

E-RIHS PP

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D.10.1 Design, development and implementation of the dissemination and communication strategy

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Abstract

Task 10.1 “Design, development and implementation of the dissemination and communication strategy”, of the WP10 “Advocacy, Communication and Dissemination”, will prepare and implement the E-RIHS’ communication and dissemination strategy to communities of users and stakeholders and dedicated public engagement. It will be based on feedback obtained through periodic meetings with users, stakeholders and national hubs representatives as well.

So far under process:

The formation of Social Networks, as well as the usage of a web-based project management application (www.basecamp.com), for internal communication.

The development of tailored strategies for stakeholders, through digital and physical channels of communication in a dialogue with national E-RIHS representatives and National Hubs.

The creation of critical mass of information and their dissemination at conferences, events, through digital and physical media, etc. in order to assure its presentation to citizens, researchers, investors, private and public bodies, institutions, academic universities or research centres wishing to collaborate with E-RIHS.

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Abstract (for dissemination)	<p>The E-RIHS PP communication and dissemination plan describes:</p> <ul style="list-style-type: none"> - the goals that the project intends to reach through its dissemination and communication activities; - the audience that will be mapped and analysed in order to improve its engagement; - the key messages that are basic elements of the contents to address to the audience groups; - the channels that are the medium or media, through which the contents of the E-RIHS PP messages can be best delivered; - the timetable that helps communication and dissemination to be effective; - the key performance indicators to monitor and evaluate the performance of communication and dissemination.
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Abbreviations

CMO	Central Management Office
CO	Communication Office
ESFRI	European Strategy Forum on Research Infrastructures
PP	Preparatory Phase
RI	Research Infrastructure
SAB	Stakeholder Advisory Board

1. Executive Summary

The Dissemination and Communication Plan provides an overview of the dissemination and communication strategy and activities that the E-RIHS PP Project intends to use over the lifetime of the project with the goal of making it visible and distributing the Project's results as widely as possible.

The E-RIHS PP project results are targeted to Governments, Policy-makers, the Scientific Community, the General Public and the E-RIHS community.

The Dissemination and Communication Plan identifies the different messages to be delivered to each of these targeted groups; the methods and media to be employed, the expected outcomes of those activities. It evaluates the performance of communication and dissemination during the life of the project.

Central to the dissemination of information is the project website (www.e-rihs.eu). In addition, the current document describes how E-RIHS PP intends to capitalize the potential of social media for sharing information in the project and engaging with a wider audience.

Finally, a series of conferences and seminars, along with the website anchor, will also play a critical role in the dissemination process in order to reach a broad range of audience across Europe and beyond.

This document, targeted to all sectors of E-RIHS PP, serves as an easy-to-use internal guide for the project partners. In addition, this report describes the dissemination and communication methodologies and activities carried out by partners in the project and how these processes will be monitored.

A further aim of this document is to inform, improve, streamline, and standardize the procedures concerning the project's communication and dissemination activities. The standardization of the procedures will also help the project management in monitoring and reporting activities and outcomes.

We gratefully acknowledge that the present document is based on the successful dissemination and communication experience and strategies of previous European projects such as EU-ARTECH, CHARISMA, IPERION CH and ARIADNE.

2. Introduction

ERIHS PP is the preparatory phase for establishing a European distributed research infrastructure for heritage science whose general goals will be:

- To support research on heritage interpretation, preservation, documentation and management;
- To provide tools and services to cross-disciplinary users and scientific communities working in the field of heritage science;
- To connect researchers in the humanities and natural sciences and foster a trans-disciplinary culture of exchange and cooperation;
- To integrate European world-class facilities in order to create a distributed but cohesive research infrastructure in the global community of heritage science;
- To overcome fragmentation, duplication of efforts, and isolation of small research group.

Specific objectives of E-RIHS PP are:

- to design a suitable governance including the roles of National Hubs and the relationship between E-RIHS Central Hub and National Hubs;
- to develop E-RIHS statutes;
- to develop an access policy and user strategy and a central system for applying for (and granting of) access and services;
- to define common data policies and procedures for data management;
- to define common open-access policies to data and publications;
- to define a sound policy for human resource acquisition and management;
- to implement a strong communication and advocacy plan to help collecting stable financial commitments from all potential partners;
- to develop investment strategies based on gap analyses of existing capabilities and on a common strategic vision of the sector;
- to draw up a comprehensive risk analysis and risk mitigation strategy for E-RIHS;
- to develop a quality management system with adequate monitoring capacities and efficient KPIs;
- to develop synergies with other ESFRI RIs and EU relevant initiatives and with e-infrastructures;
- to promote the inclusion of scholars and of new communities of users;
- to provide a training plan and training policies for E-RIHS.

Based on the E-RIHS PP general and specific objectives, this deliverable aims to function as an easy-to-use internal guide for communication and dissemination. It describes all the elements required for an effective strategy:

- the goals that the project intends to reach through its dissemination and communication activities;
- the audience that will be mapped and analysed in order to improve its engagement;
- the key messages that are basic elements of the contents to address to the audience groups;
- the channels that are the medium or media through which the contents of the E-RIHS PP messages can be best delivered;
- the timetable that helps communication and dissemination to be effective;
- the key performance indicators to monitor and evaluate the performance of communication and dissemination.

This deliverable has been drafted by the members of the Communication Office, which is responsible for communication and dissemination activities within E-RIHS PP. The document will be periodically revised based on the progress of the project and the evaluation of its impact and effectiveness.

3. WHY: the goals

Addressed to a diversified targeted public, a combined communication-dissemination strategy will be implemented in order to raise the awareness for projects results, activities and future perspectives. Thanks to a transnational approach and contributions of partners from 16 countries, the strategy aims at influencing policy-makers and guaranteeing a large coverage of stakeholders across Europe.

The communication and dissemination plan describes the strategy carried out at the two main levels: internal and external. All the objectives of the plan are clearly identified by using the SMART strategy. SMART means objectives that are:

S – Specific,
M – Measurable,
A – Attainable,
R – Relevant,
T – Time-bound.

INTERNAL COMMUNICATION

The internal communication strategy helps to ensure a constant and effective exchange and share of information among the partners as well as an effective and shared management of the project. In order to develop a strong internal communication strategy, different tools are used as described in detail in the section 6 (*HOW: Channels and Methodologies*).

The main objectives of the internal communication are:

- to simplify structure of the internal communication by using friendly tools;
- to repeat messages in different times and styles;
- to optimize timing and targeting of communications, which means to deliver internal communications at the right time for the right audience (via CMO);
- to prioritize and filter messages by using communication vehicles depending on message type and urgency in order to reduce the overloading of information
- to communicate events and meetings well in advance in order to let partners organize their participation;
- to increase communication about the activities/changes/progress of the project in order to give partners sufficient time to know, understand, and act upon information.

