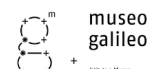


D9.2 Plan for dissemination and exploitation including communication activities

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Abstract

Deliverable D9.2 “*Plan for dissemination and exploitation including communication activities*” establishes the strategic and operational roadmap for maximizing the impact, visibility, and long-term sustainability of the UNICHE project. The plan implements a dynamic, layered Communication and Dissemination (C&D) strategy that evolves across four project phases, with the primary goal of fostering a vibrant community of CH and creative professionals.

Key efforts focus on:

- Targeted Outreach: Adapting messages for diverse groups, including CH professionals, researchers, policymakers, and creative SMEs.
- Stakeholder Involvement and Validation: Supporting co-creation activities and pilot deployments in diverse settings and executing an open call to third parties to test the platform.
- Ecosystem Alignment: Ensuring alignment with the ECCCH and its sister projects to promote interoperability and knowledge sharing.

The Exploitation Framework provides the structure for long-term sustainability, centered on the strategic identification and planning of Key Exploitable Results (KERs). The IPR management approach prioritizes open innovation and an open core licensing model for the platform to foster broad sector adoption while securing commercial and non-profit exploitation pathways. The plan details Key Performance Indicators (KPIs) to continuously monitor the success of all C&D and exploitation activities in achieving the project’s objective of long-term impact and scalability.

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Colophon

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LIST OF ACRONYMS

Acronym	Description
AI	Artificial Intelligence
CA	Consortium Agreement
C&D	Communication and Dissemination
CC-BY-NC-SA 4.0	Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International
CH	Cultural Heritage
CI	Creative Industry
ECCCH	European Collaborative Cloud for Cultural Heritage
FAIR	Findable, Accessible, Interoperable, Reusable
GA	Grant Agreement
GDPR	General Data Protection Regulation
IPR	Intellectual Property Rights
KER	Key Exploitable Result
KIR	Key Innovation Result
KPI	Key Performance Indicator
SME	Small and Medium-sized Enterprise
UNICHE	Unified No-Code platform for Interactive Cultural Heritage Experiences
WP	Work Package
XR	Extended Reality

1. Introduction

The UNICHE project (Unified No-Code platform for Interactive Cultural Heritage Experiences) is a Horizon Europe Innovation Action that aims to develop an intuitive, technology-agnostic, no-code platform for the collaborative creation, deployment and evaluation of interactive cultural heritage experiences. The project responds to a clear need in the cultural heritage sector: many institutions, especially smaller or resource-constrained ones, face barriers in designing high-quality digital and hybrid experiences because available tools are fragmented, technically demanding, or difficult to adapt to different exhibition contexts. UNICHE addresses this challenge by bringing together a unified suite of tools and services that support the full lifecycle of experience creation, from access to cultural assets and AI-assisted authoring to deployment through web, mobile, XR and phygital applications, and finally to visitor evaluation and reuse of results. The platform addresses the four E's of the cultural heritage sector in a holistic way: Exhibits, Experience design, Exhibitions, and Evaluation processes. A fundamental pillar of the project is its alignment and direct integration with the European Collaborative Cloud for Cultural Heritage (ECCCH), so that cultural assets and authored experiences can circulate within a wider interoperable European ecosystem.

Within this framework, Deliverable “D9.2 – Plan for dissemination and exploitation including communication activities” defines how UNICHE will make its objectives, activities and results visible, understandable and usable throughout the project and beyond. As part of WP9, WP10 and WP11 “Dissemination, communication, exploitation and networking”, led by IN2, this deliverable establishes the strategic basis for engaging relevant stakeholders, building awareness, supporting uptake of project results, and preparing the ground for long-term sustainability and exploitation. In fact, the communication and dissemination activities whose plans are described in this report are the main drivers behind the 7th objective of the UNICHE project: *“To ensure the long-term impact, scalability, and sustainability of UNICHE and its outcomes”*.

The document is intended first and foremost for the UNICHE consortium as a shared reference for planning and coordinating communication, dissemination and exploitation efforts, but it also serves the European Commission and associated project stakeholders as a transparent account of how the project plans these key activities for maximising impact. Another key important target is the broader ECCCH Community, in order to ensure synergy and interoperability with ECHOES and “sister projects”. Thus more broadly the deliverable addresses cultural heritage institutions, researchers, creative professionals, technology providers, policy and infrastructure actors, and potential future adopters of the

UNICHE platform and services, including participants in the project's pilot and open call activities.

The document is further organised as follow:

- Chapter 2 describes the main strategy that will be used for communication and dissemination in the project
- Chapter 3 addresses the main target groups and stakeholders
- Chapter 4 describes the planned communication activities and workflows
- Chapter 5 describes the planned dissemination activities and workflows
- Chapter 6 discusses the networking and liaison activities planned
- Chapter 7 presents a general framework for the exploitation of results
- Chapter 8 explains how the activities will be monitored and the KPIs
- Chapter 9 concludes the deliverable

2. Communication and Dissemination (C&D) strategy

The UNICHE project adopts an integrated strategy for communication and dissemination designed to maximize the visibility and impact of its results across the European cultural heritage (CH) landscape. By leveraging both project-specific channels and the established networks of consortium partners, the strategy ensures that the project's outcomes reach the right stakeholders at the optimal time.

2.1 Definitions

It should be important to be reminded of the definitions used for “communication” and “dissemination”. The UNICHE project will follow the guidelines of the European Commission, as summarised in the following infographic¹.

¹ DOI: 10.2848/289075



Figure 1: EC Infographic “Communication, dissemination & exploitation what is the difference and why they all matter”

In general terms, activities that are not targeted and have a customised message for a specific target group fall under the umbrella of “Communication” activities. Once the target group is specific and the message delivered is adjusted for the target group, this is then considered a “Dissemination” activity. So, for example, when announcing project updates on social media without a clear target audience, then this is a communication action, while a scientific publication or presentation at a conference is dissemination since the target group is very well defined and the language is very specific to the target audience.

Moreover, Communication activities focus on the “why” and “what” of the project. They are intended for a broad audience, including the general public and media, with the goal of demonstrating how EU funding contributes to societal challenges and enhancing the visibility of the project’s vision.

On the other hand, dissemination activities are targeted at specific stakeholders who can learn from or directly use the project's results, such as researchers, museum professionals, and creative SMEs. The goal is to transfer knowledge, provide technical tools, and encourage the uptake and reuse of project outcomes.

2.2 Objectives of C&D

Communication and dissemination activities play an important role within the project, and thus, a dedicated work package during each year of the project's implementation, WP9, WP10 and WP11 respectively, is specifically focused on these aspects. This is because, as mentioned in the introduction chapter, effective communication and dissemination are critical components of the UNICHE project's overall strategy, having a dedicated project objective towards these activities.

The primary goal of the UNICHE communication and dissemination strategy is to foster a community of heritage and creative professionals around the platform. Integrated seamlessly throughout the entire lifecycle of the project, from inception to beyond its completion, communication and dissemination activities are continuously tailored to evolving project developments and emerging stakeholder needs. Early in the project, efforts concentrate on raising awareness, establishing the visual identity, and initiating meaningful engagement with targeted communities especially for the elicitation of user requirements. As the project progresses, these efforts evolve to include more dissemination of tangible results, especially through active participation in relevant conferences and workshops. Later on, the activities will focus on attracting CH stakeholders to take-up the results of the project, first as part of pilots that will be supported by UNICHE through an open call. Ultimately, this integrated approach should ensure sustained visibility, reinforce stakeholder relationships, and underpin the long-term adoption and sustainability of UNICHE's results.

