

D8.2 DISSEMINATION PLAN

WP8: IMPACT, DISSEMINATION AND EXPLOITATION

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SUMMARY

This document outlines the dissemination activities carried out by project partners. It sets out what has already been achieved, and provides an outline of what is planned. Main activities will centre around the workshops (co-)organised and/or (co-)financed by DigiArt to ensure that activities and materials under the DigiArt development are extensively disseminated and promoted within the research community and related external communities, widely announced via appropriate channels, and fully grasped by targeted stakeholders. An overview is given of all dissemination opportunities identified through traditional communication channels such as event attendance (e.g. conferences, seminars, workshops, etc.), project publications (e.g. leaflets, press releases as well as conference papers, articles in professional journals etc.) and project presentations (e.g. to local stakeholders, etc.). This is complemented also by online activities based around the project website, and through the main social platforms (e.g. Twitter, Facebook, etc.). The dissemination activities have been designed to target the key audiences and stakeholders and to maximize awareness of DigiArt's objectives and training activities.

METHODOLOGY USED

PREPARATION

The dissemination activities were planned in an iterative way. The initial outline was included in the project proposal. Further discussions during the kick-off meeting and subsequent meetings have identified further activities to this deliverable. Additional activities and developments of this deliverable will be carried out over the full duration of the project.

The project has set up private pages on the project website for the distribution of private reports to all its partners. DigiArt also uses frequent email requests to enable the gathering of information about DigiArt activities, including but not limited to the following:

- Workshop/Trade Fair/Conference attendance.
- Training events.
- Project press presence and other publicity.
- Other related activities.

Based on the content developed in the last few months, the summarizing tables were exported to this document (see appendix).

Most of the material developed by DigiArt will be public, so that it can be widely disseminated and used. This will apply to training materials and to most deliverables and materials mentioned in this dissemination plan (but see D1.1 Data Management Plan under WP1 for limits) (downloadable from digiart-project.eu).

In addition, a web-based questionnaire was set up to aid in the collection of measures of impact of the dissemination activities by the different partners and will be used from M6 onwards. The information collected there will be used to write the dissemination report.

PARTNER CONTRIBUTIONS

The dissemination plan was prepared under the management of WP8 leader LJMU-RCEAP. An outline of planned dissemination activities were contributed by the other consortium partners. All project members contributed to the diary of dissemination activities by recording information about individual contributions to conferences, demonstrations, training events and workshops where the objectives of DigiArt have been (or will be) advertised and presented. Consortium members also actively participated in discussions of the initial dissemination activities (M1 – M3) such as the selection of the project logo or the website content. During the preparation of the current document, the consortium partners were asked for feedback and input into the delivery of training events, as well as the identification of dissemination opportunities in their areas of expertise or in their respective countries.

DISSEMINATION STRATEGY

OBJECTIVES

The global aim of DigiArt's dissemination activities is to ensure that the project has a wide reaching impact; that the project outcomes will be taken up and used by the identified stakeholders: museums; galleries; archaeologists; academic staff; institutions; research project managers; and funders. DigiArt must thus ensure that any workshops, training activities and materials are broadly promoted and disseminated within the subject related knowledge communities and through Open Access. It must ensure that any such activities will be widely announced via suitable networks, and clearly understood by the identified stakeholders.

Any publications and dissemination activities that relate to DigiArt will acknowledge the European Community's Horizon 2020 Programme funding. All resulting publications will feature the 2020 EU logo and mention that: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 665066".



Figure 1 – European Commission logo

STRATEGIC APPROACH

The approach of DigiArt will be in two stages. In the first year the aim is to identify and collect appropriate training information, as well as reaching out to some of the projected stakeholder groups by inviting and supporting initial training activities. These will then in turn deliver novel materials that can be shared and re-used in subsequent years. The second stage will build upon the first evaluation and revision of the initial activities. These will then result in increasingly tailored and matured materials for each of the key stakeholder groups. Careful inspection of the primary steps will determine the path ahead. The dissemination plan therefore identifies the need to promote the initial activities and materials which will support the project's aims and activities in general.