EXTERNAL COMMUNICATION AND DISSEMINATION

The general objectives of the external communication and dissemination strategy are:

- to set up an Editorial Committee for the communication and dissemination materials and their publication;
- to design, implement, control and periodically evaluate the communication and dissemination strategy;
- to build the E-RIHS visual identity for strategic purposes (trademark, guidelines, etc.);

- to set-up a database of templates for internal and external use (presentations, interviews with key E-RIHS figures, webinars, scientific papers along with printed dissemination material - leaflets, posters, banners, etc.);
- to brand E-RIHS, which means to develop and implement its dissemination mechanism inside and outside Europe and raise awareness among the scientific, academic, administrative and private sectors;
- to develop and maintain the E-RIHS website and social media;
- to create a Digital Hub for Research and Cooperation in Heritage Science, acting as an access point for information, services, good practices, training and virtual meetings for stakeholders in order to discuss topics of interest;
- to share research results in an open-access way, free-of-charge:
- to plan publication series (know-how books, best practices manuals, scientific series books, etc.),
- to organise and participate at events related to E-RIHS and cover the whole stakeholders spectrum.

ERIHS PP dissemination and communication plan is designed to increase:

1. [AWARENESS] means to make people aware of the activities and outcomes of ERIHS PP project. This is very useful to build the E-RIHS identity and profile within the heritage science community;
2. [UNDERSTANDING] requires identifying specific groups/audience who can benefit from what E-RIHS has to offer. The more the groups/audience will have a deeper understanding of E-RIHS goals, activities and perspective, the more the project will be successful;
3. [ACTION] refers to people/groups in a position to influence their organizations (e.g. the members of the E-RIHS PP SAB); they need to be equipped with the right documents, knowledge and understanding of E-RIHS PP work in order to achieve their involvement in building E-RIHS.

Furthermore, taking into account the guidance provided by the European Commission to project participants for communicating EU research and innovation, E-RIHS PP will also aim at demonstrating the ways, in which research and innovation is contributing to a European “Innovation Union” and account for public spending by providing tangible proof that collaborative research adds value by:

- showing how European collaboration has achieved more than would have otherwise been possible, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges;
- showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives and heritage better in other ways;
- better use of the results, by ensuring that they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.

This strategy intends to facilitate the achievement of the above-mentioned purposes, including all the contributions of all the E-RIHS PP partners.

Within E-RIHS PP, communication and dissemination activities will be conducted under the coordination of Cyl, which will guarantee the delivery of a consistent message to the outside world.

4. WHO: The E-RIHS PP audience

In near future, knowledge, tools and technologies generated through E-RIHS will be available to a wide range of people in Europe and worldwide. For this reason, it is necessary to start experimenting a strategic communication and dissemination plan within E-RIHS PP.

One of the first steps is to identify and map the E-RIHS audience, true and potential. Mapping audience increases the probability to have successful and effective communication and dissemination. After a first analysis, the following targeted groups have been identified:

- *The E-RIHS community* – 20 E-RIHS PP partners from 16 different countries, people involved in the E-RIHS national nodes;
- *The decisions makers* – EU Member States, Associated countries, EU institutions, relevant ministries, national bodies, E-RIHS PP SAB (composed of delegates whose actions will have direct impact on E-RIHS PP future perspectives to establish a distributed RI for Heritage Science);
- *The Steering Committee* – composed of 10 members who are the WP leaders managing the project;
- *The scientific community* – composed of potential users in the public and private sector who are working in the multi-disciplinary field of Heritage Science;
- *The general public* – composed of probable stakeholders at different levels;
- *The media* – whose interests are focused on EU policies, heritage science events, etc.

The analysis of the audience will be improved in the next months in order to establish a clear, detailed and realistic framework of the audience. After having completed the analysis, it will be necessary to revise the key messages and the means used to influence audience and implement them in E-RIHS.

5. WHAT: The E-RIHS PP Key Messages

Key messages are essential to the communication and dissemination strategy. The E-RIHS Communication Office is preparing key messages to be used in different situations for different audience. The four key intents are:

- Raise awareness
- Inform
- Educate
- Engage

The E-RIHS key messages will be:

- Clear and concise
- Active
- Short, with one memorable sentence that takes few seconds to say it
- Consistent
- Specific to the target audience.

This strategy will help people involved in E-RIHS (partners, policy-makers, etc.) to communicate the same message in different situations to different audience.

Key messages will vary throughout the lifetime of the project. In the preparatory and initial phase, they will be more focused on raising the awareness of the project, while in the last phase the project will focus on promoting its major activities.

E-RIHS : Key messages for each target audience	
Audience	Key Message
Decision makers 1 (Governments and policy-makers in Member States)	<p>E-RIHS offers a decisive contribution in increasing the awareness and enhancing of the cultural heritage assets.</p> <p>Researchers and Scientists in your country have greater access to inspiring, cutting-edge research and educational resources.</p> <p>E-RIHS is part of the countries national research dynamics with international ties.</p>
Decision makers 2 (Governments and policy-makers in potential new Member States)	<p>Becoming partner of E-RIHS, your country cultural heritage assets will improve.</p> <p>Researchers and Scientists in your country will have greater access to inspiring, cutting-edge research and educational resources.</p>
E-RIHS community (E-RIHS partners, national nodes, etc...)	<p>We are part of a big trans-disciplinary research, scientific network.</p> <p>E-RIHS provides a wide range of high-level scientific instruments, data, and specialized knowledge.</p> <p>Heritage Science can be defined as “a trans-disciplinary scientific domain founded on the synergy of knowledge from the arts, humanities, science and technology to provide a holistic approach to cultural and natural heritage preservation, documentation, interpretation and management”.</p>
Scientific community (users, researchers, etc.)	<p>E-RIHS will be a well-known brand, respected within the field.</p> <p>E-RIHS will provide a social and academic network of specialists in the field with experience in many related domains.</p> <p>E-RIHS will offer training opportunities for research groups and students.</p> <p>E-RIHS will offer possibilities for funding.</p>
General public	<p>E-RIHS will assist the connection of local communities with their past.</p> <p>The results of the work carried out by E-RIHS partners will be available to everyone.</p>

Media

E-RIHS is the only pan-European research infrastructure in the field of Heritage Science, funded by EU and included in the ESFRI roadmap.

The E-RIHS PP Communication Office has drafted the basic key messages that will be revised periodically.

The following table summarizes the type of audience and the key messages to be communicated.

6. HOW: Channels and methodologies

This section gives an overview of the main communication and dissemination channels and methodologies used in the E-RIHS PP project.

INTERNAL COMMUNICATION

In E-RIHS PP, the main channels used for internal communication are:

1	Project meetings
	Project meetings will be scheduled periodically and their dates communicated well in advance to partners.
2	Email
	Specific email accounts have been created in order to answer different requests or needs (<i>see Annex 1</i>). The different accounts guarantee that emails arrive to competent people in charge of answering. In order to facilitate exchange of information, a mailing list divided into different audience (Steering Committee, General Assembly, SAB members, etc...) has been already created. It will be continuously implemented.
3	Basecamp
	This tool is a project management and team communication software. It will be used to organize and share information, to create to-do lists, post announcements and updates, schedule for posting deadlines and milestones, store documents, etc... (https://basecamp.com/).
4	D4Science repository
	This system is a virtual research environment (VRE) that serves the project participants in collaborating, communicating and sharing the documents.
5	ZOOM
	It is a friendly web conferencing service, that allows having and recording online meetings (https://zoom.us/).
6	Eventbrite
	This online tool is used to share information about the project meetings with partners (agenda, location, etc.), to create a registration form for the project meetings and to optimize their organization (https://www.eventbrite.it/).

