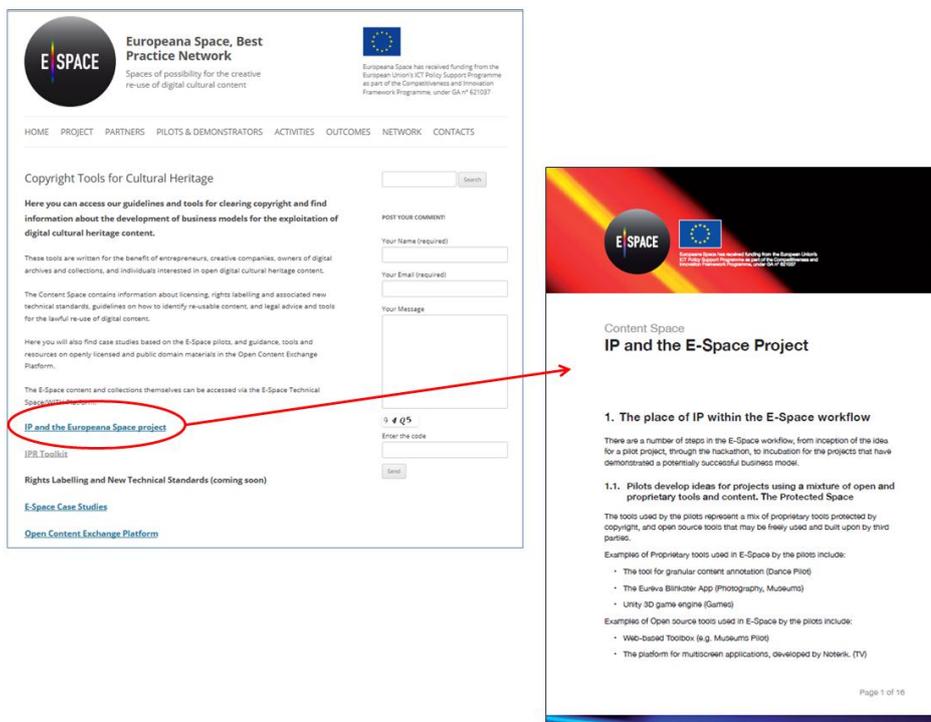
At the bottom left, there is a 'REGISTER TO THE EUROPEANA SPACE NEWSLETTER' link.

www.europeana-space.eu

5.2 THE CONTENT SPACE AND THE OPEN CONTENT EXCHANGE PLATFORM

IPR work package 3 partners have produced a wealth of materials. In order to rationalise the information and make it more accessible, a series of “factsheets” were produced based on the deliverables and organised in subsections, constituting the documentary support content and resources of the Content Space:

- introduction document “IP and the Europeana Space project”;
- IPR toolkit: currently 15 documents, also downloadable as a zip file;
- case studies based on the Pilots: currently the TV study is available, the others are under development;
- Rights Labelling and New Technical Standards: not active yet, coming soon.

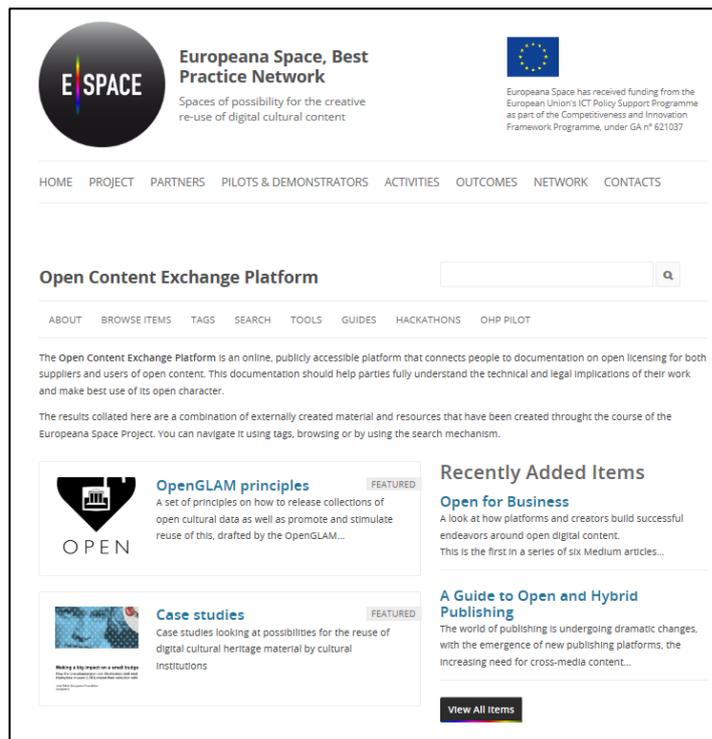


The image shows two screenshots from the Europeana Space website. The left screenshot is a page titled 'Copyright Tools for Cultural Heritage' with a search bar and a 'POST YOUR COMMENT' form. A red circle highlights the link 'IP and the Europeana Space project' in the 'IPR Toolkit' section. The right screenshot is a document page titled 'Content Space IP and the E-Space Project' with a red arrow pointing from the circled link to the document title. The document content includes a section '1. The place of IP within the E-Space workflow' and a sub-section '1.1. Pilots develop ideas for projects using a mixture of open and proprietary tools and content. The Protected Space'.

The index of the Content Space and an example of the downloadable document

All materials in the Content Space are licensed under a Creative Commons Attribution 4.0 license. This means the documents can be reused for any purpose, built upon and adapted – even for commercial purposes – as long as authors are properly acknowledged.

The Content Space also gives access to the Open Content Exchange Platform, a mini-website realised by subcontractor Open Knowledge that is fully dedicated to enhance the re-use of open content. Further details about it are described in D3.2/4 – *Final Report on Legal Aspects and the Content Space*.



The Open Content Exchange Platform mini-website

5.3 ONGOING WORK

The next major updates of the website during Year 3 will include:

- giving access to the E-Space Technical Space, which already exists and works (in fact it was already used in the Dance hackathon and presented at the Tallinn conference) but to be fine-tuned for public release;
- enriching the Innovation Space with more details on the incubation process and information on the incubated projects;
- giving access to all the Pilots' outcomes;
- expanding the Education mini-website (in particular with access to all the Demonstrators and to the MOOC);
- advertising the final conference (November 2016 in Berlin).

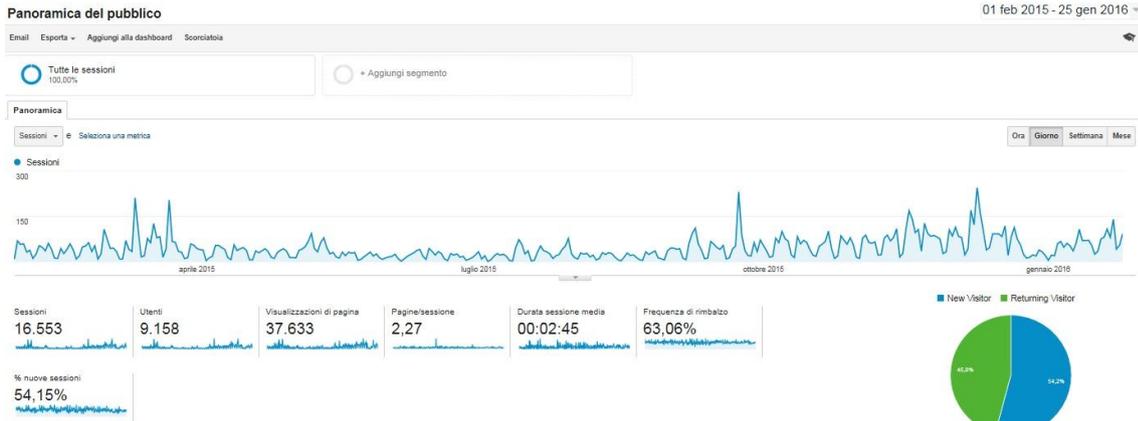
All other section of the website will also be kept updated.