In particular, the key objectives of the communication and dissemination strategy include:

- **Raising Awareness:** Establishing a strong visual identity and online presence to inform stakeholders of the project's existence and mission. Broadly communicate and disseminate the project's results and those of the Cultural Heritage Cloud, fostering an open approach, reuse-oriented attitudes, interlinking, and cooperation. Communicate project progress, activities and achievements to relevant stakeholders and to the wider public in an accessible and compelling way
- **Engagement and Adoption:** Encouraging CH professionals and creative industry (CI) freelancers to adopt the UNICHE authoring environment for creating multimodal experiences. This is especially relevant in view of the open call for pilots that will be published by the project.
- **Engagement and synergies with ECCCH community:** establishing links and exploring synergies with other projects from the ECCCH ecosystem
- **Disseminate and raise capacity:** disseminate the project's methods, tools, results and lessons learned to professional, scientific, technical and policy

audiences that can reuse or build on them. The UNICHE Academy, which will be a dedicated training platform that will provide comprehensive resources such as tutorials, workshops, and structured training modules, will play a key role.

- **Networking and Liaison:** Establishing synergies with the Cultural Heritage Cloud and other relevant initiatives like the common data space for cultural heritage, the Virtual Worlds Partnership and the AR/VR Industrial Coalition, in order to ensure alignment with EU standards.
- **Sustainability and Impact:** Communicating Key Exploitable Results (KERs) to ensure the long-term adoption and commercialization of the platform beyond the project duration. Engage potential users, multipliers and decision-makers early in the project lifecycle.

2.3 Approach

The main strategic approach of UNICHE is based on **impact maximisation through layered outreach**. Rather than relying on a single dissemination route, the project will combine centralised and decentralised action, generic and targeted messaging, and project-level visibility with ecosystem-level positioning.

First, UNICHE will develop and maintain its **own channels and communication assets**. These provide a shared and coherent identity for the project and ensure continuity across all activities. The project website, branding, dissemination and communication kit, visual templates, social media content, news items and promotional materials will function as the central communication backbone of the project. These tools ensure consistency of messaging, recognisability of the UNICHE brand, and easy access to public information and outcomes.

Second, these common assets will be amplified through partners' **established channels and communities**. This is a critical feature of the strategy. UNICHE brings together partners with access to diverse and complementary audiences across cultural heritage, research, innovation, technology, public engagement and European networking. Each partner can therefore act as a multiplier through its institutional channels, professional contacts, events, regional and international communities, and domain-specific ecosystems. This partner-driven amplification increases credibility and relevance, because project messages are relayed through trusted channels already used by the intended stakeholders.

Third, the strategy explicitly aims at **networking, clustering and liaison** beyond the consortium. UNICHE is not positioned as a standalone initiative but as part of a broader European effort around ECCCH, led by ECHOES, and digital cultural heritage ecosystems.

Fourth, the overall strategy is guided by an **impact-oriented logic**. Communication and dissemination are not treated as isolated reporting obligations, but as instruments to support adoption, validation, open call participation, exploitation and sustainability. This is especially important in UNICHE, because the project includes pilot validation in multiple cultural heritage settings, training and documentation for users, and an open call to third parties that will test the platform in additional contexts. The communication and

dissemination strategy must therefore support not only visibility, but also stakeholder mobilisation, onboarding, participation and trust-building across the project lifecycle. The project's sustainability and scalability phase likewise confirms that outreach, training, workshops and stakeholder engagement are essential to long-term platform uptake and post-project growth.

2.4 Phases across the project lifecycle

The communication and dissemination strategy will evolve in line with the project's implementation logic and technical progress. D1.1 "Project, Risk, and Quality Management Plan" describes the general phases identified in the project:

- an initial phase focused on requirements analysis, architecture design and governance setup;
- a development and integration phase covering the core platform components;
- a validation phase through pilot deployments in diverse cultural heritage settings;
- an exploitation, dissemination and sustainability phase, including the implementation of an open call to third parties.

Following this logic, the communication and dissemination activities will accompany the project across these phases. Thus, the communication and dissemination (C&D) activities can be organised into four broad and partially overlapping phases. These phases do not represent rigid boundaries, but rather shifts in emphasis as the project matures.

Phase 1: Foundation, awareness and positioning (M1-M8)

In the initial phase of the project, corresponding to requirements analysis, architecture definition and governance setup, communication activities will focus on establishing the project's identity and building initial awareness. At this stage, the priority is to explain clearly what UNICHE is, why it matters, which challenge it addresses, and who is involved. The main outputs include the project website, visual identity and first communication materials. Outreach will emphasise project launch, introduction of the consortium, the project's relation to ECCCH, and the value proposition of a no-code platform for interactive cultural heritage experiences. This phase is particularly important for stakeholder mapping, message refinement and the creation of a common communication baseline across partners.

Phase 2: Engagement around development and co-creation (M3-M24)

As the project moves into the development and integration phase, communication and dissemination will increasingly highlight the co-design logic, technological building blocks and emerging use cases of the project. The objective here is to sustain interest, show progress and engage relevant communities around the evolving platform. Targeted dissemination can begin towards professional and technical audiences interested in authoring tools, AI-supported content creation, XR exhibition design, visitor applications and ECCCH interoperability. During this phase, communication should also emphasise

collaboration with users, participatory design, iterative prototyping and the project's contribution to a more accessible digital transformation of the cultural heritage sector.

Phase 3: Validation, demonstration and community expansion (M18-M36)

The validation phase, centred on pilot deployment in different cultural heritage settings, marks a shift towards stronger evidence-based communication and results-oriented dissemination. At this stage, the project can communicate concrete use cases, pilot stories, demonstrators, user engagement examples and lessons learned from real-world deployment. This phase is particularly suited to demonstrations, workshops, showcase events, practitioner-oriented dissemination and storytelling based on pilot experiences. It is also the period in which communication activities can help prepare the ground for the open call by attracting external interest, explaining the opportunity to third parties and increasing confidence in the maturity and relevance of the platform. As foreseen in the work plan, dissemination will support the open call through targeted activities such as infodays, webinars, event participation and dedicated outreach to potential applicants.

Phase 4: Exploitation, sustainability and legacy-building (M24-M36)

In the later phase of the project, communication and dissemination will increasingly support exploitation, sustainability and long-term adoption. This phase will focus on positioning UNICHE not only as a project, but as a viable and reusable solution within the European cultural heritage ecosystem. Activities will emphasise final results, demonstrable impact, training resources, lessons from third-party validation, exploitation pathways and future governance or business arrangements. Communication will support the project's legacy by making results visible and understandable to future adopters, while dissemination will target those stakeholders most relevant for sustainability, including cultural heritage institutions, technology actors, ECCCH-related initiatives, policy communities and potential exploitation partners.

2.5 Principles of implementing the C&D strategy

Across all phases, the implementation of communication and dissemination in UNICHE will follow a small set of strategic principles.

A first principle is **audience adaptation**. This implies that messages, formats and channels must be tailored to the needs and expectations of different stakeholder groups.

A second principle is **consistency with flexibility**. All partners should rely on common key messages and visual assets, while adapting their outreach to their own communities and strengths.