EXTERNAL COMMUNICATION

In E-RIHS, the channels used for external communication will be both traditional and digital.

TRADITIONAL TOOLS	
1	Templates The CO is creating templates for E-RIHS PP communication needs, that all the partners could adapt to specific events and needs. In particular, the CO will create: <ul style="list-style-type: none"> - A4 Template for letterhead; - Template for the proceedings; - Template for an E-RIHS brochure; - 3-fold brochure for conference and workshop programs; - Template of a card for invitations and courteous communications; - Template of flyers for events; - Templates for poster/totem or roll-up.
2	Press releases <ul style="list-style-type: none"> - The head of the CO (WP 10 leader) will prepare press releases in English for events related to E-RIHS that could be translated in the partners' language to meet their national audience.
3	Template for Power Point / Keynote presentation <ul style="list-style-type: none"> - See the section 13 on the E-RIHS Visual Identity Guidelines (<i>Annex 2</i>)
DIGITAL TOOLS	
4	Logo <ul style="list-style-type: none"> - See the section 13 on E-RIHS Visual Identity Guidelines (<i>Annex 2</i>)
5	Website <ul style="list-style-type: none"> - www.e-rihs.eu
6	Digital Hub for Research and Cooperation in Heritage Science <ul style="list-style-type: none"> - the Digital Hub will be linked, if possible integrated, to the E-RIHS website. It will act as an access point to information, services, good practices, training and virtual meetings for stakeholders in order to discuss topics of interest.
7	Social media <ul style="list-style-type: none"> - Facebook - Twitter - Youtube - Vimeo - LinkedIn
8	Online visual identity guidelines <ul style="list-style-type: none"> - In order to improve effectiveness, the Communication Office has drafted the "E-RIHS visual identity Guidelines" (<i>see Annex 2</i>), under evaluation of the Steering Committee. The guidelines help partners and affiliated stakeholders to use a coordinated communication and image of the infrastructure, to make materials immediately recognizable, to reinforce the reputation of the infrastructure, and to have an effective communication.
9	Short videos <ul style="list-style-type: none"> - Interviews to key people and videos will be uploaded to the website and social media.

The partners should translate all the communication materials into their own language.

DISSEMINATION

The main dissemination channels foreseen by the project are:

1	E-RIHS website
	www.e-rihs.eu
2	E-RIHS national nodes websites
	Partners have developed (or will develop) websites of the national nodes. Rules to set-up the national node website are described in the Visual Identity Guidelines (<i>Annex 2</i>).
3	Partners institutions' websites
	Partners are encouraged to disseminate E-RIHS PP activities and outcomes on their own institutional websites, periodically updating news, and links to relevant documentation
4	Online fast communication
	Partners are encouraged to promote E-RIHS PP activities and outcomes on their institutional newsletters, e-bulletins and social media marketing tools
5	Social Networks
	The adoption of Social Networks profiles will allow the project to support viral visibility of the E-RIHS PP website contents and help spreading online word-of-mouth about the research progress and wealth of materials available. E-RIHS PP will have an active profile on Facebook, Twitter, Youtube, Vimeo and LinkedIn
6	Events
	Other important methods of disseminating the project results include national networks, European and International workshops, seminars and conferences organized by other institutions, as well as national and international fairs and exhibitions
	Participation of individual members in relevant conferences and sister-project events
7	E-RIHS training events
	They will be about the use of tools and services developed by E-RIHS PP
8	Academic publications and articles
	They will be published in the journals of the sector
9	E-RIHS PP videos
	They will be used to illustrate the work in progress

The following table schematizes the channels employed by E-RIHS PP to communicate and disseminate its activities and outcomes:

- The first column lists the type of channels selected within the project
- The second column lists the reason why a certain method is considered appropriate
- The third column contains suggestions
- The fourth column lists practical references
- The fifth column includes guidelines that should be followed by partners.

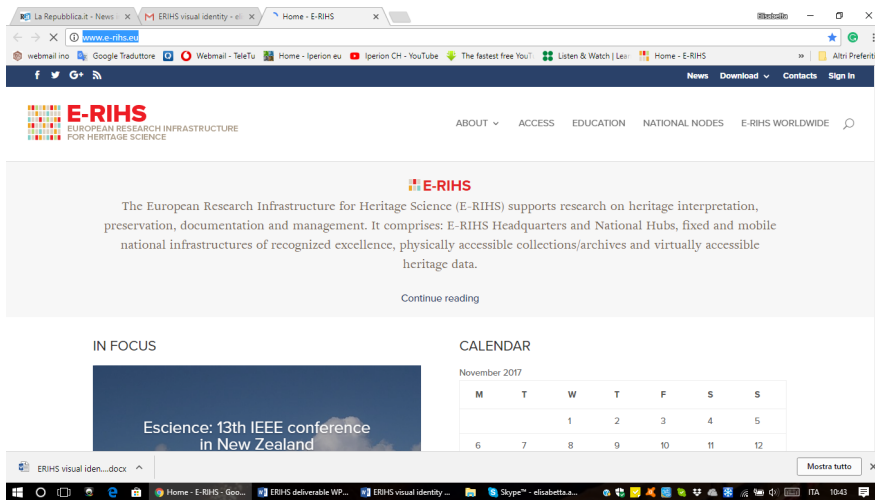
Channel	Intent	Suggestions	References	Guidelines for partners
Project website	<i>Inform, Raise awareness, Engage</i>	The project website is one of the most versatile dissemination tools. Its content should address different users.		Partners are advised sending all their relevant information and documentation to enrich the project website and to be shared by all.
Partners' institutional websites	<i>Raise awareness, Engage, Inform</i>	Pages or dedicated pages on these websites are important for the dissemination of the results of the project at a national level and to direct traffic towards the project website.		Partners are advised including a page or a section describing the activities and results of the project on their institutional website.
Social networks groups, Online professional lists Blogs	<i>Raise awareness, Engage</i>	All these tools are an opportunity to be proactive and reactive, share one's knowledge with the community, develop a profile for E-RIHS PP and help spread online word-of-mouth about the research progress and the wealth of material available.		Partners are encouraged to follow E-RIHS PP Social Networks profiles. Partners who manage a professional blog or are active on social networks are encouraged to promote and disseminate the Project and its results to their own audience. Partners are encouraged to announce their achievements publications etc. in order to promote the success of the results of the project.
Press releases and Newsletters	<i>Inform, Raise awareness</i>	A press release is a formal announcement to the national press. Partners are encouraged to issue press releases to announce any event or important project achievement. It is noted that writing a press release which is attractive to the media in a timely manner requires preparation prior to the organisation of the event.		Partners are encouraged to liaise with the leader of the WP10 before issuing a press release and to include the project logo, e-mail and link to the website.
Brochures and other promotional materials	<i>Inform, Raise awareness</i>	Though communication channels are often electronic, it is still useful to circulate printed dissemination materials at meetings and events.	The following materials will be available: <ul style="list-style-type: none"> • Flyers • Posters • Roll-up 	Partners are encouraged to disseminate promotional material at their professional events. All the promotional material will be available for customisation and