5.4 PERFORMANCE OF THE WEBSITE

During Year 2 (period 1 February 2015 – 26 January 2016) the statistics from Google Analytics show a good performance, with over 9.100 users, 46% of them who are returning visitors. The average time of visit is nearly 3 minutes and average number of pages visited by users is 2,27. The overall total of pages visited is nearly 38.000.

It is notable that the bouncing frequency is 63%. The bouncing frequency indicates the % of visits to a single page (i.e. the visitor enters the website in a certain page and then leaves the website without checking other pages).

Combining this data with the knowledge of having widely disseminated single pages of the website (rather than indiscriminately linking the Home Page address), we can deduce that the visitor landing to a specific page of the project website finds the complete information he/she needs on a certain topic and doesn't feel the need of surfing further on the project website. This could also be a testimony that the differentiated communication approach towards segmented audience was effective. On the other hand, this interpretation may suggest the need for a more integrated and appealing project dissemination that would encourage website visitors who land in a specific page to be curious to discover more on the other aspects/activities of the project.



As for visitors provenance, the top countries are Italy, Greece and UK, but it is particularly interesting the presence of United States at the 8th place.

Paese	Sessioni	% Sessioni
1. Italy	2.436	14,72%
2. Greece	2.221	13,42%
3. United Kingdom	1.947	11,76%
4. Germany	1.475	8,91%
5. Netherlands	1.201	7,26%
6. Belgium	919	5,55%
7. Estonia	772	4,66%
8. United States	674	4,07%
9. Spain	403	2,43%
10. Lithuania	382	2,31%

5.5 SOCIAL MEDIA

5.5.1 TWITTER

Originally, the project did not set up a specific Twitter account and partners were asked to use their own Twitter account to re-tweet news about the project and related themes with the project hashtag #EuropeanaSpace and with some other Pilot-specific hashtags: #ESpaceDance, #photomediations, #EuropeanaTV, #ESpaceMuseums. All these hashtags converge in the Digital Stage of the project (a tool made available by partner IN2 to collect social media interactions connected to specific accounts and hashtags).

In November 2014, following the suggestion of some project partners and because of upgraded communication needs, a Twitter account was opened for the project, managed by Promoter with the collaboration of NISV. The account currently has over 260 followers.



Twitter channel: <https://twitter.com/@EuropeananaSpace>.

The hackathons were disseminated via Twitter, particularly the Open and Hybrid Publishing hackathon was widely shared with the hashtag #HacktheBook. According to Tweetreach, this hashtag in the period 24-26 January reached 53.567 accounts.



Tweetreach.com report for #HacktheBook

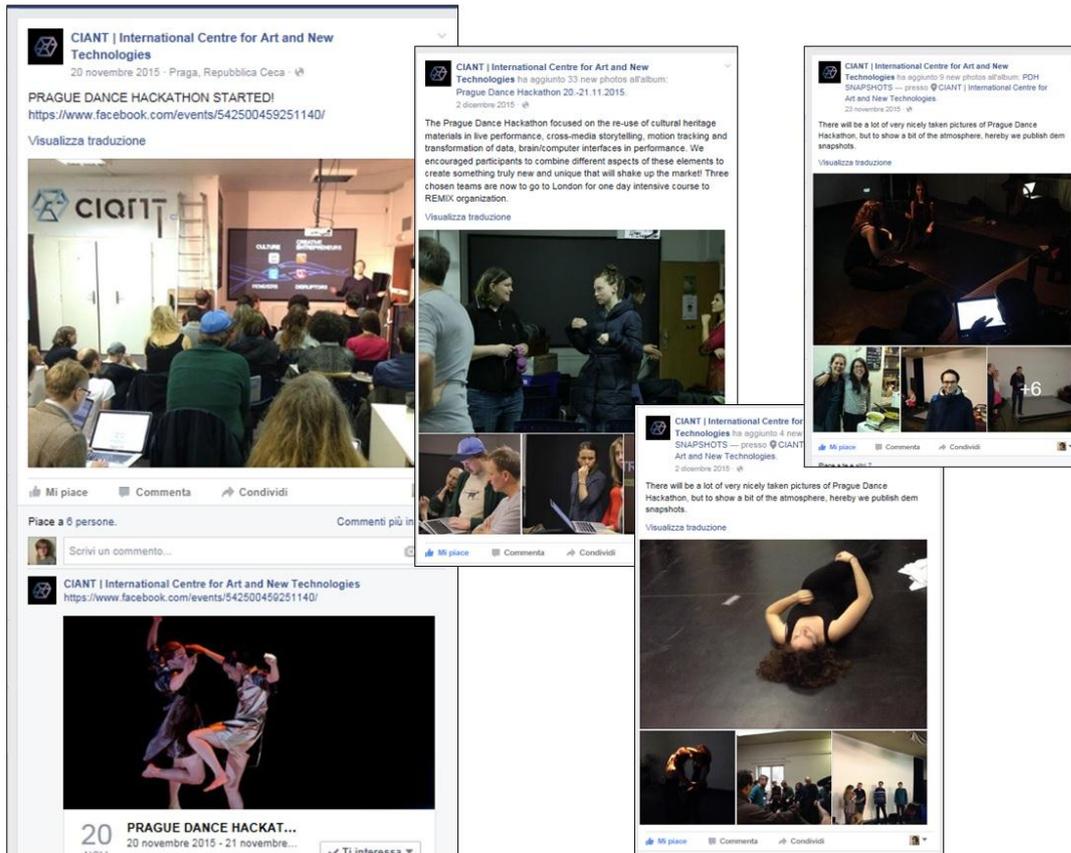
Digital Stage of the project: <http://www.europeana-space.eu/project-overview/europeana-space-digital-stage/>.

5.5.2 FACEBOOK

As a reflection of the consortium, the need for a project Facebook page isn't felt, because the project media partner digitalmeetsculture.net can use its Facebook page to publish news related to the project. That page has about 1.200 followers.

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

As with other social media, partners are encouraged to post project-related news on their own Facebook pages. On the occasion of the Dance hackathon, the task leader CIANT extensively used its Facebook page for advertising, also creating a Facebook event as indicated above (sect. 3.2.3).