Dedicated promotion of materials, through the website, will be aligned according to the technological development and applications as the project progresses.

The dissemination objectives of DigiArt are:

- To ensure the maximum effective use of the technology and ideas developed during the project by workers throughout Europe and wider afield.
- To draw a community of museums and like-minded technologists into contact with the project.
- To assist in promoting the uptake of the outcomes of the project in museums.
- To inform future avenues of investigation.
- To seed-corn further technical development.
- To promote and enable the sharing of European culture; anywhere, anytime by anybody.

The dissemination strategy presented here will thus have the ambition to support in spreading knowledge about the project’s aims and its initial steps to gain maximum support from the community in recognising relevant content and inspiring multipliers to organise and host training events. Project partners are well established within their national, European and international networks, so that dissemination can help with coordinating efforts and providing promotional material to be distributed. A growing number of organisations are supporting the project. They will be used as deputies for the wider dissemination of the project.

The table below shows the project phases and their associated dissemination objectives and activities. More detailed information on these activities can be found below.

Table 1: Project phases.

Period	Project Phase	Dissemination objectives	Dissemination activities
M1– M3	Project Initiation	Achieve visibility	Logo creation; Launch of website; Establish social media presence; Flyers, factsheet and business cards. Initial presence with flyers at relevant conferences presenting project objectives. Initial press releases. Plan further activities
M3-M12	Initial training activities	Identify and collect appropriate training information for the use of scanner and photogrammetry.	Inviting and supporting initial training activities. Analyse these to prepare novel materials that can be shared and re-used in subsequent years. Evaluation and revise initial activities to increasingly tailored and matured materials for each of the key stakeholder groups.
M18-M24	Workshops and evaluation	Disseminate the first results. Uptake of initial collaborations.	Present public, engage users, and display progress to stakeholders in a number of workshops. M18: Sensor workshop. M24: Techniques in

			using Drones in Cultural Heritage.
M23	Final phase	Update dissemination plan	Create updated dissemination plan to ensure a tailored dissemination to all newly identified and existing stakeholders.
M24-36	The legacy phase	Creating a project legacy. Intensive use of project deliverables (training and materials). Provision for sustainability.	Ensure the project has a growing legacy. Bring DigiArt into mainstream adoption. M36 Legacy workshop. Technology transfer roadmap. Heavily promote training events. Review and potentially broaden communication.

TARGET GROUPS

DigiArt's dissemination activities will ensure wide reaching impact, uptake and use of project deliverables among identified stakeholders:

Table 2. Segmentation of Target Groups

Stakeholder group	Further segmentation
Museums & Art galleries	curators and experts, exhibit developers
Educators worldwide	not just academic but also media, documentary makers
Public Engagement staff	Those interested in bringing Science and Technology to the public
Technology community	commercial and non-commercial
Research community	Academic staff and researchers
The public	People: European and Worldwide
Funding bodies	Policy-makers and funding body staff

The needs of this wide range of stakeholders are extremely varied and we have to develop directions and vehicles for dissemination which best suit different targets. For this reason our dissemination activities are of various types.

Different approaches are being developed that will achieve:

- activities specifically aimed at out-reach to other museums and cultural heritage professions,
- awareness raising activities aimed at a wide spectrum of potential users and interested members of the public,
- information casting, and bulleted briefings to industry.

TASKS OF THE PROJECT TEAM MEMBERS

All partners are main contributors to the dissemination activities under management of work package leader LJMU-RCEAP.

All project members are expected to actively contribute by:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.) – by informing the web master on a regular basis;
- Contributing the contents of their respective work packages to blogs (including video), press releases, presentations, etc.;
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Helping to promote DigiArt training events, in particular engaging key stakeholders to act as multipliers and to motivate participants;
- Monitoring and recording impact of dissemination activities.