				translation into partners' own language.
Sister projects	<i>Inform, Raise awareness, Engage, Promote</i>	Sister projects are excellent opportunities for projects to learn from each other, discuss common issues, and receive feedback on their work. Partners may be asked to give a presentation, participate in a workshop, give a demo, etc.	Events archive on website. Messages circulating in professional mailing lists.	Partners are advised using the project website and internal mailing lists to inform all partners about professional meetings. Partners are required to always include the corporate image when presenting or speaking of E-RIHS PP.
Conference presentations	<i>Inform, Raise awareness, Engage, Promote</i>	National and international conferences are an excellent opportunity to share the network achievements with experts in the field.	Call for papers circulating in professional mailing lists	Partners are advised selecting conferences where their presentation will have an impact, and will attract the experts they want to speak to. Partners are advised to always use the corporate image when presenting E-RIHS PP. Partners are encouraged to distribute E-RIHS PP promotional material
Conference posters	<i>Inform, Raise awareness</i>	A poster session at a conference may be more appropriate when there is a work in progress. Posters may be presented to delegates who attend the session. It may not be as engaging as doing a presentation in the auditorium, but it is an excellent way to attract people and get one-on-one feedback. Conferences do not always foresee calls for papers, but do foresee poster sessions.	Call for posters circulating in professional mailing list.	Partners are advised to always include the E-RIHS PP corporate image.

<p>Workshops</p>	<p><i>Educate, Engage,</i></p>	<p>Workshops are small interactive events held to achieve a specific objective. A workshop could be used to receive feedback from users on a demo or on a particular issue.</p>	<p>Call for papers circulating in professional mailing lists.</p>	<p>Partners are advised selecting conferences where their presentation will have an impact, and will attract the experts they want to speak to.</p> <p>Partners are advised to always include the corporate image when presenting E-RIHS PP.</p> <p>Partners are advised to always distribute E-RIHS PP promotional material on these occasions.</p>
<p>Journal articles</p>	<p><i>Raise awareness, Promote</i></p>	<p>Partners are encouraged to author articles on the E-RIHS PP project.</p> <p>During the project, partners can contribute to electronic newsletters, blogs, portals.</p> <p>Peer reviewed journals in relevant disciplines especially in the advanced phase of the project, when there are data and results to report, are a very important opportunity.</p>		<p>Partners are advised to frequently include references to the E-RIHS PP results.</p> <p>We advise sending a copy of any journal article or academic paper to the WP10 leader so that it may be published (or linked) on the E-RIHS PP website.</p>
<p>Publications</p>	<p><i>Educate, Raise awareness</i></p>	<p>Partners are encouraged to prepare deliverables on specific topics, the content of which could be included in specific publications.</p>	<p>E-RIHS Conference Proceedings</p>	<p>Partners are encouraged to distribute printed/online copies, according to targets.</p>

Few words about the website

The main communication channel to reach the largest audience possible is the website (www.e-rihs.eu), which is still a work in progress.



The home page gives access to:

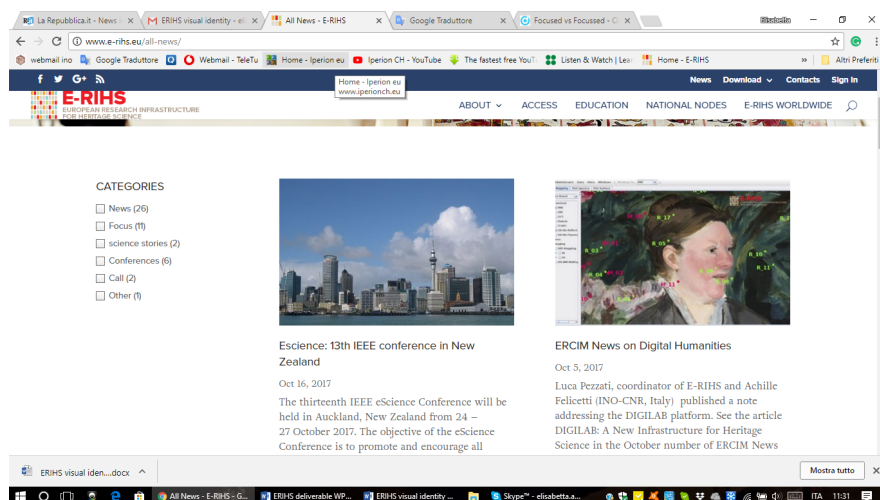
- **ABOUT:** a presentation of the infrastructure, its objectives and partners
- **ACCESS:** the page through which E-RIHS will provide access to a wide range of cutting-edge scientific infrastructure, methodologies, data and tools, training in the use of these tools, public engagement, access to repositories for standardized data storage, analysis and interpretation
- **EDUCATION:** the page where users will find calls for access to Training Camps and Doctoral Summer schools focused not only on the instruments and analysis of specific skills but also on the development of cross-disciplinary research skills as well as teaching
- **NATIONAL NODES:** which redirects to the national websites of partners involved in E-RIHS
- **E-RIHS WORLDWIDE:** which offers an overview of countries involved in G-RIHS proposal and all the projects that can be considered the E-RIHS' background

The home page contains FOCUS and CALENDAR as well.

FOCUS allows highlighting a very relevant news, which deserves special attention while CALENDAR offers a quick look at the days where initiatives, conventions and meetings are planned.

A very important section is NEWS, which offers users, and audience generally speaking, the opportunity to be updated on what is relevant for the community of Heritage Science.

Finally, the section DOWNLOAD, which currently contains photos and videos only, will allow journalists to download material for their articles about E-RIHS, and general audience to collect more information.



Social media presence and strategy

Social media is one of the tools that E-RIHS uses to disseminate information and is a component of the communication and dissemination strategy. The goals of the E-RIHS social media strategy are to:

1. disseminate key messages and invite people to find more info in the website;
2. foster engagement in the general public and helps to create a online community of stakeholders interested in E-RIHS activities;
3. monitor sentiment towards the research infrastructure and increase its reputation.

All project researchers are encouraged to follow the project social media with their own social media accounts. This allows partners to post about their work and the project account to re-post and comment on it and vice versa.

All the project social media accounts are strictly professional and posts must have some information value, otherwise followers unfollow E-RIHS PP and vice versa.

When using social media accounts (e.g. Twitter, YouTube, Facebook), it is important to explicitly identify key influencers the project wants to attract as followers. At its start, any project social media accounts have only the project consortium as a follower. If a key influencer starts following the account and re-post or re-tweet some of the project works, the extended range of these posts increases by 2-3 orders of magnitude (i.e. key influencers can easily have 1,000's of followers each of which could be reading your re-tweeted post).

All partners are therefore encouraged to identify these key influencers and invite them. Furthermore, partners are encouraged to re-post or re-tweet some of the key influencer's work hoping they may follow the project accounts.

Meeting influencers face to face at events and giving a business card with the social media account info is instrumental in the communication and dissemination of the project.

Re-tweeting is encouraged when a key influencer re-tweets or re-posts a partner's tweet, (i.e. magnify this evidence of impact).

All social media accounts should be active and partners should frequently provide inputs.

At the moment, E-RIHS PP has opened the following accounts:

Social media	account
Facebook	https://www.facebook.com/e.ri.heritage.science/
Twitter	https://twitter.com/ErihsEu
Youtube	ERIHS EU

Vimeo	https://vimeo.com/erihs
LinkedIn	https://www.linkedin.com/groups/8591492

Other social media accounts can be opened and used on need.