A collage of Facebook posts for the Dance hackathon

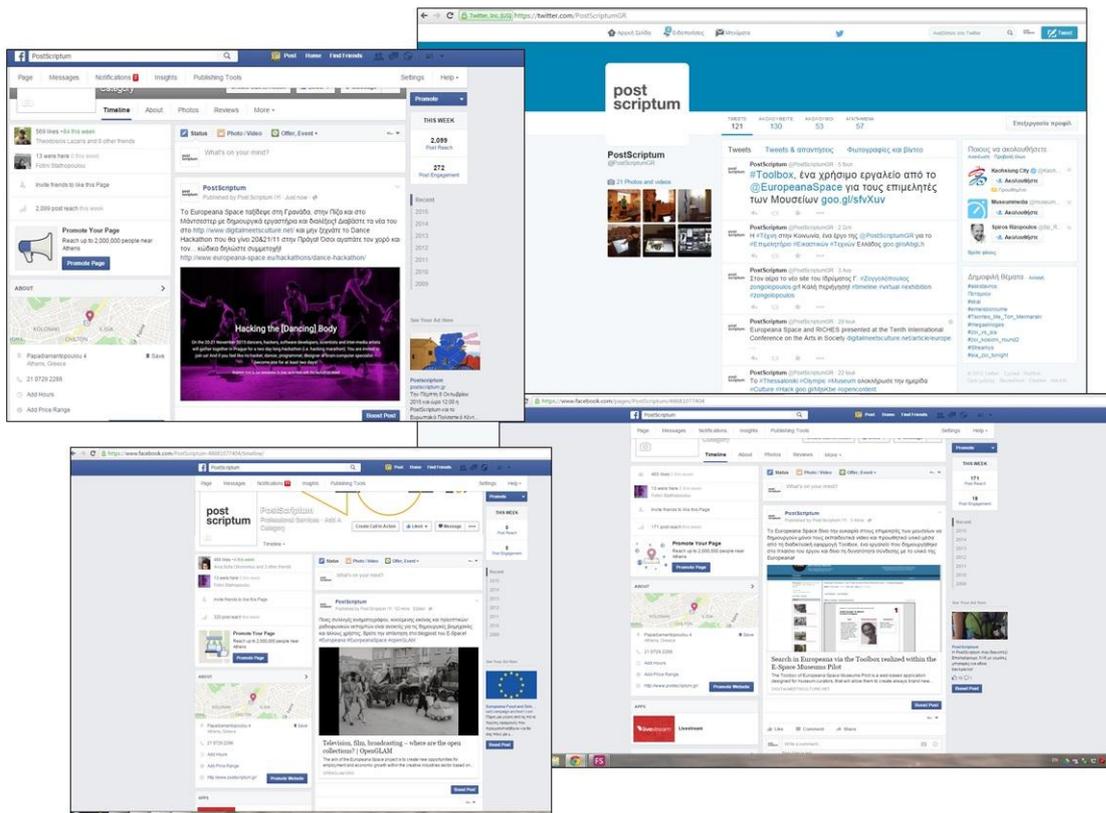
Other partners contributed to the dissemination action on Facebook as for example:

FST Facebook page:

<https://www.facebook.com/fondazione sistematoscana/photos/a.517859428253903.113533.11059028933947/925308334175675/?type=1&theater>.

PostScriptum:

https://www.facebook.com/permalink.php?story_fbid=10152707627877405&id=48681077404. PostScriptum also did a strong action of dissemination on social media (Twitter and Facebook) in Greek language



Dissemination action in Greek language on social media

5.6 E-NEWSLETTERS

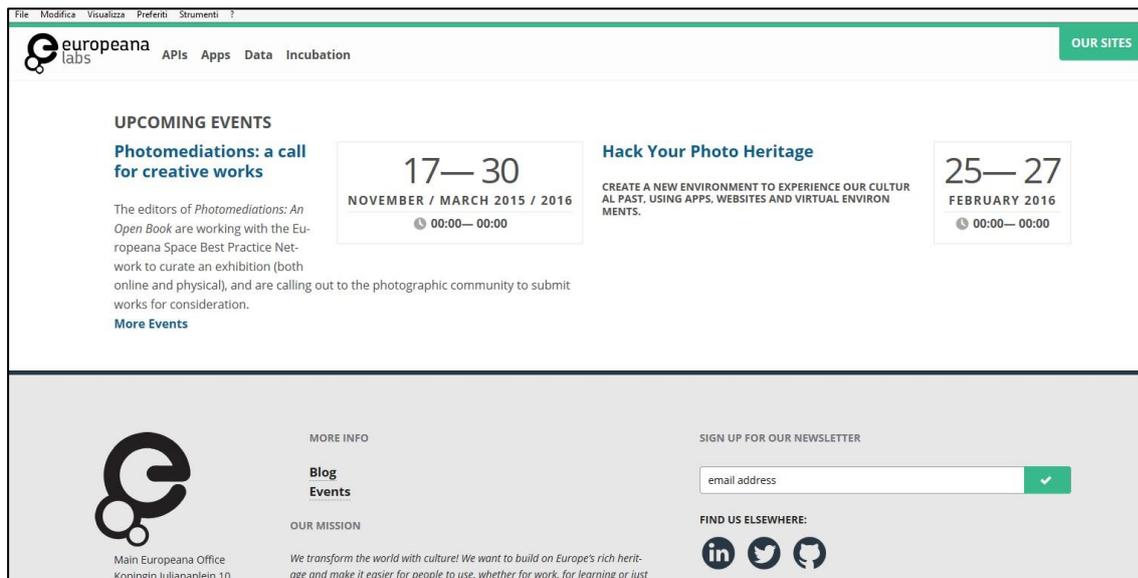
E-Newsletters have been sent to project stakeholders who expressed interest in the project to advertise the major project events:

- **E-Space news: Technical Workshop, Brussels 23 March 2015** (March 2015);
- **E-Space news: 2nd International Conference** (November 2015).

The newsletters are also available for download at the portal in the “Press room” area.

The project was mentioned in the digitalmeetsculture.net periodic newsletter about the Granada conference Digital Heritage 2015: **A joint panel of leading European projects hosted by Digital Heritage 2015. Welcome to Granada! (September 2015).**

The collaboration with Europeana was maintained and E-Space events were advertised in the Europeana newsletter, on the events section of the Europeana Pro blog and on the events section of Europeana Labs.



Screenshot of Europeana Labs website

Also, PACKED included a report on the preparation meeting of the Photography hackathon in Leuven held on 21/04/2015, in their digital monthly newsletter of April 2015 (in Dutch): <http://packed.fb.email.addemar.com/c99/e91658/hf8831/t0/s0/index.html>.

The Open and Hybrid Publishing Pilot utilised various mailing lists to disseminate the Pilot's press release during the launch of the *Photomediation: An Open Book*. These included:

- MeCCSa (Media and Cultural Studies Association);
- Cultural Studies;
- Association for Cultural Studies;
- Association for Photography in Higher Education;
- Association of Internet Researchers;
- Society for Science, Literature and the Arts;
- SPECTRE list for media culture in Deep Europe.

5.7 DIGITALMEETSCULTURE.NET: OFFICIAL MEDIA PARTNER

Press releases, news about the project activities and other news of interest related to the themes of Europeana Space are published on the project blog that is hosted by media partner Digitalmeetsculture.net. A feed RSS from the project blog appears also in the project website Home Page.

The editorial team at Promoter is producing most of the blogs, but many partners provide relevant articles that are published under their name.

