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Short Description	<p>In this deliverable, we present a strategic framework designed to optimize the reach and impact of our project's outcomes. DEC encompasses a systematic approach for effectively sharing knowledge, leveraging project results, and engaging with diverse stakeholders. Through planned dissemination, targeted exploitation, and compelling communication, we aim to ensure that the fruits of our efforts are accessible, influential, and sustainable. This DEC plan outlines our strategies and activities to achieve these objectives, contributing to the successful realization of our project's goals.</p>
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Executive Summary

The present deliverable D6.1 Dissemination, Exploitation and Communication Plan and Strategy - introduces the CULTURATI project dissemination, exploitation and communication plan and strategy and its implementation plan to be used by the project consortium to ensure the high visibility, accessibility and promotion of the project and its results during the grant period 2023-2026 and efficient exploitation of project results thereafter.

Our DEC plan is a practical tool to help implement our designed DEC actions. It includes the means and channels, key messages, and responsibilities for our planned DEC actions, as well as the timetable of DEC actions for the whole project duration and time after the project. Roles within WP6 are shared among consortium members under the leadership of TouchTD Ltd. We will continuously review and adapt our plan as the project progresses and new opportunities or challenges arise.

Communication, dissemination, and exploitation measures will be strategically applied to provide the best support to take up the research results and technical/methodological innovations of the project. Their overarching objective is to achieve maximum impact of the research findings during and far beyond the end of the project. Overall, we aim to raise awareness of the CULTURATI project and encourage participation by the target audiences and stakeholders.

In this Plan, we follow Horizon Europe guidelines regarding the terminology and definitions of dissemination, exploitation, and communication. Thus;

- Dissemination means the sharing of knowledge and outputs generated by the project with stakeholders and groups who are potential users of the project results. Dissemination is an active process, which incorporates promotion and awareness-raising from project inception, and targets specific groups in ways which will enable them to use the results in their own work.
- Exploitation refers to the use of results during and after the project's implementation. Results may be used for commercial purposes, or for policy or broader societal ends.
- Communication refers to those measures taken to promote the action itself and its results to a range of audiences, including the media and the public, with the aim of reaching out to society, as well as to some specific audiences. The communication strategy should aim to convey how EU funding contributes to tackling societal challenges.

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1. Introduction

The DEC plan is a practical, updated tool to help implement designed DEC actions. It includes the means and channels, key messages and responsibilities, and timetable of DEC actions for the whole project duration and time after the project. The DEC will encapsulate the visibility strategy for the project, ensuring conformity with the program visibility requirements in all project communications, outputs and deliverables, as well as the project logo, color scheme and format for external project communications (e.g. press releases). It will develop informed social media and media placement strategies to maximize the project's reach to more general audiences in addition to the cultural and creative sector stakeholders, policymakers, authorities, academia and other organizations. Informed by the stakeholder analysis, which will ensure users and target audiences across the project's sweep are clearly identified, an appropriately fashioned social media strategy will be devised. Alongside this a media placement strategy is devised, to recognize the most suitable formats, timings, reach and demographics. The strategies are summarized and embedded at the first consortium meeting held at Bilkent Universitesi Vakif in Ankara, Türkiye, in M2 of the project. The DEC plan is built to be adaptive and updatable as informed by feedback and analysis of responses across the consortium and wider stakeholders/users of the research.

2. Brief Overview of the Project, its Objectives and Background

CULTURATI aims to build an inclusive cultural-educational ecosystem with visitor and capacity management using digital solutions and cutting-edge technologies to (1) enhance and support collaboration between CCIs, and citizens to promote Europe's culture, values and interests, (2) increase accessibility, awareness, and understanding of cultural heritage and arts, (3) preserve cultural heritage by preventing deterioration due to overcrowding and sustain valuable resources (4) enhance the audience experience through customized games, and routes by optimizing the number of people on the venue or site-based CCIs, ensuring social distancing between them in case of a pandemic.

Thus, CULTURATI is a global content platform that enables CCIs, creative professionals, and citizens to create content collectively for cultural heritage and arts across Europe. Consequently, CULTURATI curates content in its database and delivers customized information with the help of its algorithm. Therefore, the principal objective of the CULTURATI project is to design, develop, evaluate and validate mainstream technologies for its ecosystem utilizing the Internet of Things, cloud and mobile technologies, sensors (people counters), and Artificial Intelligence. Our user-centered design methodology situates user needs at the center by actively involving them in five pilot sites across

Europe to validate CULTURATI, as well as increase engagement with broader audiences. Accordingly, our interdisciplinary consortium involves computer scientists, CCI, academia from various disciplines, including social sciences, SMEs, public authorities, and non-profit community initiatives to focus on engaging citizens and ensuring widespread communication and exploitation of CULTURATI in Europe and internationally.

Our project was conceived in response to the European Commission's forward-thinking vision outlined in their document "Industry 5.0: Towards a Sustainable, Human-Centric, and Resilient European Industry," released on 4 January 2021. This visionary document underscores the imperative of research and innovation and centers around three pivotal values: sustainability, human-centricity, and resilience for the European industry. In alignment with these principles, our project embarks on a journey to catalyze transformative change in the cultural heritage and arts domain.