7. Practical Guidelines to partners for Dissemination activities

1. If a consortium partner is planning to participate in an event or organize one, he should inform the Head of Communication Office (WP-10 leader) via email and by completing the dissemination registry available in their own cloud.
2. The partner should specify the target audience for the event in order to decide which kind of material will be used, whether or not it should be updated etc. It is also extremely important to identify the message that needs to be conveyed at that specific implementation stage.
3. The partner should specify any extra needs that the event may require and investigate whether or not the budget is available,
4. The partner should use the guidelines provided by the Communication Office when relevant announcements must be prepared aiming at the promotion of event through the project website, social media, newsletters and the press. The head of the CO will prepare in advance press releases etc. When the event is a national one, the partner will be responsible for the translation of the material into his country language in order to target national media.
5. Upon completion of the event the partner has to:
 - Upload all presentations and any other dissemination material to their own-cloud;
 - Send them to the Dissemination leader in order to publish them on the website, social media and update the dissemination records;
 - If these are publications in journals, the partner will register them in their own-cloud and inform the leader about them. They will be also published on the website and, if they are open access publications, they will be uploaded in Openaire (<https://www.openaire.eu/>).

8. Key Performance Indicators and Monitoring

Within E-RIHS PP, KPIs are set-up in order to monitor the quality of the activities. KPIs will be also applied to communication and dissemination activities.

The following table lists the **Key Performance indicators**, as described in the DoW:

n.	Objective – expected results	KPI name
1	Networking success	Number of public events organized by E-RIHS PP

2	Networking success	Number of participants in the events organized by E-RIHS PP
3	Dissemination success	Number of visits to the E-RIHS PP portal
4	Dissemination success	Number of 'share' actions on social networks
5	Dissemination success	Total number of plays of E-RIHS video
6	Dissemination success	Number of quotations of the E-RIHS PP project (in papers)
7	Dissemination success	Number of public events in which E-RIHS PP representatives participate
8	Dissemination success	Number of scientific publications relevant to E-RIHS PP
9	Dissemination success	Number of articles/interviews/reports in the press on E-RIHS PP
10	Dissemination success	Number of newsletters published by E-RIHS PP consortium
11	Dissemination success	Number of videos published by E-RIHS PP consortium

For each KPI, it is necessary to monitor the expected results along the three years of the project. Furthermore, the effectiveness of communication and dissemination activities will be constantly monitored by using the following tools:

Object to monitor	Monitoring Tool	Description
Website	Google Analytics	<p>It will be the main tool to collect fresh insights into how visitors use E-RIHS site, which way they knew the website, which parts of the website are performing well, which pages are most popular and how visitors interact with sharing features on our site.</p> <p>Statistical analysis of the project website with the following indicators will be carried out:</p> <ul style="list-style-type: none"> - Page views: number of web pages requested and viewed by the user; - Visits or sessions: number of visits to a site; - Unique visitors: number of single users that have visited the site, net of duplications; - Time spent: time spent in minutes and seconds while navigating or viewing the pages of a site or using a digital application.
Social Media	Hootsuite	<p>It is a social media management tool, which manage all social media from a single platform and will allow the E-RIHS PP CO to both efficiently track conversations and measure dissemination campaign results.</p> <p>Social media statistics will include:</p>

		<ul style="list-style-type: none"> - Number of followers and the 'extended range' of people you can reach if all the followers re-tweeted (i.e. add up project followers + all their followers); - Number of target influencers following; - Number of target influencer re-tweets; - Number of retweets & downloads.
Events	Event Reporting Form	<p>Events reporting forms will be filled in by partners after each event.</p> <p>A reporting form will be prepared in order to report on participation in events. This form must be used when a partner is presenting and disseminating E-RIHS PP outcomes in events organized by other institutions. The form template will be available in the project website:</p> <p>The reports will be carefully analyzed in order to evaluate if target groups have been reached or definitions of main target groups need to be adjusted.</p> <p>A list of attended events will be available on Basecamp and the website.</p>

9. Timetable of the communication and dissemination activities

Scheduled date	Activity
For all the duration of the project	Identification of social media influencers in the field
Weekly	Implementation of the social media
Every 6 months	Evaluation of social media activities
Yearly	Project meetings agenda distributed to all the partners
Yearly	Evaluation and revision of the website
Yearly or as necessary	Revision of the key messages
On request	Draft of press release
March 2017	Template of PP/Keynote presentation – draft
March 2017	Template of Letterhead – draft
March 2017	Targeted Mailing list
March 2017	E-RIHS logo
May 2017	ZOOM purchased
September 2017	Template of PP/Keynote presentation – revised
September 2017	Template of Letterhead – revised
September 2017	Template of a poster/totem or roll-up – draft
September 2017	Implementation of the website
October 2017	Draft of the visual identity guidelines
November 2017	E-RIHS brochure
November 2017	First analysis of the E-RIHS PP audience
November 2017	Identification of the basic key messages
November 2017	Creation of email accounts specific to different needs (Coordination Management Office, Communication Office, etc...)
November 2017	Basecamp purchased
December 2017	Creation of the social media account

January 2018	Email to invite all the researchers to join E-RIHS social media
February 2018	Set up of an Editorial Committee for communication and dissemination materials and their publication
February 2018	Approval of the visual identity guidelines
May 2018	Revision of the E-RIHS PP audience
July 2018	1 st periodic evaluation of communication and dissemination activities
August 2018	Digital Hub online
January 2019	2 nd periodic evaluation of communication and dissemination activities
January 2020	Final evaluation of communication and dissemination activities
January 2020	List of publications and articles published
January 2020	Digital Hub evaluation
	3-fold brochure for conference and workshop programs
	Template of a flyer for events
	Template of a card for invitations
	Plan of E-RIHS event
	Template for proceedings
	Short videos realized
	National nodes websites online
	E-RIHS training events
	E-RIHS events carried out
	Dissemination registry online
	Event reporting form ready and spread

10. Acknowledgement of EU funding

As requested in the Grant Agreement, art. n. 38.1.2, all the communication and dissemination materials should give information on EU funding in the following way:

- Display the EU emblem and
- Include the following text: "This infrastructure is part of a project that received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 739503.

When displayed together with another logo, the EU emblem must have appropriate prominence.

According to the GA article n. 38.1.3, any communication activity related to the action must indicate that it reflects only the E-RIHS PP view and the Commission is not responsible for any use that may be made of the information it contains.

11. Conclusions

The communication and dissemination strategy ensures that:

- the programme of the project maintains a high profile;

- the community learns from its achievements;
- the outcomes are integrated in work flows and taken up.

The project coordinator, together with the Head of the Communication Office (WP10 leader), shares the strategy with all partners, WPs leaders, and working groups and task forces, inviting them to contribute with ideas and materials for all the duration of the project.

Thinking early in the project about the 'overall plan' maximises the impact of communication and dissemination and the sustainability of its outcomes.

12. Annex 1: E-RIHS email accounts

The following accounts were created to answer the main issues raising from the project.