A third principle is **results-orientation**. This principle stipulates that activities should be chosen not only for visibility, but for their contribution to stakeholder engagement, result uptake and long-term impact.

A fourth principle is **ecosystem alignment**. This means that UNICHE should communicate itself in connection with ECCCH, ECHOES and relevant sister initiatives, reinforcing its place within a wider European framework.

Finally, a fifth principle is **continuity**. As previously mentioned, communication and dissemination should accompany the project throughout its lifecycle, evolving from awareness-building to engagement, validation, adoption and sustainability.

Taken together, this strategy ensures that UNICHE communication and dissemination activities are not limited to promotion, but actively contribute to the project's success, impact and long-term exploitation. They will make the project visible, understandable and credible to broad audiences, while ensuring that its emerging tools, methods and results reach the communities that can apply, validate, adopt and sustain them.

3. Main target groups and stakeholders

The project aims to reach all stakeholders in the value chain. These are categorized based on their ability to use, influence, or benefit from the project's results, ensuring that communication is tailored to their specific technical needs and organizational goals.

In general the main stakeholders can be placed in three main categories based on the type of interaction with the project:

- Core Platform Users: stakeholders who will directly interact with the UNICHE platform to create content.
- End Users: the audiences who will experience the interactive experiences created via the UNICHE platform
- Strategic Partners: institutional stakeholders like ECHOES and other ECCCH projects as well and policy makers.

The main stakeholders as well as their characteristics, preferred channels and key messages are described below.

CH Professionals & Institutions (Museums, Archives, Archaeological Sites)

Characteristics & Needs: This is the primary target group of UNICHE. It includes museums, archaeological sites, galleries, cultural organisations, curators, archaeologists, educators, exhibition designers, content managers and related cultural heritage professionals. These actors are at the centre of the project's user-centred approach. Although they have deep domain knowledge, they often lack technical expertise and are intimidated by complex tools. They often face fragmented tools, high costs and a lack of integrated workflows. They need cost-effective ways to create immersive and interactive experiences and work with digital content. Another important characteristic is that this group is quite

heterogeneous, with large institutions having more digital capacities and increased strategic interest in interoperability and innovation, while smaller institutions would be more motivated by affordability and ready-to-use tools that have reduced technical barriers.

Key channels: Professional workshops and pilot showcases, ICOM, NEMO, Europeana Network Association and other professional associations, direct outreach through established networks, UNICHE newsletters, LinkedIn, professional mailing lists, project website and partner's websites.

Key message: "UNICHE empowers you to create engaging, interactive cultural narratives without writing a single line of code".

Creative Industry (CI) Freelancers & SMEs (technology developers)

Characteristics & Needs: A second important target group consists of creative and cultural industry actors, including freelancers, SMEs, multimedia creators, XR designers, digital storytellers, interaction designers and other professionals involved in designing cultural experiences. This stakeholder group represents not only a user of the platform but can also act as a multiplier. They are characterised by high innovation and technical creativity but they need standardized, well documented and interoperable tools to collaborate with institutions.

Key channels: Industry events, webinars and practical tutorials, community meetups, partnerships, open innovation communities (like that of partner FundingBox) and creative industry networks, social media,

Key message: "Scale your creative reach by building standardized, high-value experiences that integrate with the Cultural Heritage Cloud".

Researchers & Academics

Characteristics & Needs: UNICHE also targets research and academic communities, especially those working in digital heritage, museology, archaeology, digital humanities, XR, AI, human-computer interaction, cultural data spaces and visitor studies. These stakeholders are focused on innovation in AI, human-computer interaction, and digital humanities. They need FAIR and open data outputs.

Key channels: Scientific journals, academic conferences, university partnerships.

Key message: "UNICHE provides a robust, AI-supported platform for ground-breaking research in digital museology and content management".

Visitors and general public

Characteristics & Needs: Seek immersive, personalized, and accessible cultural experiences.

Key channels: Social media, pilot site exhibitions, project website, traditional media

Key message: "Discover the hidden stories of our history through dynamic, interactive experiences tailored to your interests".

ECCCH Community and related initiatives

Characteristics & Needs: A strategically important stakeholder group is made up of ECCCH-related initiatives, ECHOES, Europeana and common dataspace for cultural heritage actors, and other European or international projects and infrastructures working on digital cultural heritage. These stakeholders are focused on standards and interoperability, and creating a unified European Heritage Cloud and more generally a pan-European cultural heritage infrastructure. Their needs are mainly around technical alignment, interoperability and ecosystem building.

Key channels: Joint technical workshops, ECHOES coordination meetings and clustering events, EITF (ECHOES Interoperability Task Force) working sessions, cross-project liaison tasks.

Key message: UNICHE is working to become fully compliant with ECCCH standards, ensuring tools and content are future-proof and scalable across Europe".

Policymakers

Characteristics & Needs: Entities at local, regional, national, and EU levels that need evidence of project impact to inform future heritage strategies and want to see how EU funding directly addresses sector challenges. This group is particularly important for legitimacy, visibility, long-term uptake and alignment with broader policy priorities in digitisation, accessibility, inclusion and innovation.

Key channels: Policy briefs, targeted presentations, EU and regional cultural heritage forums, high-level stakeholder meetings, panels or roundtables.

Key message: "UNICHE drives the digital transformation of European heritage through scalable, no-code solutions that empower small institutions and foster a unified, accessible digital cultural space."

Third-party participants in the open call

Characteristics & Needs: Not exclusive to the other target groups mentioned above, potential third-party participants for the open call to be launched by UNICHE represent a distinct and highly relevant stakeholder group. This group is likely to include small and medium-sized cultural heritage institutions, creative professionals and organisations with concrete ideas for use cases but limited technical or financial resources. They need practical, opportunity-focused and easy-to-understand communication, with strong attention to clarity, eligibility, support available, expected benefits and ease of participation.

Key channels: open call webpage, dedicated webinar, social media campaigns, partner mailing lists and newsletters, established CCI or innovator communities (like FundingBox).

Key message: "Apply to our Open Call to receive financial support and expert mentoring to bring your heritage narratives to life using the UNICHE no-code platform."

To ensure successful outreach, UNICHE will follow an approach that fosters **two-way communication**. The aim will be to use workshops and pilots not just to present results, but to gather feedback that informs further platform development.

Moreover, the project is going to consider **inclusivity and accessibility** in its C&D activities, for instance ensuring that communication materials and the platform itself adhere to accessibility standards (WCAG 2.1 AA). **Cultural sensitivity** will be another important principle to consider in the C&D activities. Messages should be tailored to respect local heritage contexts while promoting a unified European identity.

4. Planned communication activities and workflows

The communication activities must be implemented as a comprehensive and measurable strategy, aligned with the ECHOES/ECCCH framework, and designed to communicate the project's objectives, progress, opportunities and benefits to stakeholders and the wider public.

4.1 Channels

UNICHE will leverage a diverse mix of digital and traditional channels to maximize reach:

Project Website. The primary hub for project news and resources, accessible at <https://uniche-eccch.eu>. It will follow a responsive design and include a news section for regular updates. D9.1 describes in detail the delivery of the project website and UNICHE brand.

Webpage on the ECHOES website The ECHOES guidelines also require a project page on the main ECHOES website, where project descriptions, visuals, partner information, announcements and results can be featured. This has been set up at: <https://www.echoes-eccch.eu/uniche/>

Social Media, focused on LinkedIn for professional networking.