Following these values, CULTURATI aims to enhance the impact of technological innovation on society's transformation. To this end, as a RIA project, CULTURATI seeks to develop, test, and validate an innovative online platform utilizing state-of-the-art digital and cutting-edge technologies to create content collectively for cultural heritage and arts across Europe. Initially, as part of WP3, we will test and verify the technological outcomes of CULTURATI in operational environments consisting of two pilot sites in Türkiye; Ankara Citadel and İstanbul Rahmi M. Koç Museum. In the second phase of the project, as part of WP4 and WP5, we will test, validate and demonstrate the technologies of CULTURATI in all pilot sites across Europe, including Meridaunia in Italy, Porvoo Kaupunki in Finland and Blenheim Palace in the UK, in addition to the sites in Türkiye. With the help of our user-centered design methodology, we will test and develop CULTURATI on the end-users at the pilot sites and collect feedback from them around our theoretical model to further improve CULTURATI. At the end of the project, the latest prototype of the CULTURATI will be demonstrated in an event at the Blenheim Palace, a UNESCO World Heritage Site.

Thus, in our project, we employ a user-centered design methodology, adhering to the principles outlined by the Interaction Design Foundation. User-centered design (UCD) is an iterative process where designers prioritize the needs of users throughout each design phase (Reveall, 2022). Our project will align with the recommendations of a UCD project, as per ISO 13407, and will encompass the following phases:

1. **Requirements Specification:** This phase will focus on defining the context of use and users' needs (WP2).
2. **Technology Selection:** We will select suitable technologies.
3. **System Architecture Development:** The project will involve developing the system's architecture.
4. **User Interface (UI) Design:** UI design will be based on user requirements and objectives.
5. **System Evaluation (User Testing):** We will conduct user testing and evaluate the system's performance (ISO, 2022).

Accordingly, the project unfolds over three main stages spanning three years. More specifically; **Stage ONE** (Months 1-15): This stage will concentrate on the **development, evaluation, and testing** of the core system technologies, catering to content creators and consumers of cultural heritage and arts (end-users). The technology components will be developed and tested, considering user requirements and objectives. Usability tests and expert reviews will assess the technology's functionality in indoor and outdoor environments in Türkiye (WP3).

Stage TWO (Months 16-36): This stage will involve more **rigorous technology testing** and gathering feedback from users in operational environments to further validate and demonstrate system capabilities and usability. Formative evaluations will occur between months 16-24, while summative evaluations will take place from months 25-36 at five pilot venues across Europe (WP4). These evaluations will measure and explore the user experience and impact of CULTURATI's technologies.

Stage THREE (Months 24-36): This stage will focus on **integrating AI into CULTURATI** to facilitate creative content production by CCIs and citizens. This content will be curated in a logical and organized manner through games and routes. AI integration will be tested and validated in one of the pilot sites (Blenheim Palace), with additional experiments conducted for Turkish, Finnish, and Italian languages (WP5). The testing and validation of AI integration into the curatorial software will be carried out across all research sites. AI requirements will be determined and developed between months 9-12 of the project.

This phased approach ensures that user needs and objectives are at the forefront of technology development, ultimately enhancing the project's effectiveness and user satisfaction.

In summary, CULTURATI will close the gap between the demand and supply sides of the cultural and creative sectors by directly connecting them. With CULTURATI, we will build a sustainable and inclusive cultural-educational ecosystem. CULTURATI's global content platform will deliver customized games and routes for cultural heritage and arts to the end-users to attract and engage them more closely.

3. Definitions

In this Plan, we follow Horizon Europe guidelines regarding the terminology and definitions of dissemination, exploitation, and communication:

- Dissemination means the sharing of knowledge and outputs generated by the project with stakeholders and groups who are potential users of the project results. Dissemination is an active process, which incorporates promotion and awareness-raising from project inception, and targets specific groups in ways which will enable them to use the results in their own work.
- Exploitation refers to the use of results during and after the project's implementation. Results may be used for commercial purposes, or for policy or broader societal ends.
- Communication refers to those measures taken to promote the action itself and its results to a range of audiences, including the media and the public, with the aim of reaching out to society, as well as to some specific audiences. The communication strategy should aim to convey how EU funding contributes to tackling societal challenges (EC, 2020).

Communication	Dissemination	Exploitation	
<p>"Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange."</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>"The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium."</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>"The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities."</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	 Definition
<p>Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.</p>	<p>Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.</p>	<p>Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.</p>	 Objective
<p>Inform about and promote the project AND its results/success.</p>	<p>Describe and ensure results available for others to USE → focus on results only!</p>	<p>Make concrete use of research results (not restricted to commercial use.)</p>	 Focus
<p>Multiple audiences beyond the project's own community incl. media and the broad public.</p>	<p>Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers).</p>	<p>People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.</p>	 Target Audience
<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal Template 2.2 b) • Grant Agreement Art. 38.1 	<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal template 2.2 a) • Grant Agreement Art. 29 	<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal Template 1.1, 2.1, 2.2 a) • Grant Agreement Art. 28 	 Formal Obligations

Figure 1. Communication, Dissemination, and Exploitation Rules (Source: Vargas and Montrose, 2020, p. 13)

4. DEC Strategy Overview: Co-designing the DEC Plan With a Focus on Case Study Partners (Pilot Sites)

Our DEC strategy is intricately tied to the success of our Research and Innovation Action (RIA) project, which revolves around developing and testing CULTURATI technologies. This strategy strongly emphasizes leveraging the visibility and impact generated by our five designated pilot sites.

- Pilot Sites as Focal Points:** The cornerstone of our DEC approach centers around our five carefully selected pilot sites. These sites serve as more than just testing grounds; they are the vanguards through which CULTURATI will be made tangible and relatable to our target audiences.