Coordinator	<u>coordinator@e-rihs.eu</u>	For directly communicate with the coordinator
Central Management Office	<u>co@e-rihs.eu</u>	For general information about E-RIHS and its activities as well as the management and financial issues
Communication Office	<u>communication@e-rihs.eu</u>	For external communication purposes
Webmaster	<u>webmaster@e-rihs.eu</u>	For technical enquiries related to the website

13. Annex 2: E-RIHS visual identity guidelines

E-RIHS VISUAL IDENTITY

E-RIHS COMMUNICATION OFFICE

ABOUT E-RIHS

E-RIHS (European Research Infrastructure on Heritage Science) is a pan-European distributed research infrastructure based on advancing and sharing the best research resources available in the field of Heritage Science.

Heritage Science is a trans-disciplinary scientific domain founded on the synergy of knowledge from arts, humanities, science and technology and provides a holistic approach to cultural and natural heritage preservation, documentation, interpretation and management.



WHY IS VISUAL IDENTITY IMPORTANT?

A strong and consistent visual identity made up of communication of strategic messages and strong graphic presentation is a necessary element for all communications from E-RIHS community.

Consistency of communication to both internal and external audience reinforces a strong E-RIHS identity and reputation.

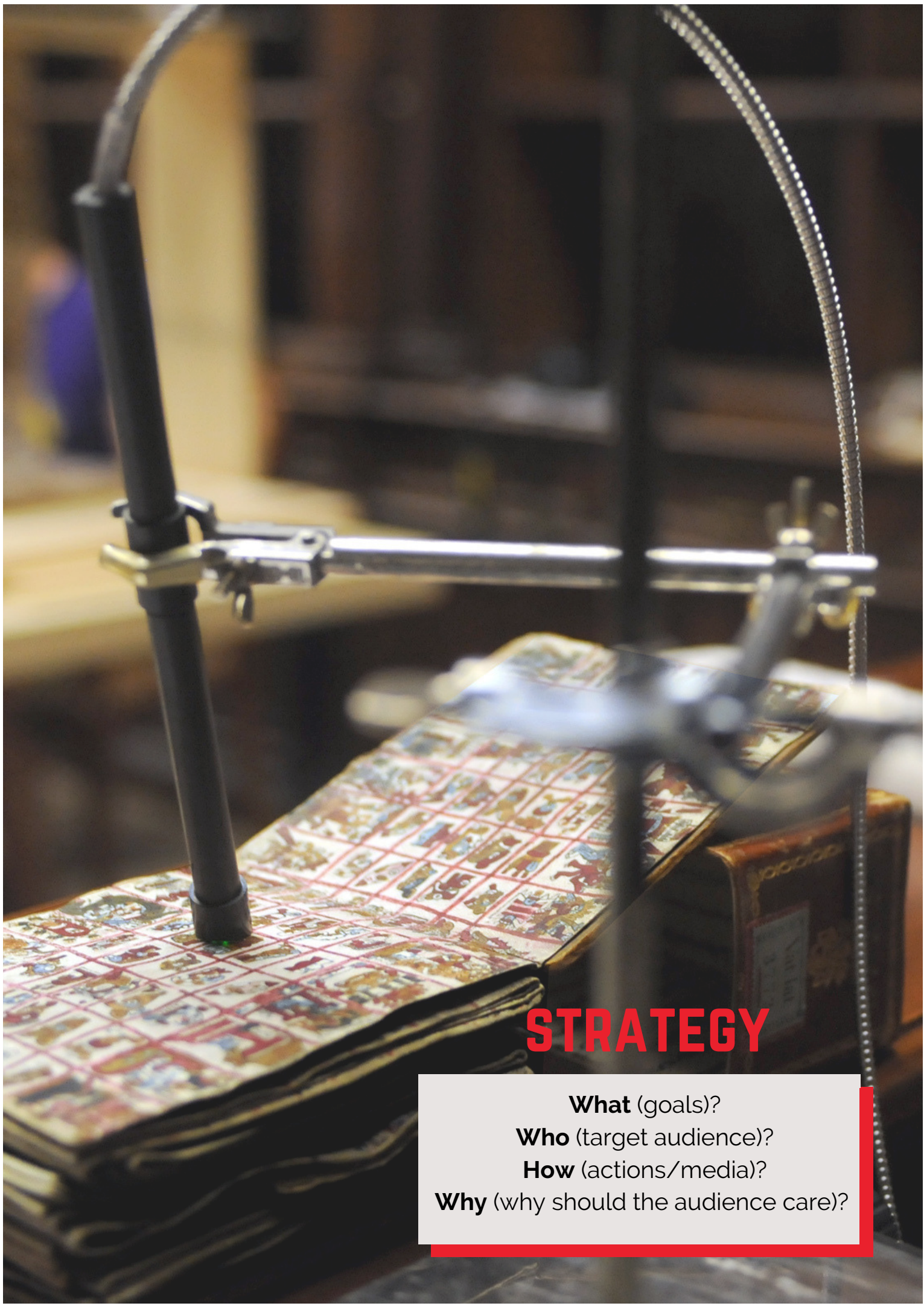
E-RIHS communication aims at being:

- **Clear:** prioritize your information from most important to least and be brief
- **Coordinated:** be respectful of your audience's time and deliver just the right amount of information at the right time
- **Consistent:** use similar designs and styles, so your audience learns to recognize your communications
- **Creative:** hire a designer to connect and communicate quickly and effectively.

Through communication, E-RIHS aims at managing and sustaining relationships with key audiences and takes responsibility for its reputation.



 **E-RIHS**
EUROPEAN RESEARCH INFRASTRUCTURE
FOR HERITAGE SCIENCE



STRATEGY

What (goals)?

Who (target audience)?

How (actions/media)?

Why (why should the audience care)?



WHO CAN USE THE E-RIHS VISUAL IDENTITY?

Priority is given to E-RIHS partners, according to European and national needs. Every E-RIHS national node is a part of E-RIHS. As such, it is encouraged to use the E-RIHS logo and visual identity to maintain the clear affiliation between E-RIHS and its activities. The official E-RIHS identity should be used on all official stationery, materials and communications

A NOTE ON LICENSING

The E-RIHS logo and communication materials are an exclusive E-RIHS' property. The logo is going to be filed as a patent. Its use is subject to authorisation (mail to: cmo@e-rihs.eu). In order to preserve the strong impact of the logo and E-RIHS communication materials, the rules for its use set out in this graphic charter must be rigorously respected.

In the following pages, you will find the approved visual elements of E-RIHS's identity, how to use them and in which media. Cases may arise that are not covered by these guidelines.

For any queries or additional assistance, please contact the E-RIHS Communication Office (email: communication@e-rihs.eu).










THREE KEY RULES

TO THE VISUAL IDENTITY

1. ALL E-RIHS MATERIALS AND WEBSITE SHOULD CARRY THE E-RIHS LOGO.
2. E-RIHS MATERIALS SHOULD USE THE PROXIMA NOVA FONT OR, IN ALTERNATIVE, IT IS POSSIBLE TO USE CALIBRI OR HELVETICA.
3. ONLY COLOURS IN THE E-RIHS COLOR PALETTE SHOULD BE USED.