DISSEMINATION ACTIVITIES

This range of dissemination directions will require a similarly wide range of instruments. Taken together the promotional elements of this material will form the Project Communication Kit produced in WP8, D8.1. Examples of some of the techniques we will use include:

- The internet. A Project website is of course obvious. But it should be enhanced with social media links – Facebook and Twitter. The latter two can be linked to mutually feed each other. In terms of roles, the website is a public handbook to the project. Facebook is its magazine and Twitter its news feed.
- Printed material. Even in the days of the pervasive internet, people still like high quality printed material. We would produce booklets and pamphlets that explain and promote the project, again with 3D images that can viewed with glasses and QR code links to our website, etc. We would seek to get articles into appropriate trade and professional magazines, also the mainstream press and media.
- A project video. This would be aimed at capturing the beauty and excitement of what we are doing and promoting a mobile version of the demonstrations that other museums could borrow and exhibit; several museums have already expressed a strong interest in this.
- Conferences: We would arrange to host special sessions at conferences featuring the work of the consortium. In addition we would have a collapsible poster board that could displayed at appropriate events and used as a “manned” stand at exhibitions and conferences.
- Emailing. Issuing a periodic emailed newsletter.

- Verbal: the User Group and the Project Advisory Board are both potentially great ambassadors for the project and would be encouraged to disseminate information and pass on contact details.
- Academic papers. We would of course publish our main findings in Open Access journals under the so-called “green route”.

Many of these dissemination methods are aimed at creating initial interest. To capitalise on the response to these we need a suite of follow up actions that can turn interest into involvement. To do this we plan three residential workshops over the course of the project. These will be an opportunity for all interested parties to really engage with the project and its team:

The Sensor Launch Workshop: This will be a one day event held at the 12-18 month point to announce the launch of Version 1 of the Open Source 3D scanner. This will be hosted in Liverpool. The main aim would be to demonstrate the system and promote uptake amongst the potential user community.

The Drones in Cultural Heritage Workshop: This will be a practical 3-day workshop taking place in the second year of the project with two aims; firstly to promote the capability of the drones generally and the team within the project, thus drawing in new User Group members who may wish to explore the use of drones in their own context, albeit provided by the project. Secondly, to more broadly promote the adoption of drone technology as a valuable tool in investigating cultural sites and monuments and to encourage users to try it for themselves. In this respect it will provide an introduction to drone technology from a user perspective, linked to “hands-on” experience and demonstrations.

A Legacy Workshop: This will be a two day event taking place in the final six months of the project. Its aim is to ensure the continued use and support of the 3D Scanner and the associated analysis software Associated with document developed by the project. It will engage with the established, and much expanded, User Group to determine an organisational framework that will allow the continued growth and development of the embryonic internet of historical things. In this way we intend that the project will leave behind it a vital and expanding web of interconnected artefacts and sites.

INITIAL DISSEMINATION ACTIVITIES M1 – M3 (JUNE 2015 – AUGUST 2015)

During the initial phases of the project, dissemination activities were concentrated on the production of a communication kit. This communication kit is concentrated on establishing the project and its link with the assembled expertise of the partner consortium and describing its visibility in the already known communities.

SELECTION OF THE PROJECT LOGO

The project logo is to serve as the project’s identity. A number of drafts for the project logo were developed by project partner LJMU-RCEAP. After a few iterations, a number of choices were presented to the consortium and the members were allowed to vote for their favourite logo format.

The majority vote was retained and resulted in the following logo. The logo was prepared in four different formats that can be used depending on the nature of the document, the background and the medium in order to achieve maximum impact. Blue was voted as the colour logo, and the greyscale was made to use in black/white documents.

It represents DigiArt very well: The digital world is represented by the triangulated 3D surface (Digi); The Greek vase is a universal symbol of cultural heritage (Art). Other considerations in the design were the ease of use in printed matter, recognition and to maintain a light and dynamic look and feel.



Figure 2 - Project Logo.

CREATION OF A PROJECT FACTSHEET

The Factsheet outlines the project's objectives and main activities. It is used as a first hand-out to inform people about the project, and already seek their active contribution by listing the several options for getting involved ("How to participate"). Based on the Project Factsheet the initial website was created and posters for the early conference participation were designed.