- **Strategic DEC Concentration:** Our DEC activities will be strategically concentrated around these pilot sites, ensuring that they act as dynamic showcases for the innovations we are bringing to life. Through targeted communication, dissemination, and engagement efforts, we will amplify the visibility of CULTURATI within these specific localities.
- **Stakeholder Analysis and Pilot Sites:** In parallel, we have conducted a rigorous stakeholder analysis with a specific focus on the pilot sites in Türkiye (see Deliverable D3.1 – National Consortium/Network Report – Türkiye). This analysis has allowed us to identify and engage with the key stakeholders who hold a stake in the success and outcomes of our project within these pilot communities.
- **Expanding Stakeholder Analysis Methodology Across European Pilot Locations:** Building upon the successful stakeholder analysis conducted in Türkiye, we are poised to replicate this methodology across our other pilot locations throughout Europe (Deliverable D4.1 – National Consortium/Network Report – Europe). This strategic approach ensures that we comprehensively identify and engage with key stakeholders in each locality, aligning our DEC efforts with each unique context's specific needs and dynamics. Through this harmonized approach, we aim to create a cohesive stakeholder network that supports the successful implementation of CULTURATI across all pilot sites, fostering innovation and maximizing the project's impact.
- **Collaborative Communication Strategy - Bridging Research and Society:** Our communication strategy is rooted in a collaborative approach, forging vital connections among diverse stakeholders. This collaborative network encompasses research teams in universities, on-ground applied field sites, consumers of cultural heritage and arts, including CULTURATI users, stakeholders within the industry, and active members of civil society.
- **Embracing Diversity, Amplifying Impact:** Acknowledging the richness of perspectives among our users, we have designed a communication strategy that recognizes and embraces this diversity. Our strategy employs a multifaceted approach, utilizing a wide array of communication channels and tools to effectively engage with our target audiences and stakeholders and encourage them to spread news about their experiences with CULTURATI.
- **Bridging Gaps, Fostering Understanding:** By fostering collaboration between academic research, practical application, artistic appreciation, industry insights, and the voices of civil

society, our communication strategy not only bridges gaps but also nurtures mutual understanding. It is through this interconnectedness that the vision of CULTURATI comes to life, resonating with and enriching the lives of individuals and communities alike.

- **Cultivating Active Participation:** Our strategy extends beyond mere engagement; we aim to empower especially young audiences to become active contributors. Through the captivating experiences offered by CULTURATI, we encourage them not only to immerse themselves but also to share their unique encounters and insights with the world, especially on social media platforms.

By anchoring our DEC strategy to the pilot sites and closely involving the stakeholders associated with them, we aim to create a symbiotic relationship wherein the benefits of CULTURATI's innovations are maximized, and the project's goals are seamlessly integrated into the fabric of these communities. This targeted approach ensures that our DEC efforts are not only effective but also deeply rooted in the context of our project, thereby enhancing the prospects for successful technology adoption and sustainable impact. With our collaborative and inclusive approach, we aim to ensure that our communication efforts transcend traditional boundaries, making the cultural heritage and arts accessible, engaging, and impactful for all.

5. Target Audiences

The target users (as precisely guided by full stakeholder analysis, which is carried out as Task 6.1.1 of WP6) of the results of CULTURATI are five main stakeholders;

1. **CCI Practitioners and Creative Professionals** including (1) professionals in museums, galleries, and cultural heritage management, (2) Artists, designers, voice actors, performers, and creative freelancers, (3) Small and medium-sized enterprises (SMEs) in the creative industry, (4) Influencers in the cultural and creative sectors.
2. **Consumers of Cultural Heritage and Arts** including (1) Tourists interested in cultural experiences, (2) Travel and hospitality professionals.
3. **Local Authorities and the Community** including (1) Public, private, and civil society organizations responsible for cultural and natural heritage sites or destinations, (2) Destination management organizations, (3) The academic community involved in research and education related to cultural heritage and arts.
4. **Citizens** including individuals who have a personal interest in cultural heritage and arts and enjoy sharing their passion with others.

5. **Researchers and the Academic Community** including professionals, researchers, educators, and students in cultural heritage, arts, and technology innovation fields.

CULTURATI addresses the need of the various groups in society to be actively involved in producing content concerning cultural heritage and arts. At the receiving end of our outreach efforts, we place particular importance on young audiences, recognizing them as invaluable stakeholders in our journey. With the Q&A games integrated into CULTURATI, our mission is clear: we aspire to ignite curiosity and foster engagement among our younger generation.

6. Key Messages for Specific Audiences

This section presents tailored key messages designed to resonate with specific audience groups. These messages are crafted to address our diverse stakeholders' distinct interests and needs, fostering meaningful engagement and communication across various platforms. These key messages are important to understand how we connect with and cater to the unique perspectives of each target audience.

1. CCI Practitioners and Creative Professionals:

- "Join a vibrant community of creative professionals and stay updated on innovative approaches in CCI."
- "Explore new collaboration opportunities and best practices in cultural heritage and arts."

2. Consumers of Cultural Heritage and Arts:

- "Discover enriching cultural experiences and events in your region and beyond."
- "Immerse yourself in the world of cultural heritage and arts with stories and insights from passionate enthusiasts."

3. Local Authorities and the Community:

- "Learn how our project contributes to the preservation and promotion of local cultural treasures."
- "Connect with like-minded organizations and discover strategies for heritage site management and community engagement."