59 Articles about Europeana Space:

- <http://www.digitalmeetsculture.net/article/best-practice-for-education-workshop/>
- <http://www.digitalmeetsculture.net/article/espace-ii-conference/>
- <http://www.digitalmeetsculture.net/article/dance-hackathon-from-prague-to-london/>
- <http://www.digitalmeetsculture.net/article/panel-at-dish-2015/>
- <http://www.digitalmeetsculture.net/article/photographic-memories-workshop-in-leuven/>
- <http://www.digitalmeetsculture.net/article/e-space-and-tv-pilot-at-dish2015/>
- <http://www.digitalmeetsculture.net/article/spk-testing-blinkster-app-for-e-space-museums-pilot/>
- <http://www.digitalmeetsculture.net/article/e-space-at-evaminerva-2015/>
- <http://www.digitalmeetsculture.net/article/photomediations-a-call-for-creative-works-deadline-30-march-2016/>
- <http://www.digitalmeetsculture.net/article/e-space-dance-pilot-testing-sessions-in-athens/>
- <http://www.digitalmeetsculture.net/article/e-space-at-symposium-intangible-cultural-heritage-and-innovation/>
- <http://www.digitalmeetsculture.net/article/e-space-at-symposium-intangible-cultural-heritage-and-innovation/>
- <http://www.digitalmeetsculture.net/article/photography-pilot-at-kunst-in-eigen-huis/>
- <http://www.digitalmeetsculture.net/article/e-space-at-soima-2015-conference/>
- <http://www.digitalmeetsculture.net/article/making-of-photomediations-an-open-book/>
- <http://www.digitalmeetsculture.net/article/e-space-invited-in-cre-am-networking-session-at-ict-lisbon-2015/>
- <http://www.digitalmeetsculture.net/article/presented-at-dcdc2015-manchester-12-14-october-2015/>
- <http://www.digitalmeetsculture.net/article/museums-pilot-at-the-edv-tage-in-theuern-bavaria-germany/>
- <http://www.digitalmeetsculture.net/article/e-space-manchester-dcdc15-conference/>
- <http://www.digitalmeetsculture.net/article/e-space-creative-marketing-workshop-event-in-pisa/>
- <http://www.digitalmeetsculture.net/article/ipr-good-or-bad-for-creativity-in-the-digital-world/>
- <http://www.digitalmeetsculture.net/article/hacking-the-dancing-body/>
- <http://www.digitalmeetsculture.net/article/e-space-creative-marketing-workshop-innovation-for-cultural-heritage/>
- <http://www.digitalmeetsculture.net/article/from-digitisation-to-preservation-creative-re-use-of-cultural-content-and-citizen-participation/>
- <http://www.digitalmeetsculture.net/article/search-in-europeana-via-the-toolbox/>
- <http://www.digitalmeetsculture.net/article/announcing-the-winners-business-modeling-workshop-of-europeana-space/>
- <http://www.digitalmeetsculture.net/article/innovate-your-photographic-heritage-and-your-future-business/>
- <http://www.digitalmeetsculture.net/article/e-space-presenting-the-content-space-and-the-open-content-exchange-platform/>

- <http://www.digitalmeetsculture.net/article/europeana-space-mooc/>
- <http://www.digitalmeetsculture.net/article/museums-pilot-blinkster-mobile-app-in-preparation/>
- <http://www.digitalmeetsculture.net/article/europeana-space-and-riches-presented-at-the-tenth-international-conference-on-the-arts-in-society/>
- <http://www.digitalmeetsculture.net/article/partner-spk-dissemination-activities/>
- <http://www.digitalmeetsculture.net/article/july-2015/>
- <http://www.digitalmeetsculture.net/article/e-space-digital-infrastructure-and-value-production-in-culture/>
- <http://www.digitalmeetsculture.net/article/photomediations-an-open-book-on-tour/>
- <http://www.digitalmeetsculture.net/article/joint-eiugiiug-conference-european-and-irish-innovative-users-group/>
- <http://www.digitalmeetsculture.net/article/first-business-modeling-workshop-of-europeana-space/>
- <http://www.digitalmeetsculture.net/article/europeana-space-creative-culture-jam/>
- <http://www.digitalmeetsculture.net/article/cutpaste-dance-advocacy-in-the-age-of-austerity-conference-in-athens/>
- <http://www.digitalmeetsculture.net/article/europeanatv-pilot-succesfully-promoted-at-tvx2015-conference-in-brussels/>
- <http://www.digitalmeetsculture.net/article/e-space-dance-pilot-in-portugal/>
- <http://www.digitalmeetsculture.net/article/e-space-technical-infrastructure-taking-shape/>
- <http://www.digitalmeetsculture.net/article/nalis-forum-2015-successfully-concluded/>
- <http://www.digitalmeetsculture.net/article/hacking-culture-for-europeana-space-tv-hackathon-successfully-concluded/>
- <http://www.digitalmeetsculture.net/article/hacking-culture-bootcamp-upcoming/>
- <http://www.digitalmeetsculture.net/article/sofia-bulgaria-nalis-forum-2015/>
- <http://www.digitalmeetsculture.net/article/e-space-liases-with-europeana-creative-for-the-culture-jam-final-conference/>
- <http://www.digitalmeetsculture.net/article/photography-pilot-of-e-space-getting-ready-for-the-hackathon/>
- <http://www.digitalmeetsculture.net/article/meet-the-team-pre-event-for-the-europeanatv-hackathon/>
- <http://www.digitalmeetsculture.net/article/europeana-space-and-cre-am/>
- <http://www.digitalmeetsculture.net/article/e-space-develops-a-cutting-edge-technical-framework/>
- <http://www.digitalmeetsculture.net/article/photomediations-an-open-book/>
- <http://www.digitalmeetsculture.net/article/tv-pilot-meets-museums-pilot-cooperation-and-link-between-two-e-space-pilots/>
- <http://www.digitalmeetsculture.net/article/e-space-technical-workshop/>
- <http://www.digitalmeetsculture.net/article/smart-tv-apps-at-europeana-space-workshop/>
- <http://www.digitalmeetsculture.net/article/europeana-space-ipr-workshop/>
- <http://www.digitalmeetsculture.net/article/e-space-disseminated-europeana-photography-final-conference/>
- <http://www.digitalmeetsculture.net/article/europeana-tv-pilot-testing-the-berlin-wall-application-for-smart-tv/>

- <http://www.digitalmeetsculture.net/article/e-space-at-ecult-skills-event-22-september-2015-in-athens/>

49 Articles relevant for the project and published in the project's blog:

- <http://www.digitalmeetsculture.net/article/sharing-local-cultural-heritage-online-with-locloud-services-locloud-final-conference/>
- <http://www.digitalmeetsculture.net/article/full-time-early-stage-researcher-esr-wanted-in-the-field-of-of-2d3d4d-cultural-assets/>
- <http://www.digitalmeetsculture.net/article/riches-and-civic-epistemologies-present-the-berlin-charter/>
- <http://www.digitalmeetsculture.net/article/faces4heritage/>
- <http://www.digitalmeetsculture.net/article/euscreen-conference-content-in-motion-curating-europes-audiovisual-heritage/>
- <http://www.digitalmeetsculture.net/article/icom-cc-photographic-materials-working-group-call-for-papers/>
- <http://www.digitalmeetsculture.net/article/important-riches-days-in-berlin/>
- <http://www.digitalmeetsculture.net/article/euromed-2016-call-for-papers-open-until-2-may-2016/>
- <http://www.digitalmeetsculture.net/article/4d-ch-world-marie-curie-iapp-programme-seeking-for-candidates-deadline-16th-november-2015/>
- <http://www.digitalmeetsculture.net/article/riches-workshop-session-in-berlin-community-led-redesign-of-cultural-heritage/>
- <http://www.digitalmeetsculture.net/article/europeana-food-and-drink-open-innovation-challenge-2d-3d-product-design/>
- <http://www.digitalmeetsculture.net/article/museumnext-dublin-conference-call-for-papers-speakers-is-open/>
- <http://www.digitalmeetsculture.net/article/digital-heritage-and-innovation-engagement-and-identity-civic-epistemologies-final-conference/>
- <http://www.digitalmeetsculture.net/article/dish-2015-approaching/>
- <http://www.digitalmeetsculture.net/article/lifestyle-and-time-use-for-a-forward-looking-europe/>
- <http://www.digitalmeetsculture.net/article/hack-the-audience-event-was-a-success/>
- <http://www.digitalmeetsculture.net/article/presenting-the-theatrical-past-interplays-of-artefacts-discourses-and-practices/>
- <http://www.digitalmeetsculture.net/article/digital-strategies-for-heritage-2015/>
- <http://www.digitalmeetsculture.net/article/europeana-network-association-agm-2015/>
- <http://www.digitalmeetsculture.net/article/dish2015-only-one-week-left-to-submit-your-proposal/>
- <http://www.digitalmeetsculture.net/article/soima-2015-unlocking-sound-and-image-heritage-2/>
- <http://www.digitalmeetsculture.net/article/a-hub-to-bring-together-creativity-and-production/>
- <http://www.digitalmeetsculture.net/article/uprise-festival-2015-get-ready-to-start-up/>
- <http://www.digitalmeetsculture.net/article/culturetech-northern-irelands-innovation-festival/>