At a Glance

Project title: DigiArt
 Project Coordination: David Burton, Liverpool John Moores University
 Partners: IT-CERTH (Greece), CNRS (France), The Museum of the Royal Tombs of Aigi (Greece), Pa4D (Switzerland), Scàlclina Cave Archaeological Center (Belgium), Vulcan UAV Ltd (UK), Liverpool John Moores University (UK)
 Duration: June 2015–May 2018
 Total cost: 2.9 million euro
 EC contribution: 2.3 million euro
 Website: <http://www.digiart-project.eu>

Project objectives

The Pan-European DigiArt project brings together leading European researchers, industry and museums with the following objectives:

- (1) Develop highly efficient methods for gathering 3D data of high quality from large and distributed sites by automated means.
- (2) Make available to workers in cultural heritage a new state-of-the-art Open Source 3D scanner system built from commercially available, low cost, hardware.
- (3) Create a suite of software that will allow the analysis of highly redundant point-cloud data from scanners.
- (4) Develop new methods of generating semantic meaning from 3D solid models and through the meaning drive the connectivity which will reveal the internet of historical things.
- (5) Use the generated 3D content as the enabling landscape for setting-up and offering radically new immersive experiences to remote and on-site visitors.
- (6) Adoption of our technologies by an expanding community of cultural heritage workers.

Activities

DigiArt's work plan is organised in 8 WPs, including a WP dedicated to Management (WP1) for coordinating, steering the project and interfacing with the EC, and a WP dedicated to Dissemination, Exploitation and Innovation (WP8). The RTD activities of DigiArt are incorporated into 5 WPs (WP2-WP6). Seamless inter-linkages with all work packages will guarantee the effective transfer, sharing and exchange of information during the whole project. This will ensure that the outputs of the various work packages are incorporated at appropriate stages throughout the lifetime of the project.

Impact

DigiArt seeks to provide a new, cost efficient solution to the capture, processing and display of cultural artefacts. It offers innovative 3D capture systems and methodologies, including aerial capture via drones, automatic registration and modelling techniques to speed up post-capture processing, semantic image analysis to extract features from digital 3D representations, a "story telling engine" offering a pathway to a deeper understanding of art, and also augmented/virtual reality technologies offering advanced abilities for viewing, or interacting with the 3D models. Semantic analysis by automatic feature extraction is used to form hyper-links between artefacts. These links are employed to connect the artefacts in "the Internet of historical things", available anywhere, at any time, on any web-enabled device. The contextual view of art is very much enhanced by the "story telling engine" that is developed within the project. The system presents the artefact, linked to its context, in an immersive display with virtual and/or with augmented reality. The major output is the toolset to be used by museums to create such a revolutionary way of viewing and experiencing artefacts. These tools leverage the interdisciplinary skill sets of the partners, namely data capture, data processing, story building, 3D visualization and 3D interaction offering new pathways to deeper understanding of European culture. Via its three demonstration activities, the project establishes the viability of the approach in three different museum settings, offering a range of artefacts posing different challenges.

Figure 3 - Project Factsheet

FIRST PRESS RELEASES AND ANNOUNCEMENTS

A press release was launched immediately after the start of the project and the kick-off and the story was retained by a number of articles in newspapers were launched immediately after the start of the project. In Belgium, the story was covered by regional and national radio, in the UK and Greece by the local newspapers. These opportunities were used to not only inform about the project, but also to advertise the open calls for training and content.