Social media represents a vast and varied landscape of platforms that has immense potential. The main advantage of this channel is that it encourages dialogue and interaction, while certain posts can gain a certain amount of virality and reach stakeholders that might have otherwise not been reachable through

other channels. This is especially important for general communication activities in which we want to make the project known to a very broad audience. Thus social media will be used for project updates, event promotion, milestone visibility, awareness campaigns, partner amplification and open call promotion:

- LinkedIn (<https://www.linkedin.com/company/uniche-eccch>) was chosen as the primary social media channel for the project because most of the primary target groups now have an active presence there.
- A Facebook account (<https://www.facebook.com/uniche.eccch/>) has been created primarily for tracking reach on the platform through posts made through partner accounts.
- A Youtube channel (<https://www.youtube.com/channel/uniche-eccch>) has been created in order to make available to a wide audience the videos that were created in the project, such as general videos describing the project or specific videos such as webinar recordings.
- Further social media networks such as Instagram, Bluesky, Mastodom or Slideshare are currently under consideration in order to determine if it would be beneficial and feasible to set up an own project account or if instead it would be better to leverage the existing consortium partner's accounts and networks on these platforms.

All posts on social media should use *#UnicheEccch* and should also reference *#CulturalHeritageCloud* and *#EchoesEccch* where relevant, while tagging ECHOES and consortium partners. The tone of voice should remain “professional yet accessible, collaborative and positive, and educational yet engaging” (as indicated by the ECHOES brand guidelines).

Press Releases. Issued at major milestones (e.g., project kick-off, platform release) and distributed to local media in participating countries.

Promotional Kit. Partners will use a standardized kit including project flyers, posters, banners, and a video teaser to ensure brand consistency. D9.3 will describe in detail these aspects and what has been produced as part of the communication kit.

Partners' channels. UNICHE partners represent established institutions with a strong existing set of communication channels (including websites, newsletters, membership in professional associations, existing stakeholder networks, sectoral media and event communities). Leveraging established channels of partners helps the project avoid the “cold start” problem, which all new accounts have and require significant investment in resources to tackle. Making use of these channels for direct communication is essential for reach and credibility, because the consortium collectively spans cultural heritage, research, creative industries, technology and open innovation networks.

A thorough analysis of the consortium's existing communication infrastructure was performed, detailing the channels and corresponding reach for each partner. This comprehensive mapping exercise was instrumental in identifying the most effective platforms for targeted dissemination and exploitation activities. The collected data highlighted several key insights regarding the consortium's collective digital footprint.

The most powerful and far-reaching channel identified is LinkedIn, which demonstrated a significant collective reach across all partner organizations. This is well aligned with the own social media channel strategy of the project, which also identified LinkedIn as the most relevant channel for our main target groups and thus will be prioritized for professional networking, sharing project milestones, recruiting stakeholders, and engaging with industry experts and policymakers.

Following LinkedIn in terms of collective reach are the social media platforms Facebook and Instagram. These channels are crucial for broader public engagement, generating general awareness, communicating project progress in an accessible format, and targeting a more diverse audience, including the general public and younger researchers/students. The consortium will leverage these platforms for visual content, news updates, and event promotion.

Furthermore, a critical finding was the exceptional penetration of the partners' existing communication infrastructure through newsletters. The combined subscriber base of the partners' newsletters was revealed to be highly substantial, reaching over 50,000 people. This existing, dedicated audience represents a highly valuable and direct communication channel for detailed information, targeted calls to action, and deep dives into the project's scientific and exploitable results. Exploitation activities, in particular, will significantly utilize this direct marketing channel due to its high engagement rate and established readership.

All partners must use the established channels they own in order to deliver key messages from the project, as requested by the WP9-11 leader and facilitated by the communication kits provided.

Finally, all partners should create on their website a page dedicated to promoting the project, and post on their website's news or blog section important announcements from the UNICHE project whenever possible.

Event-related communication. Due to their nature some events can be relevant for both communication and dissemination. The communication activities include promotion before events, visibility during events and structured follow-up afterwards.

4.2 Alignment with ECHOES and ECCCH

As an ECCCH-funded project, UNICHE is part of a larger community coordinated by ECHOES. We will adhere to the co-branding and integration rules as defined by ECHOES in the "Brand Guidelines" (currently at version 5) and accessible at <https://www.echoes-eccch.eu/communication-kit/>. Below we highlight the main key considerations:

- Naming Convention: We will use the term "Cultural Heritage Cloud" when referring to the ECCCH and state that it is "being developed by ECHOES".
- Co-branded visual identity: Clear guidelines, when ECHOES logo presence is foreseen alongside the UNICHE logo, typography and consistent reference to Cultural Heritage Cloud in messaging.

- Online Presence: The UNICHE website will include a dedicated page describing the Cultural Heritage Cloud and linking to echoes-eccch.eu. On the other side, the ECHOES website will include a dedicated page for the project (<https://www.echoes-eccch.eu/uniche/>), with UNICHE being responsible for providing updated content for it.
- Social Media Synergy: Communication must be consistent, inclusive, and aligned with the Cultural Heritage Cloud values, focusing on innovation, collaboration and preservation of cultural heritage. UNICHE should help reinforce the Cultural Heritage Cloud core message and amplify its visibility across our own channels. All projects must share and support content published by others through cross-sharing. All posts will use the mandatory hashtags #CulturalHeritageCloud and #EchoesEccch, tag the official @echoes_eu account, and provide proper acknowledgement. Example: "UNICHE is part of the #Eccch initiative, coordinated by the @echoes_eu project". The tone of voice as specified by ECHOES guidelines should be "professional yet accessible", "collaborative and positive" and "educational yet engaging". In terms of post structure a clear structure is defined in the guidelines:
 - Introduction/Hook: start with a compelling sentence that grabs attention (e.g., "Did you know that the future of cultural heritage is digital?").
 - Body: provide the main information (e.g., a key outcome, a new project, or an event)
 - Call to action (CTA): encourage the audience to interact, comment, share or participate (e.g., "Share your story with us!" or "Learn more on our website").
 - Hashtags and tags: always use official hashtags and tag relevant partners.
- Inclusion of ECHOES in presentation: Each project must include, within its main presentation, two slides illustrating its role within the Cultural Heritage Cloud. These slides should present the ECCCH key figures and geographical coverage, as well as the different levels of integration within the Cultural Heritage Cloud.

Moreover, in order to facilitate C&D collaboration with ECHOES and ECCCH sister projects, the UNICHE C&D team represented by the WP leader, IN2, will be actively coordinating with the ECHOES and sister projects C&D leads through the specified tools, such as Asana and Teams. In this way, for example, events organised by UNICHE will be promoted on the news webpage of ECHOES or be announced on the ECHOES social media channels, as well as made known among the other partners of the sister projects. Cross-posting and collaboration with the other C&D project teams is highly encouraged.

4.3 Partner responsibilities

IN2 is the WP9, WP10, WP11 lead and is responsible for overall coordination, website management, and supporting the creation of "communication packs" to partners, especially by creating branded visuals and communication materials. However, communication is a consortium-wide endeavour. All partners must

participate in local outreach, share news via their institutional channels, provide photos/descriptions of event participation, and support the creation of communication packs that are relevant to their activities. All partners are expected to initiate their own communication activities in line with the KPIs, activities and needs that arise in the project. Moreover, all partners must share on their channels any major project wide communication (e.g. start of the project, first release of the platform, etc); this will be facilitated by practical “communication packages”. In summary all partners are expected to:

- share project news through their own channels and communities;
- provide input for website and social media content;
- support event communication before and after participation;
- relay campaign materials and open call information to their own networks;
- contribute audience-specific outreach relevant to their domain.