- <http://www.digitalmeetsculture.net/article/emerge-networking-on-tour-coventry-makerspace/>
- <http://www.digitalmeetsculture.net/article/riches-policy-brief-on-ipr-just-released/>
- <http://www.digitalmeetsculture.net/article/creating-value-from-open-cultural-data/>
- <http://www.digitalmeetsculture.net/article/muda-is-the-museum-of-digital-artstay-tuned/>
- <http://www.digitalmeetsculture.net/article/cute-2015-masterclass-series-on-culture-and-technology/>
- <http://www.digitalmeetsculture.net/article/urban-landscape-photography-and-copyright/>
- <http://www.digitalmeetsculture.net/article/ace-creative-accelerating-creative-business/>
- <http://www.digitalmeetsculture.net/article/gamelab-games-and-intercative-entertainment-conference/>
- <http://www.digitalmeetsculture.net/article/europeana-business-plan-2015-make-the-beautiful-thing/>
- <http://www.digitalmeetsculture.net/article/vacancies-at-c-dare-apply-within-30-june-2015/>
- <http://www.digitalmeetsculture.net/article/radical-open-access-conference/>
- <http://www.digitalmeetsculture.net/article/centric-2015-calls-for-papers/>
- <http://www.digitalmeetsculture.net/article/africas-education-techies-hackaton-for-social-good/>
- <http://www.digitalmeetsculture.net/article/europeana-food-and-drink-has-launched-its-second-challenge/>
- <http://www.digitalmeetsculture.net/article/mining-the-humanities-technologies-and-applications/>
- <http://www.digitalmeetsculture.net/article/europeana-creative-culture-jam/>
- <http://www.digitalmeetsculture.net/article/riga-summit-2015-on-the-multilingual-digital-single-market/>
- <http://www.digitalmeetsculture.net/article/entering-the-interface-in-dox-24-4/>
- <http://www.digitalmeetsculture.net/article/addict-ed-to-creative-and-cultural-industries/>
- <http://www.digitalmeetsculture.net/article/getting-cultural-heritage-to-work-for-europe/>
- <http://www.digitalmeetsculture.net/article/cultural-heritage-and-open-data-a-possible-key/>
- <http://www.digitalmeetsculture.net/article/project-mosul-protecting-iraqs-cultural-heritage/>
- <http://www.digitalmeetsculture.net/article/personalized-access-to-cultural-heritage-patch-2015-iui-conference/>
- <http://www.digitalmeetsculture.net/article/smpte-forum-2015-entertainment-technology-in-the-internet-age/>
- <http://www.digitalmeetsculture.net/article/digital-echoes-symposium-2015-intangible-and-performance-based-cultural-heritage/>

Next to that, partners are always encouraged to produce and publish blog posts on their websites, also in their mother tongue. Below a selection of the most relevant actions follows.

Articles appeared in Open Knowledge blog and in the Open Content Exchange Platform (cfr. sect. 5.2):

- <http://openglam.org/2015/03/09/espace-ipr-workshop-spaces-of-possibility-for-the-creative-re-use-of-digital-cultural-content/>
- <http://openglam.org/2015/03/19/project-mosul-protecting-iraqs-cultural-heritage/>
- <http://openglam.org/2015/04/10/europeana-space-technical-workshop/>
- <http://openglam.org/2015/05/11/photomediations-an-open-book/>
- <http://openglam.org/2015/06/11/openglam-open-collections/>
- <http://openglam.org/2015/07/22/lgam-storytelling-application-irish-folktales-poetry/>
- <http://openglam.org/2015/07/29/presenting-the-open-content-exchange-platform/>
- <http://openglam.org/2015/09/10/television-film-broadcasting-where-are-the-open-collections/>
- <http://openglam.org/2015/09/16/what-could-be-the-future-of-open-video-collections/>
- <http://openglam.org/2015/11/10/hack-the-book-festival/>
- <http://openglam.org/2015/12/22/espace-creative-reuse-of-cultural-heritage-and-contemporary-practices-challenges-and-opportunities-in-the-digital-world/>
- <http://openglam.org/2016/01/07/e-space-photography-pilot-citizens-love-to-share-their-memories/>

Furthermore, articles appeared by FST on FST website and other related media (Pinterest and Google+):

- <http://www.fondazionesistematoscana.it/news/europeana-space-lancia-il-technical-workshop>
- <http://www.fondazionesistematoscana.it/laboratorio-europeana-spazio-creative-marketing-a-pisa-il-9-ottobre/>
- <http://www.invasionidigitali.it/it/blog/digital-culture-social-media-and-innovation-cultural-heritage>
- <https://www.linkedin.com/pulse/digital-culture-social-media-innovation-cultural-pisa-lombardo?trk=prof-post>
- <https://www.facebook.com/invasionidigitali/posts/758941214234706>
- <https://www.facebook.com/invasionidigitali/posts/752147954914032>
- <https://www.facebook.com/invasionidigitali/posts/747457382049756>
- <https://www.facebook.com/invasionidigitali/posts/719639911498170>
- <https://www.pinterest.com/pin/301741243763282296/>
- <https://plus.google.com/u/0/b/116239046532940587320/116239046532940587320/posts/EEmdvKHNLZ1>
- <https://plus.google.com/u/0/b/116239046532940587320/116239046532940587320/posts/4QXAXbT4Nxy>

For the Open and Hybrid Publishing Pilot:

- <http://www.gold.ac.uk/news/homepage-news/weareallphotographersnowhowphotographyhaschangedthewayweliveinthedigitalage.php>

- <http://disruptivemedia.org.uk/announcing-the-launch-of-photomediations-an-open-book/>
- <http://photomediationsmachine.net/2015/05/22/photomediations-an-open-book/>
- *Photomediations: An Open Book* featured on '11 books to read this summer' on the Goldsmiths website: <http://www.gold.ac.uk/news/homepage-news/thisisgoldsmiths11bookstoreadthissummer.php>
- The Open and Hybrid Publishing Pilot and *Photomediations: An Open Book* discussed at length in the article 'Problematizing Digital Research Evaluation using DOIs in Practice-Based Arts, Humanities and Social Science Research' by Muriel Swijghuisen Reigersberg published in *F1000Research: Open for Science*, 7 July 2015: <http://f1000research.com/articles/4-193/v1?src=rss>
- Introduction to *Photomediations: An Open Book* has been translated into Italian and published on a blog by Carlo Columba, Professor of Electronics and Telecommunications, expert in e-learning and educational technology: <http://www.columba.it/photomediations-open-book-lintroduzione/>

By COVUNI:

- <http://blogs.coventry.ac.uk/researchblog/intangible-and-performance-based-cultural-heritage/>
- <http://www.coventry.ac.uk/research/research-directories/research-events/2015/digital-echoes-symposium-2015/>
- <http://www.heritageportal.eu/News-Events/Latest-News/Digital-Echoes-Symposium-2015-Intangible-and-Performance-based-Cultural-Heritage.16440.shortcut.html>
- <http://blogs.coventry.ac.uk/researchblog/europeana-space-ipr/>

by NISV:

- <http://www.beeldengeluid.nl/en/blogs/research-amp-development-en/201512/hacking-dancing-body>
- <http://labs.europeana.eu/blog/hack-the-dancing-body>

by SPK:

interview in the regional newspaper "Berliner Morgenpost". The director of the Museum Europäischer Kulturen, Elisabeth Tietmeyer, mentioned the Blinkster app in an interview about the museum and its future. Of course it is in German, but she said: "We participate in a European project, in which a Museum App is being developed. This can be downloaded on the Smartphone. When you take a picture of selected objects in the exhibition, you will get diverse stories. This attracts younger visitors."