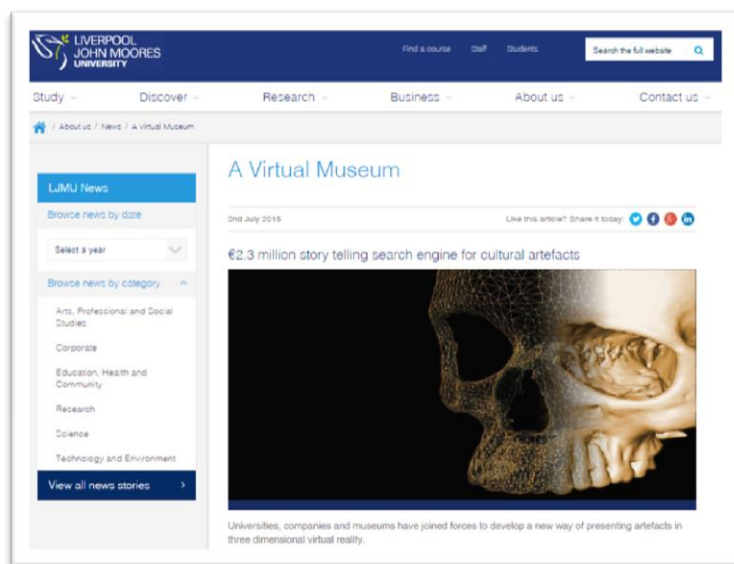


Figure 4 - Early Press Release and Press Article.

LAUNCH OF THE PROJECT WEBSITE

The project website is located at <http://www.digiart-project.eu>. The domain was bought at start of the project, so that the website could be launched at a very early stage to support the first project steps. Google Analytics is used to continually measure the performance and activity of visitors so that impact can be easily assessed. Consortium partners were asked to provide photographic materials, personal and project information to be included on the project website which was to be used to develop the website further between months 1 to 3.

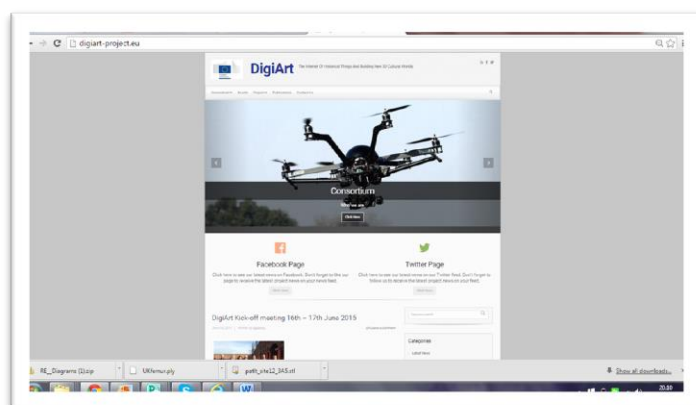


Figure 5 - Initial Project Website

ESTABLISHING A SOCIAL MEDIA PRESENCE

The project's Social Media accounts, Twitter and Facebook were set up in order to enable a two-way communication with the active Web2.0 community. In this context, the presence of the project on major social networking platforms has been established from the early stages. Successful distribution of messages and absorption by the community will be shown by the number of citations and Retweets of messages and the following highly satisfactory participation in our open calls. Continued and expanded presences in social media channels and work towards community engagement will result in audience buy-in at training events.

PROJECT BUSINESS CARD AND FLYER

DigiArt will have a project business card and flyer to be used in a number of events. The flyer was designed to serve for the duration of the project and aims to direct people to the website and they are invited to join the network or to take part in future workshops and events. The business card was designed as a lenticular 3D business card. The card represents the digitising of artefacts: going from the real object to the 3D model. A copy of these documents can be downloaded from <http://www.digiart.eu>



Figure 6 - Project flyer

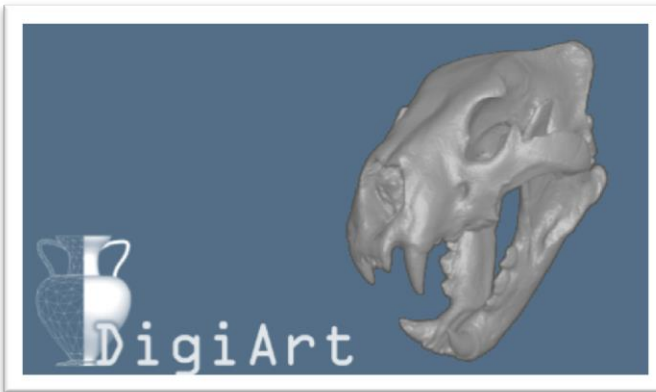


Figure 7 – Project lenticular business card month 1-12

PLAN OF ACTIVITIES M4-M24 (SEPTEMBER 2015 – JUNE 2017)

In this section we provide an outline of the planned dissemination activities for the upcoming months on the basis of the emerging dissemination opportunities. The table below gives an overview on the kind of dissemination activities we are planning for each of them, i.e. what messages are directed at which stakeholder group and what material is going to be used.