4. Citizens Passionate about Cultural Heritage and Arts:

- "Share your love for cultural heritage and arts and connect with others who appreciate its value."
- "Join discussions, share your favorite cultural experiences, and be part of a passionate cultural community."

5. Researchers and the Academic Community:

- "Access cutting-edge research, publications, and innovations in the cultural heritage and arts domain."
- "Connect with fellow researchers and explore the intersection of academia and technology in our field."

7. CULTURATI's Communication Strategy and Activities

7.1. Communication objectives

In our communication efforts, our primary objectives are to;

- **Raise Awareness and Foster Understanding:** To inform and engage our target audiences, ensuring they grasp our project's significance and value.
- **Drive Adoption:** To inspire active utilization of our results within our stakeholder communities.
- **Facilitate Internal and External Communication:** To maintain open and effective communication channels within our project team and keep our valued partners informed about our progress, findings, and milestones, nurturing collaboration and synergy throughout the project's lifecycle.
- **Leverage Digital Platforms:** We will harness the power of social media, newsletters, and our website to expand our reach, share key messages, and interact with our audiences effectively.

To provide a general overview, we plan the following actions, which will be detailed further in the following sections of this report.

- **Announce and promote CULTURATI events to enhance attendance and engagement:** We will strategically announce and promote CULTURATI events to boost attendance and engagement among our target audiences. To implement this strategy effectively, we will actively nurture and expand our network through collaboration with our pilot sites with the help of our national events.
- **Develop a comprehensive Communication Toolkit:** This package will include Communication Strategy guidance, promotional materials (posters, flyers, etc.), and establish a visual identity. The Toolkit will inspire each consortium partner and be adaptable to their specific needs.
- **Utilize Social Media:** We will actively use social media platforms to engage with our audiences, share project updates, and encourage discussions.

- **Share our Newsletter:** Our periodic newsletter will provide subscribers with in-depth project insights, highlights, and relevant news.
- **Maintain an Informative Website:** Our project website will serve as a central hub for project information, resources, and updates.
- **Leverage Traditional Media:** We will also engage with traditional media channels to amplify our key messages and reach a broader audience.

Through these goals and activities, we aim to create a meaningful and lasting impact, harnessing the power of communication to bring about positive change and innovation. Our communication actions will support our dissemination objectives.

7.2. Internal Communication

A well-organized internal communication is critical for the achievement of the strategic goals of our project and for making the processes of external communication, dissemination, and engagement as efficient as possible. The internal communication focuses on exchanging information amongst Consortium partners for project implementation purposes.

Internal communication is co-managed by the Project Coordinator Bilkent Universitesi Vakif (BU), TouchTD Ltd. (TTD), and IOTIQ GMBH (IOTIQ) to coordinate the tools and platforms used and allow an efficient information flow in shared workspaces.

For CULTURATI, we use the following for internal communication;

- **An online document management system (DMS) on Moodle through Bilkent Universitesi Vakif:** Moodle is used by the Consortium partners to communicate, track, manage and download/upload documents. Moodle works as a platform and primary repository tool for the Consortium. Each member in the project can log in individually. The project's official website (<https://culturati.eu/>) serves as the gateway to the Intranet. Moodle platform provides access to the (1) templates for the deliverables, presentations, and other visual materials, (2) meeting minutes and online Zoom meeting links, (3) project documents including the Grant Agreement, Amendments, and submitted deliverables (4) email contact list with roles and responsibilities. The deliverables of the project are also available on the project website through an open-access global platform APERTA.
- **Internal webinar platform:** An official Zoom account is available through Bilkent Universitesi Vakif. All Zoom meetings are recorded and their links are available through Moodle.

- **WhatsApp groups:** All Consortium partners identified a representative for communication responsible for the activities at the partner level and for reporting back at the project level. WhatsApp groups are regularly used to share content for social media and quick communications with various team members.
- **Online and face-to-face meetings:** In the intricate landscape of the CULTURATI project, featuring a consortium of 14 partners, the objectives of WP6 are best achieved through a steadfast commitment to our collaborative methods, which have proven effective throughout the project. Our approach hinges on active participation and meaningful contributions from each partner. We ensure that insights and expertise are shared through regular meetings and open communication channels, enabling us to successfully navigate CULTURATI's complexities and drive WP6 toward its goals.

7.2.1. Partners' participation and contribution to internal communication

To establish a robust and sustainable DEC strategy, we believe that effective internal communication is paramount, particularly among consortium partners and Work Package (WP) leaders. The success of our communication and dissemination efforts hinges on the timely provision of project progress information by WP leaders and partners within WP6.

Interaction and dialogue across partners, functions, and work packages flourish in successful projects. Regular communication between WP leaders and TouchTD Ltd, the leader of WP6, is vital for establishing and sustaining diverse information-sharing channels.

Accordingly, information flow and sharing will adopt a multifaceted approach, including:

- A centrally organized continuous feed for generating curated CULTURATI content, disseminated via the project website and its social media channels,
- Ongoing contributions from all project partners and socially active researchers via existing communication channels, consistently utilizing the hashtags of the project, including the unique one (**#CULTURATILikeMyWay**) to coordinate and measure social media outcomes.
- An interactive approach to social media, where partners actively engage with and amplify each other's messages through likes, retweets, and shares.
- Periodic production of materials by individual partners, acting as guest editors or producers for newsletters, blogs, and vlogs.