<http://www.morgenpost.de/kultur/article206841311/ESC-ist-heutiges-immaterielles-Kulturerbe.html>

6. OTHER DISSEMINATION ACTIVITIES AND EVENTS

6.1 PROJECT GENERAL ASSEMBLYS AND REVIEW

Two General Assembly meetings took place in Year 2:

- in Coventry on 3-4 March, associated with the IPR workshop, at Coventry University;
- in Tallinn on 9-10 December, preceding the Conference, at the National Library of Estonia.

Minutes of these meetings are available in the project's repository (reserved area of the Europeana Space website, accessible by the partners).

The next General Assembly meeting is scheduled for May in Brussels, combined with a second workshop on education and a special business modelling workshop dedicated to the Pilots.

The review meeting for Year 1 took place in Brussels on the 30th April 2015 and the next one for the Year 2 is scheduled on 29th April 2016.

6.2 WP-SPECIFIC, PILOT-SPECIFIC & TASK-SPECIFIC MEETINGS

During the period, partners organised internal meetings to discuss specific themes, the progress of tasks, and/or the progress of WPs. These were organised virtually with online discussions and also physically when needed.

Regular monthly Skype calls take place for the Project Management Board, for WP3, WP4 and WP5; while other groups (WP3 collaborating with Europeana, hackathon organisation, conference/event committees, educational demonstrators, Pilots individually etc.) speak periodically, based on the need.

In addition, physical meetings took place, especially among partners close by (e.g. NISV and WAAG, WAAG and KU Leuven, KU Leuven with Packed and iMinds, Promoter and FST, Coventry and Goldsmiths, the German partners, the Greek partners etc.).

Major gatherings with impact on the whole project were:

Technical meeting in Florence (May 2015) to deepen the discussion on the Technical Space after the workshop in Brussels, organised by FST. Developers from NTUA discussed details of the Technical Space backend (WITH) with representatives of the Pilots.

MOOC meeting in Leuven (July 2015) to kick off the MOOC task. In this meeting, raw ideas for the MOOC were discussed and refined into requirements and an initial plan of action.

Also, **two Business Modelling Workshops** took place in London following the two hackathons in 2015: on 16th June 2015 (TV hackathon, see above sect 3.2.2 and 15th January 2016 (Dance hackathon). These were organised and led by Remix with the participation of NISV, UNEXE and COVUNI.

6.3 EVALUATION AND DISSEMINATION ACTIVITY OF THE PILOTS

Most of the Pilots decided to organise evaluation meetings to collect feedback on the development of their prototypes. These meetings were aimed for the user communities of each developed application and were organised autonomously by the Pilots where and how appropriate. Also dissemination and networking action was provided in particular for the Toolbox.

Details on the specific activities and their outcomes and impact on the development of each Pilot are provided in the relevant Pilots' deliverables D4.4-9. Examples of these kinds of meetings, which also feature a strong dissemination aspect for the Pilots are:



Museums

User testing was conducted with participants from the working group “Multimedia” during the “Berliner Herbsttreffen zur Museumsdokumentation” (Annual Berlin Autumn meeting – museums documentation, 12-14th October 2015) and with MEK and IFM staff (curators, museologists, conservators and researchers) on 18th November 2015. The Toolbox was also evaluated in a workshop held on 29th October 2015.

<http://www.digitalmeetsculture.net/article/spk-testing-blinkster-app-for-e-space-museums-pilot/>

Open and Hybrid Publishing

On 23rd and 30th October 2015 interactive seminars for five groups of undergraduate students were held at Coventry University, in which they introduced the main outcome of the Open and Hybrid Publishing pilot: Photomediations: An Open Book. The students were then asked to explore the book, test its usability and provide a detailed evaluation of their experience.

<http://www.digitalmeetsculture.net/article/open-hybrid-publishing-pilot-interactive-student-seminars-at-coventry-university/>



Dance

After an initial session was held in Lisbon in May 2015, the second round of user testing and evaluation of the two Dance Pilot applications, DancePro **and** DanceSpaces, took place on 27th and 28th September in Athens.

<http://www.digitalmeetsculture.net/article/e-space-dance-pilot-testing-sessions-in-athens/>

Photography

Blinkster app was tested by students during the All Our Yesterdays exhibition organized at KU Leuven in February-March 2015. A further valuable event was organized in November inviting people to bring their own photos to be digitized and feed the Pilot.

<http://www.digitalmeetsculture.net/article/photographic-memories-workshop-in-leuven/>



TV

A lab-test was conducted on 19th and 20th February 2015. 10 participants were recruited to test the Berlin Wall app for Smart TV and a task-based questionnaire was utilized.

<http://www.digitalmeetsculture.net/article/europeana-tv-pilot-testing-the-berlin-wall-application-for-smart-tv/>

Dissemination activities by Museumsmedien for the *Toolbox*

Meeting with Rainer Raber (managing director of Museums Association of Saarland)

Outcome of this meeting was a signed cooperation agreement with the Museums Association: <http://www.europeana-space.eu/network/cooperation-agreements/museums-association-of-saarland-smv/>

Meeting with Dr. Barbara Köster, head of educational program and visitor services, of “Memorial To The Murdered Jews Of Europe” in Berlin

Outcome of this meeting was a signed cooperation agreement with the Memorial: <http://www.europeana-space.eu/network/cooperation-agreements/memorial-to-the-murdered-jews-of-europe-germany/>

Meeting with Andreas Sander, head of educational program and visitor services, of “Topography of Terror” in Berlin. The outcome of this meeting was a signed cooperation agreement with the Foundation “Topography of Terror”: <http://www.europeana-space.eu/network/cooperation-agreements/topography-of-terror/>

Meeting with Miriam Röther (Museologist, State Palaces, Castles and Gardens of Saxony Central Head Office, Stauffenbergallee 2a | 01099 Dresden) Presentation of the Toolbox. Outcome of this presentation is an invitation to the annual meeting of Organisation, to present the Toolbox and discuss a potential extension concerning the needs of the organisation. The meeting is scheduled for February 2016.

Presentation the Toolbox and E-Space project via Skype to Thilo Martini. (Deputy Head of the Department of Local Cultural Work / museums consulting of LVR (regional association) that supports the Rhenish museums. He is organizer of Mai Tagung (big event every year in May on museums and the internet). Outcome of this presentation is an invitation to the event 1,2,3 = One day, two topics, three speakers at Rhenish Museums Office, in Cologne, in September 2016. Furthermore it is planned to give a lecture on the Toolbox at Mai Tagung in May 2016

Invitation of Kata Döhnel, (head of Museum Otto Weidt's Workshop for the Blind <http://www.museum-blindenwerkstatt.de/en/first-of-all/>), to the evaluation workshop, meeting after the workshop and discussing a potential further cooperation and development of the Toolbox. Outcome of this meeting was a signed cooperation agreement with Museum Otto Weidt's Workshop for the Blind: <http://www.europeana-space.eu/network/cooperation-agreements/museum-otto-weidts-workshop-for-the-blind/>)

6.4 EUROPEANA

During this year, the Europeana Foundation became a sub-contracted partner within the project. A requirement of this is for them to promote E-Space events, which has happened with activity listed on their Europeana Pro website and hackathons and workshops circulated to a wide distribution via the Europeana Labs newsletter.