COLOUR PALETTE

The colours associated with a visual identity become an instantly recognizable element, and therefore official colours play an important role in E-RIHS's visual identity. The E-RIHS color palette contains samples of all the colours available along with their Pantone, CMYK and RGB colour codes. No other colours should be used. The colour palette used in the E-RIHS visual identity are:

Blue 	Grey 	Red 	Orange 	Light blue 	Warm grey 	Light green 
--	--	---	--	--	---	---

Color	Pantone	CMYK	RGB	HEX
Warm grey	1C	C0 M0.0407 Y0.104 K0.133	R221 – G212 – B198	DDD4C6
Blue (96%)	534C	C0 M0 Y0 K0.149	R 42 – G65 – B105	2A4169
Logo				
Red	032C	C0 M0.859 Y0.808 K0.0824	R234 – G33 – B45	EA212D
Orange	804C	C0 M0.298 Y0.764 K0.051	R242 – G170 – B57	F2AA39
Light blue	324C	C0.341 M0 Y0.0288 K0.184	R137 – G208 – B202	89D0CA
Warm grey	1C	C0 M0.0407 Y0.104 K0.133	R221 – G212 – B198	DDD4C6
Light green	365C1	C0.129 M0 Y0.402 K0.122	R195 – G224 – B134	C3E086

Brand colour - red

Primary colours - red, orange, light blue, warm grey, light green

Secondary colours - blue, grey

COLOURS GLOSSARY

PANTONE refers to a set of standard colours for printing, each with their own unique number. Used for printing.

CMYK refers to Cyan/Magenta/Yellow/Black and is a colour model in which each colour is described using a mix of these colours. This is because offset printing uses these four basic inks to produce all other colours. Used for high-end printing.

RGB stands for red, green and blue and refers to a colour mixing system combining those three colours to produce other colours. Used for online display.

HEX means hexadecimal colour codes. This refers to codes inserted into the design of web pages to instruct them how to look. In this case, referring to specific colours. Used for web design.



E-RIHS logo is a visual translation of the multidisciplinary community of researchers and users in the field of Heritage Science.

E-RIHS logo should always be presented in a clear, consistent and effective manner, and should never be altered in any way.

The logo is made up of three components:

- The word 'E-RIHS', which is the acronym derived from the title of the research infrastructure: European Research Infrastructure for Heritage Science;
- The complete title of the research infrastructure;
- The multi-colour square.

These three components can be altered only according to the rules in these guidelines.

A grid of strict composition is at the base of the logo: 9 horizontal blocks per 6 vertical blocks. The text is distributed in a grid of three lines, with the same height of the square.

The design recalls the ideas of shelf, display, archive; the design is geometric and rigorous. The institutional profile of the research infrastructure is a very important element, colours emphasize cultural, linguistic and artistic diversity.

The sign refers to hard-edge painting, to minimalism, to the works by Ellsworth Kelly and Gerhard Richter. The choice of a contemporary artistic reference arises from the search for balance between formal rigor and expressive force and from the huge cultural articulation of the participants to the research infrastructure.



SIZE AND MINIMUM SIZE

LOGO

The E-RIHS logo has usually the following sizes:

2584 px per 434 px

Height: 3,67 cm

Width: 21,88 cm

Resolution: 300 dpi

The minimum size of the logo depends on the mode of reproduction. The aim is to keep the logo readable and clear. The logo is available in a range of different formats suitable for various uses, as shown in the table below:

Professional printing

<i>Format</i>	<i>Color</i>	<i>Minimum resolution</i>
TIFF	CMYK	300 dpi
JPEG	CMYK	300 dpi

Desktop printing

<i>Format</i>	<i>Color</i>	<i>Minimum resolution</i>
JPG	CMYK/RGB	150 dpi
PNG	RGB	150 dpi

Web and screen-based application

<i>Format</i>	<i>Color</i>	<i>Minimum resolution</i>
JPG	RGB	72 dpi
PNG	RGB	72 dpi

PROPER (AND IMPROPER) USE OF THE LOGO

A lot of thought and effort has gone into determining the perfect relationship between the elements that make up the E-RIHS logo; do not attempt to re-create these elements.

Always use the approved artwork and always follow these guidelines when using it.

The logo should never be:

- stretched out of scale,
- recolored,
- rotated,
- cropped,
- redrawn,
- resized in its elements,
- trimmed.

Do not change fonts or colours. Elements of the logo should not be obscured or covered by design elements, background photos or graphics. The logo should not be altered by insertion of shadows or screens.

For assistance or further details, please contact communication@e-rihs.eu

VARIATIONS

LOGO

The full-color version of the logo is used for formal use, including formal invitations, formal programs, banners etc. The logo has other two colour variations: greyscale and black.



LOGO TYPOGRAPHY

The E-RIHS logo uses the font "Proxima Nova", designed in 1981 by Mark Simonson. The font is readable and versatile.

Proxima Nova Bold

Proxima Nova Bold Italic

Proxima Nova Regular

Proxima Nova Regular Italic

Proxima Nova Light

Proxima Nova Light Italic



The standard letterhead design features the E-RIHS logo in the horizontal format top left to clearly emphasize the E-RIHS name. On the bottom right there is the E-RIHS website address.

LETTERHEAD TYPEFACES

The main typefaces in the letterhead text are:

Calibri

ABCDabcd – Regular

ABCDabcd – Bold

ABCDabcd – Italic

ABCDabcd – Bold Italic

Calibri light

ABCDabcd – Regular


ABCDabcd – Bold

ABCDabcd – Italic

ABCDabcd – Bold Italic

It is possible to use other fonts similar to Calibri. It is also possible to combine Calibri with a font with serifs (such as Garamond, Times, etc.) in the title/subtitle or quotes to create contrast or emphasis. Colours may be used for headlines, introductory paragraphs and pull quotes. The text should have a size of 11/12 points.

Body text on white background should be black lighter 25%:

Color	Pantone	CMYK	RGB	HEX
Black <u>lighter 25%</u> 		C74 – M65 – Y55- K49	R53 – G57 – B64	#353940



HOW TO USE E-RIHS PPT TEMPLATE

The E-RIHS ppt template is a part of and reinforces E-RIHS's core visual identity. When using the template, please do not change the layout, colours and typefaces of the slides, or move and modify the E-RIHS logo. You can use the template for two different screen resolutions: 4:3 screen and 16:9 screen. The main typefaces are Calibri and Calibri light:



The size of the typeface changes in the template according to the screen resolution:

4:3 screen

Slide 2

Title Calibri light 32 points

Author | Organization Calibri light 24 points

Slide 3

Title Calibri light 32 points

Text Calibri body 24 points

Slide 4

Caption title Calibri light 28 points

Caption text Calibri body 18 points

16:9 and widescreen

Slide 2

Title Calibri light 32 points

Author | Organization Calibri light 24 points

Slide 3

Title Calibri light 32 points

Text Calibri body 24 points

Slide 4

Caption title Calibri light 28 points

Caption text Calibri body 18 points

The size of the typeface must not be reduced/altered unless absolutely necessary. It is important not to reduce the size of the typeface below that shown in the template for ease of use and legibility. No more than eight bullet points should feature on any one slide.