- Collaboratively produced outputs such as webinars, seminars, and podcasts, primarily involving work package coordinators and TouchTD Ltd, serving as a central hub for these initiatives.

This multifaceted approach to information sharing and communication will not only fortify our DEC strategy but also enhance the visibility and impact of the CULTURATI project across diverse audiences and platforms.

7.3. External Communication

External communication refers to communication actions aiming at reaching external stakeholders and the general public. The main objective of the external communication strategy is to achieve maximum impact of the research findings during and far beyond the end of the project. Overall, as stated above, we aim to raise awareness of the CULTURATI project and encourage participation by the target audiences and stakeholders.

7.3.1. Target audiences for communication

In section five above, we outline the primary target audiences for our DEC strategy. However, we recognize the importance of delving deeper into the specifics of our project partners, which will be addressed in this section. By separately addressing the diverse stakeholders involved in our project, we ensure a comprehensive understanding of both our external audiences and the integral roles played by our partners. Following a comprehensive stakeholder analysis of each project partner, the following summarizes the respective content and target groups.

Bilkent Universitesi Vakif (BU), The Coordinator, Türkiye:

- Researchers and academics looking for national and international research collaboration and project management.
- Technology-based companies and research centers seeking collaboration opportunities and access to skilled personnel.
- Students interested in pursuing bachelor's and graduate programs in various fields who can contribute to content creation for the pilot sites in Türkiye and as end-users.

Haaga-Helia University of Applied Sciences (HHU), Finland:

- Students looking for business-oriented education and career opportunities in service business, sales, entrepreneurship, and higher education pedagogy.

- Companies and organisations in need of innovative solutions for continuous learning, guidance, and applied research.

Porvoon Kaupunki (HHU-PK), Affiliated Partner, Finland:

- Tourists interested in visiting historical and cultural sites, especially the Old Town of Porvoo.
- Individuals and organizations involved in sustainable tourism and cultural preservation.

Rahmi M. Koç Museums (RMK), Türkiye:

- Museum enthusiasts interested in exploring exhibits related to industry, engineering, transportation, communication, and cultural heritage.
- Students and educators looking for educational programs and workshops related to history, technology, and culture.

Serdar Vural Öktem (SVO), SME, Türkiye:

- Businesses and organizations in need of agile development, data management, and protection solutions.
- Researchers and professionals interested in cultural and natural heritage, gaming, and routes.

Universita Degli Studi Di Foggia (UNIFG), Italy:

- Researchers and academics specializing in organisational studies, innovation, information systems, and the tourism sector.
- Companies and organizations interested in collaborating on regional, national, and international research projects.

IOTIQ GmbH (IOTIQ), SME, Germany:

- Companies and organizations interested in IoT, mobile device management, software development, and Research & Development.
- Businesses seeking expertise in backend development, mobile apps, websites, and innovation management.

NIMBEO Estrategia e Innovacion, S. L. (NIMBEO), SME, Spain:

- Companies in the fields of technology-enhanced education, telecommunications, and Smart Grids.

- Organizations interested in utilizing "Smart Big Data" for technological development and innovation.

Universidad Carlos III De Madrid (UC3M), Spain:

- Researchers and academics looking for research opportunities and collaboration in various fields.
- Businesses and organizations interested in quality assurance and project coordination.

Ankara Governorship (AG), Türkiye:

- Local authorities and government bodies in Ankara Province interested in EU projects and harmonization processes.
- Organizations and individuals involved in cultural preservation, heritage, tourism, and cooperation in Ankara.

Meridaunia Soc. Cons. Arl (MSCA), Italy:

- Municipalities, public institutions, and private companies in the Monti Dauni region interested in rural development and economic growth.
- Local producers, stakeholders, and civil society involved in tangible and intangible cultural heritage, food and wine culture, and cultural tourism.

TouchTD Ltd (TTD), Associated Partner, UK:

- Companies, universities, international agencies, and third-sector organizations interested in sustainable culture, tourism, and heritage-based projects. Instagram
- Researchers and professionals utilizing anthropology and thick data methods for project development and exploitation.

Oxford Brookes University (OBU), Associated Partner, UK:

- Researchers and academics specializing in strategy, entrepreneurship, and tourism.
- Students interested in high-caliber education and research opportunities in multidisciplinary fields.

Blenheim Palace Heritage Foundation (BP), Associated Partners, UK:

- Tourists interested in visiting Bl.
- CCIs, universities, research centers and others who can collaborate for content creation.

7.4. Project Brand and Visual Identity

In the dynamic landscape of contemporary projects, a strong brand and visual identity are paramount. These elements not only encapsulate the essence and mission of the project but also serve as a cohesive thread that ties together its diverse facets. In this section, we delve into the meticulous process of developing the CULTURATI project's brand and visual identity, a journey that marries creativity with purpose. Our aim is to present a visual language that resonates with our project's core values, engages our stakeholders, and establishes a lasting imprint in the hearts and minds of all who encounter CULTURATI.

- CULTURATI's Visual Identity:** The visual identity for CULTURATI has been meticulously crafted by Bilkent Universitesi Vakif. This identity encompasses a distinctive logo designed with alternative color schemes and backgrounds, ensuring its versatility for integration across various documents and platforms. The color scheme of CULTURATI is turquoise.