Communication has continued with semi-regular Skype meetings to discuss Intellectual Property and rights, as well as support that the Europeana Foundation might be able to provide to the winning team undertaking the WP5 business incubation process. Milena Popova has been a hackathon jury member and spoken at the Tallinn conference and James Morley, of Europeana Labs, has enthusiastically taken part in each hackathon, helping participants to access and re-use content (as well as e-mailing out of interest to know which team progressed through business modelling into incubation.)

E-Space continues to support and publicise Europeana events, with a number of partners attending the Europeana AGM in November 2015 in Amsterdam.

6.5 NEW DISSEMINATION MATERIALS



Flyer for the Photography Hackathon

For the hackathons, an **Incubation Booklet** with the same graphic layout as the project booklet was realised by NISV in collaboration with Promoter, illustrating the support that E-Space can provide to the (winning) incubated project following the hackathon and the respective Business Modelling Workshop.

It is also available for download in the Incubation section of Innovation Space, on the website: <http://www.europeana-space.eu/innovation-space/incubation/>.

As described above, **flyers and bookmarks for the Tallinn event** were produced and distributed (both PDFs are available at <http://tallinnconference2015.europeana-space.eu>); and for the **Photography Pilot**, a flyer was designed to advertise the hackathon.

The **Pilot posters** were re-utilised in the form of self-standing roll-ups for the poster session at the Tallinn conference. On that occasion, a **loop presentation was created about the educational demonstrators**, to be projected onto the walls of the conference venue.



The poster session in Tallinn conference

6.6 PROJECT PRESENTATIONS DURING RELEVANT EVENTS

Partners are encouraged to participate and disseminating the project at relevant events at their own digression; particularly events where the main stakeholder groups of the project can be addressed: the creative industries and the cultural heritage representatives.

Below is a list of some relevant events that partners have attended.

First International Learning Exchange organised by NEMO (Berlin), 2-5 February 2015

Visit and Discussion at Institute for Museum Research, distribution of project booklets, by SPK.

Annual Meeting of the German Museum Association (Essen), 3-6 May 2015

Project presentation by Monika Hagedorn-Saupe and Stefan Rohde-Enslin (SPK) as well as E-Space poster at the poster session.

ORCID-CASRAI (Consortia Advancing Standards in Research Administration Information) Joint Conference (Barcelona), 18 - 19 May 2015

Goldsmiths' Research Officer, Dr Muriel E Swijghuisen Reigersberg, has incorporated the Open and Hybrid Publishing Pilot into her presentation at the Universitat de Barcelona.

Meeting with NIMOZ official national polish museum institute at Institute for Museum Research (Berlin), 18 June 2015

Exchange of recent project activities of SPK with E-Space as outstanding example.

Study visit of Johns Hopkins Students of Digital Curation at Institute for Museum Research (Berlin), 19 June 2015

Students of Digital Curation from the Johns Hopkins University of America were invited to learn about the SPK and they were introduced to the SPK activities especially to its participation in EU projects with E-Space as example.

National meeting of German regional Museum Associations (Berlin), 25 June 2015

Project presentation by Monika Hagedorn-Saupe and Stefan Rohde-Enslin (SPK).

PS Value Talks Digital Sustainability – New prospects for museums and cultural organizations (Athens) 22-35 May 2015

Participation and project presentation in a workshop on digital infrastructure and value production in culture, by PostScriptum team.

Radical Open Access conference (Coventry) 15-16 June 2015

Presentation about the project and Open and Hybrid Publishing Pilot by Joanna Zylinska (Goldsmiths).

Archives of/for the Future NECS conference, annual conference of the European Network of Media Studies, (Lodz) 18-20 June 2015

Presentation about the project and Open and Hybrid Publishing Pilot by Kamila Kuc (Goldsmiths).

Transformative Practice and Theory: Where We Stand Today, MECCSA PGN conference, (Coventry) 2-3 July 2015

Presentation about the project and Open and Hybrid Publishing Pilot by Kamila Kuc (Goldsmiths).

69th JPEG Meeting (Warsaw), 22-26 June 2015

Project and Pilots presentation by Frederik Temmermans (iMinds).

Culture-Makers series of events (Exeter), 27 May 2015

Presentation about E-Space and IPR related research by Charlotte Waelde (UNEXE). E-Space booklets were disseminated at all four public talks held at in April and May.

Digitized 2015 conference (Athens), 25-26 September 2015

OCC presented the E-Space consortium and the forthcoming Open & Hybrid Publishing hackathon in Greece.

Future Everything (Manchester), 25-27 February 2015

OCC and Remix participated in the event taking the occasion to disseminate the project.

Series of educational meetings in Estonia “Art Inspectors: Rode Altarpiece in Close-up” (Tallinn), 25 June, 22 July, 7 August 2015

Mirjam Rääbis, Hembo Pagi and Andres Uueni (EVK) presented the project and the educational demonstrator. It was also an occasion to announce and disseminate the Tallinn Conference.

Europeana Creative final conference (Vienna), 8-12 July 2015

Participation in the programme committee of the event in collaboration with Europeana Creative, the project and the TV Pilot were presented and several project partners attended this event.

Unlocking Sound and Image Conference - SOIMA 2015 (Brussels), 3-4 September 2015

Project presentation by Sarah Whatley (COVUNI) and Charlotte Waelde (UNEXE).

eCult Skills – International Conference for Museum experts (Athens), 22 September 2015

Alexandra Nikiforidou (PostScriptum) presented “Europeana Space” hackathons and demonstrators as best practices for community engagement and digital content re-use, that enable cultural organisations to create value from their collections.

Thesswiki conference (Thessaloniki), 26-27 September 2015

PostScriptum representatives Kostas Konstantinidis, Prodromos Tsiavos and Iraklis Agiovlasis participated to this event taking the occasion to disseminate E-Space and announce the open And Hybrid Publishing hackathon.

Digital Heritage 2015 (Granada), 1 October 2015

Participation in a joint workshop with other EU projects and initiatives (RICHS, Civic Epistemologies, PREFORMA and Photoconsortium) by Antonella Fresa (Promoter).

Berliner Herbsttreffen zur Museumsdokumentation (Berlin), 12-14 October 2015

Project presentation and Museums pilot presentation at the Annual Berlin Autumn meeting on museums documentation, by Marlene Scholz (SPK) and Beatrix Lehmann (Museumsmedien).

DCDC15 (Manchester), 14 October 2015

Participation in a joint workshop with other EU projects and initiatives (RICHES, Civic Epistemologies and Photoconsortium) by Sarah Whatley (COVUNI).

ICT 2015 (Lisbon), 20-22 October 2015

Presentation at a networking session entitled Creative Industries and ICT – A forum to outline the future roadmap organised by affiliate partner CRE-AM, by Antonella Fresa (Promoter) and Carla Fernandez (UNL) + demonstration session of the TV Pilot by NISV.

Zugang gestalten conference (Berlin), 5-6 November 2015

Dissemination and project presentation by Monika Hagedorn-Saupe (SPK) in the session *Working in Museums today – new skills are needed.*

Eva Minerva (Jerusalem), 8-9 November 2015

Participation to a workshop organised by EUscreen XL with project and Pilots presentation, by Marco Rendina (LUCE).

Digital Heritage and Innovation, Engagement and Identity (Berlin), 12-13 November 2015

Dissemination at Civic Epistemologies conference, organized by SPK and attended by several project partners.