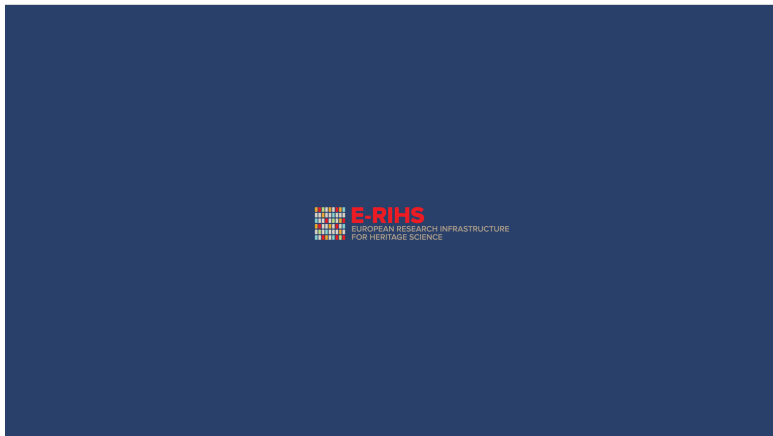
On bottom, the rectangle is in blue and has the following dimensions:

height 0,84 cm;

width 25,4 cm .

EXAMPLE OF SLIDES

Slide 1. Top



The presentation 'top' slide must be shown at the beginning of each presentation. Do not add any content to this slide.

Slide 2. Title slide




Title goes here Title goes here Title
goes here

Author | Organization




Slide 3. Title and list slide



Title

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

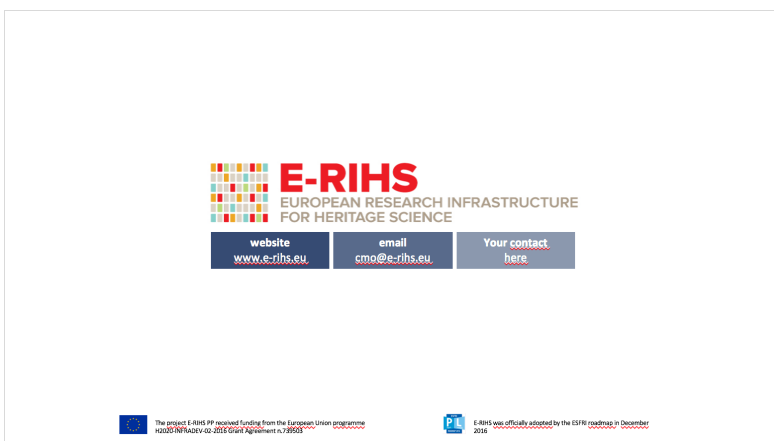


Slide 4. Slide with an image



If you are using photographs, if possible save them at a resolution of 72 dots per inch (dpi) before importing them into your presentation. This will avoid creating an unnecessarily large file that is too big to email and making the slides slow to respond to your clicks.

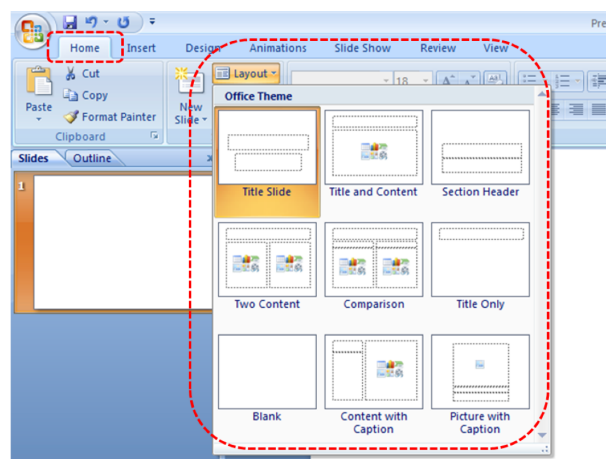
Slide 5 (last). Tail



The final slide of the presentation should be the 'tail' showing only the logo, the E-RIHS base URL, the email of CMO, the email of the speaker and the EU and ESFRI logos with related sentences. No further content should be added to this slide.

CHOOSING SLIDE STYLES

Several slide types can be included in each presentation template. The important is to respect the general design of the template. You can modify slide n.3 and choose one of the following layouts:



The E-RIHS visual identity is very versatile and can be used also to create the visual identity of the national nodes. All the E-RIHS national nodes can create their own website starting from the E-RIHS website template, based on Wordpress. Please, ask the template to **communication@e-rihs.eu**.

The national node websites can be personalized but must respect some fundamental instructions:

- Use the E-RIHS logo correctly;
- Add the country acronym on the right of the logo (by using the font Proxima Nova);
- Use the E-RIHS colour palette.

Each logo should always be an active link to the E-RIHS home page. It should not be animated or have states or scripted interactions.

Its correct proportion must be respected.

The national node website should also contain:

- information about E-RIHS.eu and the contribution of the national node to the project,
- information about the national node itself (mission, participants, areas of research, etc...),
- presentation of the facilities,
- presentation of projects related to E-RIHS,
- news and events related to E-RIHS.

WEBSITE TYPOGRAPHY

The use of the official fonts reinforce E-RIHS identity. If possible, the texts in the website should use the fonts "Proxima Nova" and "Adriane"; as an alternative, fonts similar to these should be used.

Proxima Nova Bold
Proxima Nova Bold Italic
 Proxima Nova Regular
Proxima Nova Regular Italic
 Proxima Nova Light
Proxima Nova Light Italic

Adriane Text

Drag & drop racing
WHIZZING BY AT 152 KILOMETERS PER HOUR
High-speed hairpin turns
Butterfingers
ROAD HUGGERS / CURB LOVERS


OTHER COMMUNICATION MATERIALS

Official communication materials can be asked to the E-RIHS Communication Office (**communication@e-rihs.eu**).

The following materials are already available:

- Postcard,
- Flyer.

Other communication materials can be planned following these guidelines in compliance with the E-RIHS Communication Office.

website
www.e-rihs.eu

email
communication@e-rihs.eu



The project E-RIHS PP received funding from the European Union programme H2020-INFRADEV-02-2016 Grant Agreement n.739503



E-RIHS was officially adopted by the ESFRI roadmap in December 2016

14. Annex 3: E-RIHS communication tools

TOOLS

zoom ZOOM

You can connect with partners via ZOOM, a very efficient videoconferencing system

<https://zoom.us/>

BASECAMP

you can upload or download files and documents and share information with all partners

<https://basecamp.com/>

EVENBRITE

If you need to organize events and create registration form, you can use this tool

www.eventbrite.com

EMAIL

You can write to:
co@e-rihs for financial and management issues,
communication@e-rihs.eu if you need to contact the Communication Office,
coordinator@e-rihs.eu if you want to directly keep in touch with the coordinator, Luca Pezzati.

FACEBOOK

Please follow the E-RIHS profile and re-post its posts. If you have news to post, please send materials to the Communication Office

<https://www.facebook.com/e.ri.heritage.science/>

TWITTER

Please send post to the Communication Office to implement the TWITTER E-RIHS profile or retweet E-RIHS posts

<https://twitter.com/ErihsEu>

VIMEO

If you have some videos to upload related to E-RIHS, the Communication Office will upload them in Vimeo

<https://vimeo.com/erihs>

YOUTUBE

E-RIHS has also a Youtube profile. Please, follow it or send to the Communication Office videos to upload

https://www.youtube.com/ERIHS_EU

AND NOW...

...start using tools and having fun!



E-RIHS

EUROPEAN RESEARCH INFRASTRUCTURE
FOR HERITAGE SCIENCE