Figure 2. Logos of CULTURATI

- Comprehensive Repository of Visual Assets and Templates:** Our project offers a diverse collection of graphic and office templates, including engaging infographics. Infographics serve as a powerful and user-friendly tool for sharing content and simplifying the communication of intricate concepts to broad audiences. Some examples of those can be seen on the social media posts of our project. All project templates and visual resources have been thoughtfully organized and made readily accessible through Moodle and distributed via the WhatsApp group among the partners. These resources are conveniently categorized in the left-hand column under the headings: 'Templates,' 'Logos,' 'Presentations,' and 'Information for Press Releases and Social Media Posts.' Additionally, partner logos are available within Moodle, offering a valuable resource for utilization when applicable.

This centralized repository ensures that our team has easy access to a wide array of assets, streamlining the creation of visually compelling and impactful materials for our project's communication and dissemination needs.

7.5. Communication Channels

7.5.1. Website

The CULTURATI website (<https://culturati.eu/>) functions as a one-stop shop for informing and building engagement with the project. The website serves as a repository framework developed in the project. The website contains; (1) all elements of the framework (objectives, work packages, reports, etc.), (2) the publication of deliverables, (3) key updates and insights about our research and innovation processes including our events, (4) newsletter and subscription for our newsletter. In addition, it will contain (5) a calendar of events, as well as (6) project blog to communicate and engage target audiences as the project progresses. The website also provides a gate to the Moodle (free and open-source learning management system - LMS) platform for internal communications between the consortium partners. All deliverables are published on the website and through APERTA within two weeks as part of our open-science practices. The website is developed and maintained by members of the Bilkent Universitesi Vakif team on the WordPress platform.

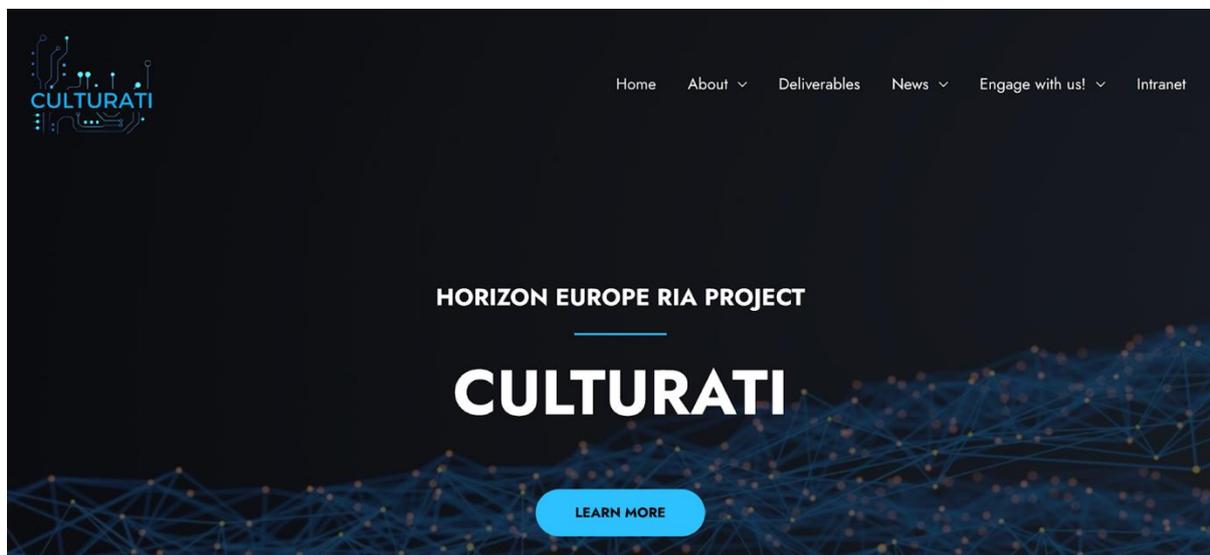


Figure 3. Website of CULTURATI

7.5.2. Social media

Social media is a key part of CULTURATI's communication and dissemination strategy. We use dedicated social media accounts on LinkedIn, Instagram, YouTube, Facebook, and Twitter. Instagram

and YouTube are particularly important to reach young audiences with visual emphasis, whereas LinkedIn and Twitter are to engage academics and professionals. In addition to these dedicated communication efforts of CULTURATI, all partners in the consortium will market CULTURATI using their own social media accounts and other channels to reach a wider audience. All partners in the consortium will use the unique hashtag **#CULTURATILikeMyWay** to tag posts that relate to the project and share content created by various individuals in CULTURATI to provide a flavor of the CULTURATI experience.

The coordinator, Bilkent Universitesi Vakif, and technology producers in the project have started to make posts on social media starting from the first month to narrate the development of CULTURATI and its importance in raising awareness. A multilingual team (speaking English, French, and German) at IOTIQ GMBH assists, creates, disseminates, and coordinates social media posts.

In addition to the communication efforts of the partners in the consortium, users of CULTURATI will be encouraged to disseminate news about their experiences in five pilot sites. After using CULTURATI, visitors will earn a virtual badge. These badges will feature the slogan “CULTURATI - like my way” to share on social media. For these posts, we will guide them to use the same hashtag, **#CULTURATILikeMyWay** as the partners. Moreover, we plan a competition for social media followers. The social media post with the highest likes and shares will get a prize at the final demonstration event at the Blenheim Palace. With the help of these efforts, we aim to increase online social media traffic of pilot sites, in particular by 15% (KPI 3).