Partners are also responsible for informing IN2 about any communication needs (e.g. communication campaign for a survey) in a timely manner, so that these can be appropriately planned, prepared and carried out.

To facilitate the communication of the project a Communication Guideline (long version) and Cheat Sheet (short version) have been created by IN2 and made available to all partners early in the project. Annex 1 includes these.

Communication activities will be monitored continuously and formally reported through the annual progress deliverables on dissemination, communication and networking. To facilitate this, the "UNICHE Dissemination & Communication Registry" (a shared spreadsheet) has been set up to track activities. Partners must regularly update the registry so that it is possible to effectively keep track of activities and KPIs. Below an example screenshot from the registry:

	A	B	C	D	E	F	G	H	I
1	Date	Partner(s)	What / Activity name	Description (can be a link to a blog post done, short report etc)	Who/Target Audience reached	Communication Channel	Outcome (specific with respect to KPIs)	Reach	
2	11-12/12/2025	CNR	Website post + Facebook post on CNR's pages: Conference - New data on the walls of Messapia: Ugento and other towns.	The meeting will focus on the results of the activities carried out in Ugento by the Archaeological Mapping Lab, in collaboration with the Geophysics Lab and the Digital Heritage Innovation Lab. New data that significantly enriches our understanding of the city's fortifications and nearby Messapian centres. <i>Nuovi dati sulle cinte murarie della Messapia: Ugento e gli altri centri</i> I Istituto di Scienze del Patrimonio Culturale Facebook post: https://www.facebook.com/ISPCCNR/posts/pfbid02PmNdA7BvxK597UW9WV5zCjg7LGZNXkD4EEzr16EqQv7Yr158vkSFy5jvMbuITal	Research Communities	Social media			
3	10/11/2025	IN2	Project announcement on UNICHE LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7393684410816069632	Other	Social media			
4	14/11/2025	IN2	First co-design workshop announcement on UNICHE LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7395035217658527745	Other	Social media			
5	18/11/2025	IMSS	First co-design workshop (scheduled for 27/11/2025) announcement on IMSS website	https://www.museogalileo.it/it/attivita/calendario/lista-attivita/uniche-first-co-design-workshop-piattaforma-no-code-per-esperienze-interattive-sul-patrimonio-cu	Research Communities	Website/Blog post			

Figure 2: Screenshot of UNICHE Dissemination & Communication Registry, “Communications” sheet

5. Planned dissemination activities and workflows

This chapter describes how UNICHE will share its technical results, knowledge, and tools with the specific target groups (defined in Section 3) in order to encourage adoption and reuse. Similar to the case of communication, dissemination will also be strongly connected to ECCCH and ECHOES coordination, since UNICHE is expected to contribute not only standalone results, but also interoperable tools, documented practices and lessons relevant to the wider Cultural Heritage Cloud community.

5.1 Planned dissemination activity types

We identified a broad dissemination portfolio, which can be grouped into six main activity types:

- **Scientific and professional publications.** UNICHE results will be disseminated through conference papers, journal publications and professional outlets targeting digital heritage, AI, XR, museology, cultural data spaces and related communities. Open science commitments further support this approach, with public deliverables to remain accessible on the project website and outputs to be deposited in Zenodo where applicable. On Zenodo the project has set up its own community: <https://zenodo.org/communities/uniche-eccch/> but we will also make sure to add resources shared there also to the ECCCH community (<https://zenodo.org/communities/eccch/>). The ECHOES co-branding guideline document also provides specific instructions of how to work with Zenodo, best practices for uploading deliverables and how to submit resources to the ECCCH community. IN2 and UNI will be the UNICHE Zenodo community managers and IN2 will be responsible to uploading to Zenodo and for adding the resources to the UNICHE community and the ECCCH community. Partners can also make uploads and propose resources to be added to the UNICHE community, which require review by the community manager (i.e. IN2) before acceptance.
- **Result-oriented participation in conferences, exhibitions and forums.** These events will serve both visibility and dissemination purposes, especially for target groups such as heritage professionals, policymakers, educators, technology actors and European heritage communities. All partners are responsible for carrying out these kinds of activities.
- **Thematic workshops, webinars and training sessions.** These are central to UNICHE because adoption depends on helping users understand and apply the tools. All partners are responsible for carrying out these kinds of activities.
- **Pilot-based dissemination.** This refers to adapting into dissemination assets the use cases, demonstrators, lessons learned and user stories from

internal and external pilots. Pilots have indeed a dual role: both as a means of validating and evaluating the UNICHE platform, and as a key opportunity to disseminate the results. This is particularly important in the later stages of the project, when dissemination can shift from conceptual promise to validated evidence. Pilot partners are responsible for carrying out these kinds of activities.

- **Open call dissemination.** Around the launch of the UNICHE open call FundingBox will prepare a dedicated dissemination campaign in order to attract relevant stakeholders as applicants.
- **Ecosystem dissemination through ECCCH/ECHOES and sister projects.** UNICHE should participate in cross-project clustering activities, so that results become visible and reusable across the Cultural Heritage Cloud ecosystem. IN2, UNI, CNR, ARC are taking the lead for these activities.

5.2 Alignment with ECHOES and ECCCH

Similar to the case of communication activities, dissemination in UNICHE must be understood as a contribution to the Cultural Heritage Cloud, not only as project-level result sharing. This follows both from the ECHOES mission and from UNICHE's own technical and methodological positioning. The practical implication of this is that UNICHE should frame the tools and outputs as ECCCH-aligned and interoperable, and as previously mentioned, share relevant outputs with ECHOES and the wider Cultural Heritage Cloud community.

5.3 Partner responsibilities

IN2, as lead of WP9-WP11, is responsible for the overall planning and coordination framework, annual dissemination, communication and networking reporting, and ensuring coherence across the consortium. All partners contribute according to their expertise, networks and role in the project. In particular:

- technical partners contribute tool-related dissemination, demonstrations, publications and training content;
- cultural heritage partners contribute use cases, pilot evidence, domain-facing workshops and practitioner uptake;
- research partners contribute academic and methodological dissemination;
- The partners managing the open call (T8.1.2) contribute especially to open call dissemination, onboarding visibility and third-party success-story dissemination;
- WP7 participants have a particular role in ECCCH and Europeana/Data Space liaison

To facilitate planning and reporting specific sheets were created in "UNICHE Dissemination & Communication Registry" (see also screenshot in Figure 3):

- “Dissemination events”: listing all completed and planned dissemination events with information about the dates, partner responsible, location, type of event, name and notes.
- “Planned high-level events”, to keep track of exceptionally high-level international interest events.
- “Uniche’s Agenda”, to keep track of events organised by UNICHE partners, such as co-creation workshops, webinars, etc.
- “Scientific Papers and Articles”, to keep track of the citations of all scientific publications stemming from the project.