Table 3: Planned dissemination activities.

Dissemination Opportunities	Audience/Target Group	Objective/Message	Materials
Conferences	Museum and gallery curators, exhibition developers, academic staff and researchers, technologists	Outline the main aims of the project. Share initial results.	Talks and poster presentations.
Training events	Museums & Art galleries, Educators worldwide, Public Engagement staff, Technology community, Research community, The public, Funding bodies	Invite to training; Advertise training to further potential participants. Uptake of project deliverables.	Website. Project flyer, business cards, fact sheet. Training handbooks
Industry Events and Fairs	Commercial technology community	Support of project aims. Disseminate new technologies.	Website. Project flyer, business cards, fact sheet.
Media communication	General public and peers from the artistic domain	Raise awareness about the project's objectives and outcomes.	Interviews with the consortium experts.
Networking & clustering event	Peers and projects working in fields similar to DigiArt.	Solicit the opinion of like-minded peers, exchange knowledge and leverage the existing knowledge.	Presentations, posters and side-program discussions.
Scientific journals	Experts in the field	Disseminate the scientific excellence of DigiArt.	High quality publications presenting DigiArt methodologies and experimental results.
Public engagement events	General public	Raise awareness about the project's objectives and outcomes.	Talks and poster presentations. Interactive workshops.

EVOLUTION OF THE WEBSITE

The initial website will be further developed into a full-featured website to act as the main communication platform for the project. After the initial workshops and training events learning and teaching resources will be integrated and presented a consistent view to the website visitor. The website communicates all project aims and objectives, has projects on all its milestones and details for visitors to be able to assess the value of the project for their own goals.

Calls and announcements will be placed on the website and further disseminated through social media. The dissemination kit is available to download openly by stakeholders and project partners. In the future a dedicated area will feature all training events, workshop materials as well as information about the open access scanner, its components and software.

Continuous updates of the website include:

- A project blog: presenting articles about progress and activities
- Calendar of events: Featuring all DigiArt events and inviting relevant target groups to participate
- A publication page for anyone to access public reports and documents.

PROJECT COMMUNICATION AIMS

Press conferences and media communications will continue to be used as the main mode of dissemination to the public about the milestones achieved during the project. Press response in the first six months was very positive. Particularly the Belgian Press responded well to the press conference held during the drone and photogrammetry data collection. The partners are currently working on a press kit that will include some of the first results of the project and this kit will be downloadable from the website.

The DigiArt website, the Facebook and Twitter pages need to be fed with announcements and updates on the project's progress and messages about what is on offer to the different stakeholders. Conference contributions and training events provide good opportunities for this. It is for this reason that all project partners are expected to announce participation in events (information is collected via email to the webmaster). During the event short live messages will be distributed via the Twitter and Facebook accounts of the project, or shared/retweeted by the webmaster.

The blog of the project website will need to be populated with short articles and photos by each partner. The DigiArt Consortium project partners and associated organisations have large national and international networks. Important announcements resulting from the numerous project events will be selected for press releases and submission to professional newspapers as well as scientific papers.

A first scientific publication was published by CERTH and presented at a scientific meeting (details see Appendix 1). A strategy for further scientific publications will be established over the next months in line with the first project results and evaluation.

SOCIAL MEDIA ACCOUNTS

The established social media presence on Twitter and Facebook resulted in a slow but steady following of the project. The strategy is to continue and strengthen the use of this communications tool as it represents an important way to be in touch with the relevant community.

PROMOTIONAL MATERIAL FOR DIGIART

DigiArt will produce standing banners as well as posters that reflect the aims and outcomes of the project. The banners and posters will show the project's logo including catch phrases and keywords, list of partners, relevant links to the project site, its social media channels and the European Union co-funding information.