7.5.2.1. Social media strategy

Within our social media strategy, we categorize online content into two distinct types:

- **Personal Content:** This category encompasses content that prominently features individuals, with a strong personal connection. Examples include photos from meetings or gatherings where individuals are visible. Partners and prospective users of CULTURATI will be encouraged to share such content on their personal social media accounts, using the hashtags of the project. Additionally, CULTURATI's official online channels will repost this content to amplify its reach.
- **CULTURATI Content:** Here, we refer to content specifically created for CULTURATI, with details and updates communicated to each partner. This content may also include information about specific partners. As IOTIQ GMBH manages social media, its team is

responsible for tagging and mentioning partners. This content type is open to engagement, such as re-sharing and re-commenting.

Furthermore, we encourage partners to contribute ideas or posts they wish us to share directly through CULTURATI channels. This collaborative approach ensures a seamless exchange of valuable content and information, fostering active engagement and interaction.

7.5.2.2. Partners role and engagement in social media content creation (KPI 9)

As outlined in Key Performance Indicator KPI 9, CULTURATI recognizes the significance of utilizing social media channels to captivate and involve a broad audience, particularly external stakeholders. To facilitate this, IOTIQ has established and will oversee dedicated project social media accounts. Additionally, the project's social media presence will be bolstered by our partners' own social media platforms. As per KPI 9, all partners will make a social media post two times a month. The number of social media posts will be a minimum of 720 during the project.

Our primary objective is to foster interactivity and ongoing dialogues between CULTURATI's dedicated social media and our partners' platforms. This approach capitalizes on each partner's unique access to different stakeholders, allowing us to significantly widen our reach and engage a diverse audience.

Each social media platform will serve as a conduit for disseminating project-related content, tailored to suit the style, language, and specific target audiences. IOTIQ will regularly post (one post per week during the project) through our social media channels to engage with organizations and individuals active in relevant fields, initiating discussions, and sharing information and messages to amplify our project's impact and reach.

In the table below, we provide the timetable for the partners. The following timetable will be used starting from M13 of the project.

Table 1. Social Media Timetable

	1 st and 3 rd Weeks of each Month	2 nd and 4 th Weeks of each Month
Mon	Haaga-Helia University Applied Sciences (HHU)	Ankara Valiligi (AG)
Tue	Universidad Carlos III de Madrid (UC3M)	Meridaunia Sac. Cons. Arl (MSCA)
Wed	Universita Degli Studi de Foggia (UNIFG)	Oxford Brookes University (OBU)
Thu	IOTIQ GMBH (IOTIQ)	TouchTD Ltd. (TTD)
Fri	NIMBEO Estrategia e Innovacion SI (NIMBEO)	Blenheim Palace Heritage Foundation (BP)

Sat	Bilkent Universitesi Vakif (BU)	Rahmi M. Koç Museum (RMK)
Sun	Serdar Vural Öktem (SVO)	Porvoon Kaupunki (PK)

In summary, partners will;

- Create their own content related to their progress as part of the project two times a month,
- Cross-share the content on their own channels, especially when they are mentioned in the post,
- When partners are posting CULTURATI-related content, they will use the respective **hashtags** (see section 7.5.2.4) selected for the project, in addition to their frequently used hashtags appropriate for the project (see Appendix),
- For branding purposes, they will use the logo of the project when appropriate and mention that the project is a Horizon Europe project funded by the European Commission.

7.5.2.3. Social media channels

Social media experts have observed distinct posting behaviors on various platforms—Twitter, LinkedIn, Facebook, and Instagram—highlighting the unique communication styles prevalent on each platform, despite suggestions to cross-post by certain platforms. Therefore, to reach various groups in public, we have the following social media accounts for CULTURATI;

LinkedIn - <https://bit.ly/3X6d7Sz>

Facebook - <https://www.facebook.com/people/CulturatiEU/>

Twitter - <https://twitter.com/CulturatiEU>

YouTube - <https://www.youtube.com/@Culturati.EUproject>

Instagram - <https://www.instagram.com/culturati.eu/>

At present, our project does not maintain a presence on TikTok. However, we are actively considering the platform's integration into our communication strategy. This strategic evaluation stems from the recognition of TikTok's unique advantages and its potential to connect with specific target audiences effectively. TikTok is known for its predominantly youthful user base. This platform offers an unparalleled opportunity to engage with younger demographics, capturing their attention through creative, short-form content. In addition, TikTok's algorithm-driven feed has the potential to propel content to viral status rapidly. This enables a broader reach and heightened visibility for our project and its messaging. Moreover, TikTok encourages innovative and dynamic storytelling

through video content. It can allow us to convey our project's narrative in a visually engaging and concise manner.

7.5.2.4. Strategic hashtag selection: Aligning project goals with target audiences

In our pursuit of effective social media engagement, besides the unique hashtag **#CULTURATILikeMyWay** of our project, we conducted a comprehensive analysis to identify the most fitting hashtags. This analysis was informed by the unique characteristics of our project, the preferences of our target audience, and the followership associated with each hashtag.

In addition to these considerations, we also examined the hashtags actively employed by our consortium partners. This collaborative approach ensures that our hashtag strategy resonates not only with our project's objectives but also with the broader community of stakeholders, enhancing our outreach and engagement efforts. The hashtag list of our partners can be seen in the Appendix.

The following are the hashtags chosen for the social media posts of the project;

#CULTURATILikeMyWay

#CulturatiEU

#HorizonEU

#technology

#sustainability

#culture

#inclusivesociety

#heritage

#culturalheritage

#arts

#innovation

7.5.2.5. Monitoring CULTURATI's social media impact and adaptation

To gauge the impact and extend the reach of CULTURATI on social media, IOTIQ will diligently track online analytics within each platform. Content will be tailored to optimize engagement with the widest and most active audience, guided by pertinent metrics.