Status	Start date	End date (empty if N/A)	Partner	Location	Type	What / Activity/event name	Notes	Scope
Completed	20/11/2025		UNI	Luxembourg	Workshop	Horizon Europe: Brunch with the Coordinators	relevant to Quality Assurance of the project - no photos but registration confirmation and material from the workshop	Lump Sum in-depth workshop
Completed	27/02/2026		CNR	Florence, Italy	Expo	Tourisma	2 hours session presentation during Tourisma event.	Dissemination
Completed	18/03/2026	20/03/2026	UNI	Poznan, Poland	Clustering Activity	ECHOES meeting	Participation from UNI, CNR, ARC, MOB, IN2. Presentation, poster, working groups discussions and bilateral discussions	Annual general ECHOES and ECCCH event
Completed	18/03/2026	20/03/2026	IN2	Timisoara, Romania	Conference	Immersive Heritage	1st edition of the conference, co-organised by Lip3D project. IN2 participated in relevant panel, distributed flyers about surveys, and poster.	
Completed	23/03/2026		IN2	Online	Workshop	AI for 3D Digital Twins in Cultural Heritage	https://www.3d4ch.com/competencecentre.eu/en/events/ai-for-3d-digital-twins-in-cultural-heritage/	IN2 will apply to present
Completed	25/03/2026	27/03/2026	IN2	Bruxelles, Belgium	Expo	Invisible Festival	https://invisiblefestival.com/available-2026/	IN2 booked a stand where the poster of UNICHE was presented. Moreover, IN2 participated in a plenary session and had several slides about UNICHE and ECHOES
Planned	19/04/2026	17/04/2026	ARC	Barcelona, Spain	Conference	CHI conference on Human Factors in Computing Systems	https://www.chi-conference.com/available-2026/	The ARC team plans to attend CHI 2026, an event that is expected to attract more than 6000 participants.
Identified	27/04/2026	30/04/2026	77777	Florence	Conference	Florence Heri-tech	https://www.heritech.it/en/ – they have a call for papers until the end of February. The topics could be relevant for us. No partner made a submission so we will not go there	
Planned	29/04/2026	30/04/2026	UNI	Luxembourg	Workshop	Implementation of Horizon Europe Grants: European Commission Insights	The aim of this session is for the Commission to hear directly from our national stakeholders about their experience with the implementation of Horizon Europe—what works well and what challenges remain. The EC representatives will primarily be in listening mode - open discussion and use cases.	Official invitation received for ECHOES sister projects to attend
Planned	24/5/2026	30/05/2026	IN2	Lima	Expo	EuroMED 2026	The event is quite industry/commercial focused and there is only a call for speakers and demos	2 days expo - Demonstration of our tools, networking towards exploitation, Open Call advertisement
Identified	23/06/2026	25/06/2026	77	Rotterdam	Conference	Immersive Tech Week	https://www.immersivetechweek.com/ – they have a call for papers until the end of February. The topics could be relevant for us. No partner made a submission so we will not go there	
Identified	xx/06/2027	xx/06/2027	UNI	Luxembourg	Expo	News	News 2026, global innovation can already see the date! uniche.eu/en/news	
Planned	2/11/2026	6/11/2026	IN2/TBD	Valencia	Conference	EuroXR	We received an invitation to attend from them: Dear Colleagues, I am contacting you on behalf of the EuroXR Association, partner of the MusicSphere project—one of the ten ECHOES “sister projects”, including UNICHE. As UNICHE is one of the four initiatives in the cluster that could make use of XR technologies, particularly to develop high-quality and interactive cultural heritage experiences, we believe that some of your work may align well with our upcoming activities. EuroXR will host the MusicSphere General Assembly during the 23rd EuroXR International Conference (EuroXR 2026), which will take place in Valencia, Spain, from November 2-6, 2026. On this occasion, we are organising special sessions on XR for Cultural Heritage and	

Figure 3: Screenshot of UNICHE Dissemination & Communication Registry, “Dissemination” sheet

The dissemination events sheet of the registry is to be used in the following way:

- A partner identifies a potential dissemination event and announces it to the other WP9-WP11 members and leader.
- If, based on internal discussion, it is assessed that the event is to be attended and a presence/submission/pitch should be organised, then an owner for this event is assigned.
- The owner then enters the details of the event in the Dissemination tab of the registry, marking the event status as “Planned”.
- The owner coordinates, if needed, together with IN2, the preparation of the event participation. This includes communication actions for announcing the participation in the event.
- After the event, the owner marks the status as “Completed” and proceeds to prepare a news blog post (see below) which describes the participation and main outcomes from it.

Following participation in events, workshops, etc, partners are requested to provide to the C&D lead a photo and a few paragraphs describing the event and the participation details (e.g. what happened during the event, why it was relevant for the project, and potentially and impact on future activities). This information is not only useful for reporting purposes but becomes also used for creating new blog entries on the project websites and new social media posts.

6. Networking and Liaison Activities

Networking is a strategic endeavor aimed at building a robust ecosystem around the UNICHE platform to amplify its impact and ensure its long-term adoption. These activities, managed under Task 9.3, are designed to foster collaboration between technology providers, cultural heritage (CH) practitioners, and European policy-making bodies.

The primary goals of our networking and liaison activities are:

- Improving project visibility and ensuring the sustainability of its outcomes through a shared community.
- Sharing knowledge and participating in international forums alongside "sister" projects, particularly those within the ECCCH framework.
- Organizing thematic events like roundtables and panel discussions to promote dialogue and gather critical feedback from domain experts.

UNICHE will actively engage with key institutions to align its results with international standards and policy frameworks. Thus we plan to foster partnerships with global bodies such as ICOM. Moreover, we plan to connect with national cultural authorities, ministries, and regional heritage bodies to encourage the integration of "no-code" tools into institutional workflows. Synergies will be sought also with other related initiatives, especially those in which partners already have established connections, such as 3D-4CH online competence center on 3D, or with E-RIHS European Research Infrastructure for Heritage Science, where CNR plays a coordinating role at national level.

7. Exploitation Framework

7.1 What is exploitation

Exploitation is formally defined by the European Commission as the use of project results to deliver tangible, long-term impact. This process mobilizes outcomes to maximize scientific, social, economic, technological, and policy value, transforming research concepts into concrete solutions that benefit the public.

The ultimate goal is the **use of results** (whether commercial or not-for-profit), which is achieved through four primary, non-exclusive pathways:

- Further Research: Using results in subsequent research or innovation activities.
- Commercialisation: Using results in developing, creating, and marketing a product, process, or service.
- Standardisation: Using results to inform or create new technical standards.
- Policy Making: Using results to provide evidence and inform public policy.

7.2 Impact-driven exploitation methodology

To ensure the long-term sustainability and impact of UNICHE's results, the exploitation strategy will be structured around Key Exploitable Results (KERs) and will align with best practices observed in EC-funded projects, and especially support initiatives such as the BOOSTER programme, to which the UNICHE project will aim to apply to for services.

A Key Exploitable Result (KER) is an identified main interesting result that has been selected and prioritised due to its high potential to be exploited—meaning to make use and derive benefits downstream the value chain of a product, process, or solution, or act as an important input to policy, further research, or education. KERs are specialized results that respond to the specific needs of a well-defined group (the adopters) and solve their needs better than the "state of the art".

Partners can choose to exploit results either:

- Directly: exploiting the results themselves, such as through future research, commercialization, or policy making, or
- Indirectly: facilitating use to third parties, such as through transfer of results, licensing, or the creation of a spin-off company.