EVENT ATTENDANCE

Throughout the duration of the project, consortium partners will be actively participating in events of the stakeholders' communities. Presentation at professional conferences and dissemination of the project objectives and results have started early in the project and will continue to be an important part of the dissemination activities. The list of events that are planned to be attended and were successfully contributed to is updated constantly by all project partners. See Appendix 1 for previous events and appendix 2 for upcoming events. More events will be added as the consortium partners become aware.

ASSESSING DISSEMINATION ACTIVITIES EFFECTIVENESS

A number of metrics will be adopted to judge the effectiveness and success of our dissemination activities. These will include: website hits, use of the "contact us" forms on our website, downloads of software (particularly our OpenSource material), followers on Facebook and Twitter, numbers of attendees at the workshops and special conference sessions, downloads of publications and papers, numbers of logged telephone/email enquiries, contacts from commercial organisations, invitations to give talks/lectures etc., press features and so on. These will be collected using available metrics software or an online questionnaire. All publications and outputs by the project team, whatever the destination, means or medium, will carry the project logo, an appropriate acknowledgement of EU funding and full contact details for the project.

CONCLUSION

This dissemination plan is a living, flexible, and light-weight plan. Based on the defined stakeholders and objectives described in the description of work, the communication strategy aims at maximising the use of project deliverables, mainly the offering of workshops and downloadable materials, ensuring that key stakeholders receive the full, lasting benefits of DigiArt and that we ensure its living legacy. It also allows the project team to adapt to future developments, especially the lessons learned from the first months of the project and its initial activities. An updated dissemination plan summarising activities, assessing impact and corrections to the initial strategy will be delivered in M23 (May 2017).

APPENDIX

APPENDIX 1

Table of identified dissemination activities M1-M6.

TIME	EVENT NAME	TARGETTED AUDIENCE	Partner
M3-M6	Science Uncovered Manchester (European Science Night)	A-level students and adults	LJMU
M3-M6	European Society for the Study of Human Evolution – annual meeting	European Archaeologists and Palaeoanthropologists	LJMU
M3-M6	International Symposium on Mixed and Augmented Reality, Fukuoka, Japan	Experts in augmented reality.	ITI
M3-M6	ICT 2015, Innovate, Connect, Transform	Peers interest in the research projects undertaken with the EU funding.	ITI
M1	Announce of the DigiArt project to our main partner, the Direction of Archaeology of Service public de Wallonie	Director of archaeological regional department	Scladina
M2	Press release Kick Off (french version, following the english one of June), with multiple articles in national newspaper and press websites (DH, Sudpresse, Le Soir, Metro, RTLinfo) and radio (La Première, Radio Contact).	National press	Scladina
M2	DigiArt is the first event on the website of Scladina, linked to the website of DigiArt	Large public	Scladina
M4	Official presentation of DigiArt project to the board of directors of Archéologie Andennaise	Municipality authorities	Scladina
M5	Detailed presentation of the DigiArt project in the Activities annual report of Archéologie Andennaise for the Municipality of Andenne	Municipality and regional authorities	Scladina
M5	Conference for National and regional press in Scladina Cave with the LJMU and Scladina teams. - National television (RTBF) http://www.rtbef.be/video/emissions/detail_journal-televise-13h?pid=4 - Local television (Canal C): http://www.canalc.be/la-grotte-scladina-numerisee-en-3d/ - National radio (La Première, Radio Contact), - National newspapers: http://www.lavenir.net/cnt/dmf20151112_00734092 - article on the national TV website: https://www.rtbef.be/info/regions/namur/detail_sclayn-bientot-une-decouverte-virtuelle-de-la-grotte-et-de-ses-tresors?id=9133907 - website of the municipality of Andenne: http://www.andenne.be/numerisation-en-3d-de-la-grotte-scladina/	Wallonia and Brussels	Scladina