Intangible Cultural Heritage and Innovation symposium (Berlin) 16-18 November 2015

Project and Dance Pilot presentation by Sarah Whatley (COVUNI), other partners participated (SPK; CUT).

perspektiven15 forum (Berlin) 3-4 December 2015

Dissemination and networking with museum professionals, students, professors, media, people from the creative industries by SPK.

DISH 2015 (Rotterdam), 7 December 2015

Workshop around the ideas within the E-Space Incubation Space run by Greg Markus (NISV), with special focus on the hackathon and incubation process.

Participation in a joint workshop with other EU projects and initiatives (RICHES, Civic Epistemologies and Photoconsortium) by Lizzy Komen (NISV) and Bart Bonnevalle (Noterik).

REMIX Summit (London), 8-9 December 2015. Simon Cronshaw (REMIX) WeMakeKnown (Incubated project)

Partners REMIX presented the WeMakeKnown project, the TV Hackathon winners at REMIX Summit, one of the largest gatherings of creative, cultural and entrepreneurial individuals in the world.

6.7 PLANS FOR THE NEW TOOLS TO BE DEVELOPED

6.7.1 NEW DISSEMINATION MATERIAL

During Year 2 of the project, the project booklet was widely used to disseminate the project. As few copies are left, in order to replace it, **a new project dissemination tool will be produced, in the form of a lighter and attractive publication**. Discussions are ongoing and a proposal will be submitted to the consortium soon.

Furthermore, **six new A4 Pilot flyers** and a **user manual for the Technical Space** will be produced. For the **Content Space** a dissemination tool (either in print or video) is being discussed. Partner SPK is working on a **German version of the project booklet** for the final conference, to be completed with **another publication on the lessons learnt** during the project.

6.7.2 DISSEMINATION/TUTORIAL VIDEOS

In sight of the review, a range of **six Pilot videos** will be produced and edited in a **trailer**, similar to the one that was realised in 2015 (available at <http://www.europeana-space.eu/pilots-and-demostrators/>); the Museums Pilot will develop a **teaser/tutorial video on the Toolbox**; and the IPR team in collaboration with Coventry University will create an **IPR video** either on the general project research or specifically on the Content Space. Other partners have decided or could decide to advertise their work with a video, for example a new video for the Archaeology in Cyprus demonstrator (available at <http://www.europeana-space.eu/education/2015/12/18/archaeology-in-cyprus/>) was realized by CUT in sight of the Athens education workshop.

From the discussion during the Tallinn Advisory Board meeting in December 2015, the project will also explore the creation of YouTube videos, each outlining a specific aspect of the project's work. This is based upon the importance of using the right approaches to reach a target audience that might be interested in the creative re-use of content.

6.7.3 VIRTUAL EXHIBITIONS

The call for artists was launched in order to realise the virtual exhibition of the **Open and Hybrid Publishing** Pilot, and the website of the **Photography** Pilot already includes virtual exhibitions, to be enhanced during the hackathon; finally the **Dance** Pilot plans to start working on the virtual exhibition about dance in the coming weeks.

7. LESSONS, NEXT STEPS AND CONCLUSIONS

7.1 LESSONS

When considering lessons, it is not so easy to identify what was learned during this year, as partners brought a breadth of knowledge to the project to begin with and plans for the year's activity were defined in the prior related deliverables. However, it is possible to consider best practice in communication, dissemination and networking and how approaches have been amended and refined.

In the case of the hackathons, the two-tier approach was always envisaged, comprising the dedicated webpage and project level communication, coupled with the local work to integrate the event within the community and to build interest. Each hackathon has been very different in terms of set up, venue, timetabling, adapted to the thematic sector and local culture; each in their own way has been successful. This has confirmed the belief that a project can only provide outline guidance and that local factors shape and make successes of events, although tips and advice have been successfully shared between hackathons.

In the period around Christmas; learning from the first two hackathons, it was decided to strengthen the message on the website and within other communication that the project is not just holding a hackathon for creativity and fun (although that is also intended), but is looking for participants with a genuine interest in starting up a business based upon their ideas. Although this had been communicated before, it was bolstered for remaining events.

Following the discussion at the General Assembly meeting in March 2015, an important consideration was user evaluation (a theme that was also discussed later at Technical Review). For this to happen effectively, the two-tiered approach of project and local levels worked well, with the partners encouraged to forge links with organisations and projects to enable cooperation agreements to be signed. This has been an important requirement, to establish a base for commentary across the diverse areas of project work.

The main discussion at the Advisory Board meeting in December 2015 was sustainability and within that, the need to reach parties that could be interested in project products and lessons learned. A suggestion of how to do this was through a series of YouTube videos of specific areas of the project's work. Although this is not a lesson of the project, it is learning that will certainly be considered.

Throughout each of the Technical, Content and Innovation Spaces, as well as Pilots, there will be further lessons learned and they will continue to be shared with interested stakeholders through the project's established communication, dissemination and networking channels.

7.2 NEXT STEPS

In the immediate term, the project needs to promote the four events that take place across the next four months; the hackathons of Photography (February 2016), Museums (March), Games (probably April), followed by the Pilots' educational dissemination workshop (May). Work will take place both locally and at project level to raise awareness and to recruit participants. In the case of the latter event, this will comprise representatives from the educational sectors, Europeana and the Commission and demonstrate opportunities for creatively re-using content within this sector.

Over the coming months, greater results of Pilots will become visible on the website, with links provided to enable access to products/apps, when this is practical, as well as through virtual exhibitions for Photography, Open and Hybrid Publishing and Dance. Together with the tools of the Content Space, that has a growing bank of guidance documentation covering rights clearance and IP, a greater presence will emerge for the Technical Space now that the WITH platform is ready for wider public use.

In line with the educational theme of the two project workshops in 2016, the MOOC will gain growing importance, as Pilots and the Technical, Content and Innovation Spaces all contribute results of work that would be valuable to stakeholders interested in future creative re-use of content. The developing mini-website E-Space for education will also represent this important theme.

All of these tools will form part of the sustainability of project, although greater discussions will take place during the final year to consider the best way to maintain work for the benefit of others. This was an important theme of both the General Assembly and Advisory Board meetings in December 2015, but will have even greater importance when all partners come together again for the next meeting in May 2016.

Social media, newsletters and blog posts, both through official project channels (and made by partners) will continue to share messages and to this end, the project will continue to build its network of associate partners and interested individuals/organisations throughout its lifetime. Partners will have the scope to attend and present at events to showcase final products, guidance materials, case studies and lessons learned. The largest opportunity of all will be at the final E-Space conference in Berlin in November.

7.3 CONCLUSION

This has been a significant year for the E-Space project, building upon the planning of Year 1 by showcasing project results and findings, as they became available. Eight public events were held, (workshops, hackathons and a conference) to share the work of E-Space, enabling people to find information (including an introduction to Europeana) or interacting directly in the creative re-use of content. This activity has been spread geographically with events in Amsterdam, Prague, Athens, Tallinn, Pisa, Coventry and Brussels, with partners making their own presentations to raise awareness even further.

D6.1 outlined the need to reach the creative industries, cultural Institutions, members of the general public and the wider education sector. This second *Communication, Dissemination and Networking Report* provides a broad base of evidence to demonstrate the success of the approach taken.

Work across the project will reach its conclusion during the coming months and plans are in place to maximise the impact of that work in a similar manner, through events, presentations, new dissemination materials, the website, blogs and social media. The goal for the final year is to ensure that the lessons learned by partners are available for others that want to engage with the creative re-use of content. It will be through Pilot guides, the MOOC, the Technical Space WITH platform and the Content Space tools and other resources that the project will build its sustainable legacy during this period.