A first task related to exploitation will be the identification of KERs. This can be a multi-stage process, where first an initial set of Key Innovation Results (KIRs) are identified. KIRs can be any result innovative enough to have a future in research, business, or social innovation. A subset of the KIRs would then be identified to be considered a KER, selected and validated by the consortium based on criteria such as degree of innovation, exploitability, and impact.

An initial set of KERs and their exploitation pathways has been identified already during proposal preparation stage, further refined during the first months of the project and is presented below. It is expected that all the KERs will reach a TRL of 8 at the end of the project. As the project is carrying out its implementation and the results are better understood, the list will need to be updated accordingly.

Table 1 - Initial KER list

KER	Owner	Description	Exploitation pathways
#1-UNICHE platform	Joint ownership	The unified UNICHE platform	Open-source core (FSF/OSI) with potential Open-Core modules <i>Target market:</i> Cultural heritage institutions, cultural heritage professionals, researchers, educators, and policymakers
#2- Visitor Experience Evaluation Tool	Joint ownership	Tool for evaluating the user experience.	Commercial / SaaS license for analytics dashboards, integration with content management systems, and visitor apps. <i>Target market:</i> Cultural institutions, marketers, educators, researchers, and businesses requiring adaptive visitor profiling solutions
#3- Pilot Applications	Joint ownership	The apps developed during the project's internal pilots	Licensing for educational and cultural use, collaborative projects with museums and other heritage sites, publishing in multimedia formats <i>Target market:</i> Cultural institutions, educators, content creators, general public
#4- Mobile Tour Guide	ARC, MOB	MOB has developed a museum guide app that will be enhanced with new storytelling functionality through integration with StoryMaker	Commercial license. White-label customization for specific cultural sites or institutions, combined with subscription-based web services and an open-access model for educational and public engagement purposes. <i>Target market:</i> On-site cultural heritage visitors, general public
#5- MuseotekBox	UNI, ARC	The enhanced pre-existing solution by UNI	Hardware + software license: purchase of kit and consumables (cards, replicas); subscription for editing tool. <i>Target market:</i> Cultural heritage institutes, educators, schools
#6- AI Curator Assistant	IN2, ARC	An advanced content	Licensing as a standalone API and advanced search engine, with

		curation assistant based on GenAI	integration into storytelling platforms and digital heritage repositories, offered through a subscription model for creative professionals. <i>Target market:</i> Curators, content creators, educators
#7- Story Maker & Story Player	ARC	An enhanced version of ARC's Narralive tools	Open-core licensing <i>Target market:</i> Cultural heritage professionals, educators
#8- XR-360 SpaceDesigner & AR/VR application	LEO	An enhanced version of LEO's framework	Platform licensing for cultural heritage and educational use, enabling collaborative design, immersive storytelling, and co-creation projects with museums and institutions. <i>Target market:</i> Museums, cultural sites, educational institutions
#9- VT Maker & Presenter	ARC	An enhanced version of ARC's Narralive tools	Subscription-based service, licensing for content creators <i>Target market:</i> Cultural heritage institutions, cultural heritage professionals
#10- Visitor profiling model	ARC	A visitor model resulting from UNICHE research and pilots.	Licensing for analytics tools, integration with management systems, and commercialization for personalised visitor experiences. <i>Target market:</i> Cultural institutions, marketers, educators, researchers, and businesses requiring adaptive visitor profiling solutions
#11- Intelligent retrieval AI model	IN2	An enhanced version of IN2 AI-supported content aggregation, analysis, and search tool	Licensing as a standalone API and advanced search engine, with integration into storytelling platforms and digital heritage repositories, offered through a subscription model for creative professionals. <i>Target market:</i> Museums, researchers, cultural institutions
#12- AI-based conversational agent	ARC, IN2	A GenAI agent able to discuss cultural topics,	SaaS licensing for cultural institutions, integration into educational platforms, and

		based on the content loaded	white-label solutions for visitor interactions and business applications. <i>Target market:</i> Cultural heritage visitors, institutions, and any business requiring conversational agent solutions.
#13- Advanced APIs	MOB, UNI, IN2	APIs enabling easy access to ECCCH content	Open licensing for ecosystem development, a subscription-based model for advanced API usage. <i>Target market:</i> Developers, technology providers
#14- UNICHE XR Exhibition Prototyper	ARC	An enhanced version of ARC Thalia collaborative tool linked to ECCCH	SaaS licensing for cultural institutions. <i>Target market:</i> Curators, Exhibition Designers, Museums

7.3 IPR management

The management of Intellectual Property Rights (IPR) within the UNICHE project is governed by two primary legal documents: the Grant Agreement (GA) and the Consortium Agreement (CA). These documents establish the rules for ownership, protection, and access rights concerning project results (Foreground) and necessary pre-existing knowledge (Background).

Results generated by the project (Foreground) are owned by the Beneficiary(ies) that generated them. This principle ensures that the partner best positioned to exploit a result holds the IPR.

In cases where multiple partners have jointly contributed to a result, the IPR will be jointly owned and managed according to the provisions in the GA and CA. The UNICHE platform itself, bringing together modules and workflows from across the consortium, is anticipated to be a substantial joint exploitation result, necessitating clear agreements on governance and licensing among contributing partners for its future sustainability.

In deliverable D1.2 “Data Management Plan”, in Chapter 3, a more in-depth description of the general framework that governs IPR management in the UNICHE project is defined. Moreover in Chapter 4 of the same deliverable, an overview of the procedures and governance mechanisms governing data

management, open science practices and ethics within the UNICHE project are described in detail.

UNICHE will follow the principles of open innovation, in line with the ECCCH strategy. Thus we will prioritise open-source and open core licensing to foster broad adoption within the cultural heritage sector without undermining the future exploitation opportunities.

An IPR registry will be set up and managed by Task 9.2 leader, as a spreadsheet, to keep track of the different aspects related to ownership and access rights of foreground knowledge generated in the project.

For cultural heritage content, narratives and locally curated materials, the project should apply clear content licensing, with a preference for Creative Commons licences where possible and appropriate. However, the exact licence must depend on the provenance, ownership and reuse permissions of the underlying material.

For data and documentation, the project should align with its FAIR and open science commitments while ensuring that personal data, sensitive data and restricted information are not disclosed inappropriately.

8. Monitoring and Key Performance Indicators

A number of KPIs are associated with objective 7 of the project (*"To ensure the long-term impact, scalability, and sustainability of UNICHE and its outcomes"*) and with the specific channels of communication. The table below aims to provide a consolidated overview of these different C&D KPIs.

Table 2 - List of Communication and Dissemination KPIs

Description of indicator	Value
Number of dissemination events	>5
number of presentations	>5
number of online media engagements	2000 per year (website and social media views)

Unique visitors on the project website (cumulative)	5000
Project website page views	50,000
Average duration of visit	2 min
Total number of followers on social media	2000
Social media posts	1 per week (~150 in total)
Social media interactions	500
Number of channels used for content delivery	>3
Number of contents uploaded	>6 per year (18 in total)
No. of appearances in local media (TV, newspaper, radio)	1 per year per participating country
Number of partner-internal (media) dissemination	2 per year per partner
Number of stakeholders reached (through Leaflets, brochures, newsletters, posters)	500
Number of features in newsletters	2 per year
Success story booklet	1
Total number of posters presented	4
Number of press releases issued	1 per year per participating country (~30 in total)
Number of workshops organised	2 per year, min 60 attendees in total per year
Number of presentations given	25

It should be noted that in Deliverable 1.1 “Project, Risk, and Quality Management Plan” the overall project KPIs are described alongside the monitoring mechanism. An internal monitoring dashboard for the KPIs has been set up and is also presented as an Annex to D1.1.