	- Pix4D video is available on the municipality's youtube channel: https://www.youtube.com/watch?v=8PbHSjvYPk		
M3-M6	Publication scientific article: International Symposium in Mixed and Augmented Reality – ISMAR 2015	Scientists specialized in the fields of augmented, virtual and mixed reality.	CERTH
M3-M6	Networking event: ICT2015 – Innovate, connect and transform.	General ICT audience interested to cluster, connect and exchange knowledge with their peers.	CERTH
M4	EU Creative Europe Programme Info Day: Presentation of the project	The museum community, the general public, The EU Community interested in Cultural Heritage.	AIGAI
M6	Presentation by Dr Kottaridi made at the Institute for Classical Archaeology of the University of Heidelberg for the archaeological findings of the palace of Aigai https://www.uni-heidelberg.de/presse/meldungen/2015/m20151127_winckelmannvortrag_aigai.html	The museum community, the general public, The EU Community interested in Cultural Heritage.	AIGAI

APPENDIX 2

Table of identified dissemination activities M6-M36.

TIME	EVENT NAME	TARGETTED AUDIENCE	Partner
M3-M9	Daniel Adamson Preservation Trust (UK), Project Outreach	The general public.	LJMU
M6-M9	'UAV's In Universities' Workshop	Higher Education Sector, Emergency Services	LJMU
M6-M9	Norton Priory and Halton castle. Talk and workshop.	The general public.	LJMU
M6-M9	Gloucester Museums: Workshop on virtual museums	The general public. Museum partners	LJMU
M6-M9	Liverpool World Museum: Workshops on virtual museums.	The general public. Museum partners	LJMU
M6-M9	Scientific article: Photogrammetry	The research community. Experts in digitisation.	LJMU, Pix4D
M6-M9	How-to Guides: photogrammetry	The research community, the general public. Experts in 3D modelling.	LJMU, Pix4D
M6	Presentation DigiArt at Halton Castle	The general Public	LJMU
M6-M9	Workshop at Gloucester Museums introducing DigiArt	The museum community, the general public	LJMU
M6-M12	interview for the spanish archaeological blog Mediterraneo Antiguo http://www.mediterraneoantiguo.com/	The museum and archaeology community, the general public	AIGAI
M10	M 6-12 presentation of DigiArt project at archaeological conference in Greece (March 2016, "the archaeological works in Macedonia and Thrace during 2015", organised by the Aristotle University of Thessaloniki)	The museum and archaeology scientific community	AIGAI
M11	Press release Palace UAV recording	Reach journalists and the general public interested in ICT and culture	AIGAI
M12	Association of Friends of the Museum of Aigai: Workshop	General public interested in Aigai	AIGAI
~M18	Scientific publication: In a venue related to 3D and semantic extraction from multimedia content	Related scientific community	CERTH
M18	Sensor Workshop	The research community, the general public. Experts in 3D modelling.	LJMU
~M24	Scientific publication: In a venue related to virtual	Related scientific	CERTH

	and augmented reality where we plan to present the framework behind the story-telling engine.	community	
M1-M36	Conference and Fair attendance: Attend events throughout Europe when they are advertised: e.g. Museum Associations meeting; UNESCO conference; Europa Nostra, ICOM, UAV international, etc.	Peers. The research community, the general public. Experts in 3D modelling, UAV technology.	ALL
~M24	Release of open source code: That will be essential the framework behind the Story Telling Engine that will be made available on Github	Related community of developers	CERTH
M1-M36	News Posts (and social media posts): Generate news posts once per 3-6 months disseminating the projects achievements	General public interested in latest technological achievements	CERTH
~M12 and ~M24	Press release: Circulate by the CERTH's liaison office	Reach journalists and the general public interested in ICT and culture	CERTH
M12-M18	Press Conference	Reach journalists and the general public interested in ICT and culture	Scladina
M1-M36	News Posts (and social media posts): Generate news posts once per 3-6 months disseminating the projects achievements	General public interested in latest technological achievements	AIGAI
M24-M36	Networking and Clustering events Participation in one event for networking and clustering with relevant projects.	Peers interested in ICT and culture.	CERTH
M12-18	Workshop: Presenting the virtual Scladina Cave	The research community, the general public. Experts in 3D modelling.	Scladina
M36	Open Day at Scladina Cave: Presentation of the Augmented Reality Cave	The Public	Scladina
M36	Open Day at Belgian Partner Organisation: Presentation of the Virtual Reality Scladina Cave	The Public	Scladina