9. Conclusion

This deliverable establishes the strategic and operational roadmap for maximizing the impact, visibility, and long-term sustainability of the UNICHE project. This plan is a core driver for achieving the project's 7th objective: "To ensure the long-term impact, scalability, and sustainability of UNICHE and its outcomes".

The strategy adopts an integrated, layered approach to Communication and Dissemination (C&D), designed to evolve across four project phases, from initial awareness-building to engagement, validation, and final exploitation and legacy-building. The overarching goal is to foster a vibrant community of cultural heritage (CH) and creative professionals around the UNICHE platform—an intuitive, no-code, collaborative tool for interactive CH experiences.

It should be noted that a preliminary strategy and plan for C&D has already been presented and discussed internally since the initial kick-off meeting. In this way, while this deliverable has only been released at month 6 of the project, the communication and dissemination activities have already started from the very first month of the project.

Let's get in touch!

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[UNICHE LinkedIn](#)

10. Annexes

Annex 1 UNICHE Communication Guidelines

UNICHE LOGO AND COMMUNICATION RESOURCES

Website: <https://uniche-eccch.eu>



UNICHE LOGO: UNICHE LOGO

The folder contains logo versions for print and screen use cases as well as the style sheet, which provides information on color and font definitions.


UNICHE FONTS

Montserrat ExtraBold

Montserrat Medium

Montserrat Light | *Montserrat Light Italic*

UNICHE Templates:  Templates

UNICHE Flyers, Banners, roll-up, etc:  C&D Materials (contents of folder will be updated as new materials are created)

ECHOES logo, guidelines and materials:  ECHOES Logos and Guidelines and <https://www.echoes-eccch.eu/communication-kit/>

SOCIAL MEDIA GUIDELINES

Core value alignment: innovation, collaboration and preservation of cultural heritage.

HASHTAGS

Always use hashtag: **#UnicheEccch**

Reference official hashtags:

#CulturalHeritageCloud - main hashtag used to collect information from all ECCCH-related projects

#EchoesEccch - official ECHOES-ECCCH hashtag

Tag also the account of ECHOES (@echoes-eu) and the relevant partners.

OFFICIAL ACCOUNTS:

Linkedin: <https://www.linkedin.com/company/uniche-eccch/>

Please make sure to also tag the project partners in your posts where possible. A list of partner accounts is available here:

 UNICHE Consortium Social Media & Comms details

OFFICIAL GUIDELINES FOR CREATING POSTS

POST STRUCTURE

Introduction/Hook: start with a compelling sentence that grabs attention - e.g., "Did you know that the future of cultural heritage is digital?"

Body: provide the main information - e.g., a key outcome, a new project, or an event.

Call to action (CTA): encourage the audience to interact, comment, share or participate - e.g., "Share your story with us!" or "Learn more on our website).

tone of voice

Professional yet accessible - maintain a professional tone that conveys expertise but is also clear and accessible for a broad audience.

Collaborative yet positive - foster teamwork among partners by using a tone that inspires trust, positivity and inclusivity.

Educational yet engaging - every piece of content should inform the audience while sparking curiosity and encouraging active participation.

KEY MESSAGES

European collaboration - highlight the network of partners working together to create a unified European platform for cultural heritage.

Impact on professionals and institutions - show how the project supports professionals museums and other cultural institutions in digitisation and collaboration.

Public engagement - promote active public participation by inviting the sharing of personal experiences related to cultural heritage.

ECHOES COMMUNICATION GUIDELINES

All ECCCH-funded projects are members of a larger community coordinated by ECHOES. For C&D purposes, the term "**Cultural Heritage Cloud**" is to be used when referring to the European Collaborative Cloud for Cultural Heritage (ECCCH).



The ECHOES symbol is to be used consistently across all media to maintain brand recognition. All communication and dissemination materials and channels, both online and offline, must include the ECHOES symbol, with the sole exception of social media). The ECHOES symbol must always be the first in the sequence when presented alongside other logos in co-branded materials. A separating line must be placed between the ECHOES symbol and the project logo.

All co-branded materials must be reviewed and approved by key stakeholders from both ECHOES and the project partner before publication.

Visibility of the funding from the EC

In accordance with Article 17 of the Grant Agreement: “Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant **must acknowledge the EU support and display the European flag (emblem) and funding statement** (translated into local languages, where appropriate). [...] The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.”

Where to get the Emblem and acknowledgement: EC Logos

More guidelines:

- Communication, dissemination & exploitation - what is the difference and why they all matter:
<https://op.europa.eu/en/publication-detail/-/publication/58ad3394-0a63-11ee-b12e-01aa75ed71a1/language-en>
- Communicating about your EU-funded project
https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en
- Dissemination and exploitation
https://rea.ec.europa.eu/dissemination-and-exploitation_en

DISCLAIMER:

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C&D WORKFLOWS

PROJECT NEWS

The project website will include a news section where project related news, press releases and further dissemination material will be published which can subsequently be shared via further communication channels (social media, newsletter etc.) of the consortium partners.

Following participation in events, workshops, etc, partners are requested to provide to the C&D lead a photo and a few paragraphs describing the event and the participation details (e.g. what happened during the event, why it was relevant for the project, and potentially and impact on future activities)

Stakeholder contacts:

To keep track of stakeholders who have expressed interest in the project (e.g. via contact form on website, discussions during events, workshops or any other means) partners are requested to add their contact details here:

 UNICHE Stakeholder list

We will use this list for sending out project newsletters, press releases and any other important communications.

Note: Do not export any existing stakeholder mailing list that you already have. The list above is solely to be used for contacts gathered during the project.

Reporting

All partners are requested to regularly report the planned and conducted communication and dissemination activities:

 UNICHE Dissemination & Communication registry

Annex 2 UNICHE Communication Cheatsheet

UNICHE LOGO AND STYLESHEET:  UNICHE LOGO



UNICHE FONTS


Montserrat ExtraBold

Montserrat Medium

Montserrat Light | *Montserrat Light Italic*

UNICHE Templates:  Templates

UNICHE Flyers, Banners, roll-up, etc:  C&D Materials

ECHOES logo, guidelines and materials (contents of folder will be updated as new materials are created):  ECHOES Logos and Guidelines

Where to get the Emblem and acknowledgement:  EC Logos

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SOCIAL MEDIA

Always use hashtag: **#UnicheEccch**

Reference official hashtags:

#CulturalHeritageCloud - main hashtag used to collect information from all ECCCH-related projects

#EchoesEccch - official ECHOES-ECCCH hashtag


Tag also the account of ECHOES (@echoes-eu) and the relevant partners.

OFFICIAL ACCOUNTS:

Website: <https://uniche-eccch.eu>

Linkedin: <https://www.linkedin.com/company/uniche-eccch/>

Please make sure to also tag the project partners in your posts where possible.

List of partner accounts:  UNICHE Consortium Social Media & Comms details

Stakeholders who are have expressed interest:  UNICHE Stakeholder list \

Reporting:  **UNICHE Dissemination & Communication registry**