Regular summaries of these analytics will be generated every six months, commencing in Month 13 of the project. The collected data will be shared with our partners via Moodle for collaborative analysis. Insights drawn from this analysis will inform the refinement of our social media strategy in

subsequent iterations, ensuring continued effectiveness and relevance. Monitoring CULTURATI's impact is important in accordance with our KPI 3 - increasing online social media traffic of each site in this project by 15%.

At the end of each year, the social media goals will be updated to reflect engagement and reach rates/results and general communication and dissemination objectives for the coming project year.

To assess the impact of our social media, we will rely on two sets of performance indicators:

Quantitative Indicators:

- Number of likes
- Shares
- Tags
- Video views
- New followers
- Profile visits
- Engagement rates
- Usage of our designated hashtag

Qualitative Indicators:

- Types of comments received
- Reach of comments
- Types of followers
- Impressions

These metrics collectively provide a comprehensive understanding of our project's reach and engagement on social media.

7.5.3. CULTURATI e-newsletter

The CULTURATI project employs a dedicated newsletter as a pivotal communication tool to foster meaningful connections, keep stakeholders informed, and actively engage our audience. Newsletters represent a dynamic and versatile medium that plays a vital role in advancing our project's objectives. The newsletter will provide valuable information on CULTURATI's developments, key findings, past and forthcoming events, project activities and other important news related to the project. The first issue of the CULTURATI Newsletter has been released in September 2023. The

Newsletter is available online through the website of the project and for the subscribers through email.

Visitors to our website are invited to SUBSCRIBE to our newsletter, ensuring they stay informed about the latest updates. Subscribing and unsubscribing is a simple process through our user-friendly website. To enhance its visibility, our newsletter has its dedicated page on the project's website, is regularly shared across our social media channels, and is further distributed with the invaluable support of our partners, who share it with their stakeholders and contacts interested in our project. By taking these measures, we aim to significantly expand the reach and amplify the impact of CULTURATI research.

We utilize **MailerLite** for our e-newsletter. MailerLite is an email marketing platform offering various features for creating, sending, and tracking email campaigns, including newsletters. It's known for its user-friendly interface and a variety of tools that enable businesses and organizations to manage their email marketing efforts effectively. Users can design visually appealing email templates, manage subscriber lists, track email performance metrics, and automate email campaigns, among other features. We chose MailerLite in particular because of the fact that their data storage centers are located in the European Union. Accordingly, they have an information storage security certificate (ISO 27001), as well as the certificate of IT service management (ISO 20000) (Mailerlite, 2023).

Utilizing MailerLite, the newsletter adopted a template designed according to the visual identity and colors of the CULTURATI project. The newsletter layout includes regular sections related to project themes, work packages, staff, news and coming events. The layout includes:

- Pictures and stories from the partners & case study locations
- Links to relevant project publications
- a Call to Action like Get involved/Download the paper/Watch this video/Check the Survey
- a "Share this content" section
- a footer with contact details and social media to follow
- a section providing more in-depth information about one (in some, two) project researchers, work field activities, project tools, awards, etc.

The CULTURATI e-newsletter is not only for communication but also to disseminate project progress, news and results targeted to our identified external audiences and stakeholders. As such, the e-newsletter will serve as a vital tool for maintaining the media's awareness of our project's progress,

effectively amplifying its impact, and eliminating the necessity for separate press releases. Additionally, specific stories and updates can be selectively highlighted and personally shared with relevant press contacts via individualized emails.

In addition, the newsletter will play a crucial role in contextualizing our research and activities. It will accomplish this by providing links to topics, events, sectors, academic disciplines, locales, and communities that intersect with the CULTURATI project.

The responsibility for curating and editing the newsletter's content, which will be published quarterly, will be entrusted to TouchTD Ltd.

7.5.4. Mass and digital media mentions (Using press releases)

Our proposed communication strategy aims to optimize the utilization of pre-established communication channels at the local, national, and European levels, which our project partners have cultivated over time. Within each partner country, we will harness local media outlets and communication pathways and tap into sector-specific networks.

To augment this approach, we will leverage existing newsletters and social media accounts belonging to project partners and relevant stakeholders. We will disseminate project information and updates in diverse formats through these platforms.

To this end, we will draft a series of press releases, particularly focused on our national events (see section 8.4.2. below), which will be distributed to major mass and digital media. Mass media initiatives will be synchronized with major public events and workshops as part of our dissemination strategy while remaining flexible to capitalize on unforeseen opportunities as they arise.

In M2, we successfully conducted the inaugural national event in Türkiye. Our strategically crafted press releases garnered over three mentions across both local and national media platforms. As per KPI 11, we aim to achieve a minimum of six mentions in each country, thus a total of 30 mentions during the project.

7.5.5. Conferences and workshops

As part of our DEC plan and strategy, we are actively participating in a range of professional events and opportunities. This includes our presence at conferences and workshops relevant to our field,

where we aim to actively contribute to discussions and network with industry peers. Additionally, we are excited to accept invitations for talks and presentations, enabling us to share our expertise and insights with a broader audience. These engagements are integral to our commitment to fostering knowledge exchange and staying at the forefront of our industry.

To demonstrate the nature, style and reach of possible activities, here are some events CULTURATI partners have already participated in as part of our communication activities, and others that are upcoming in near future;

1. Presentation at the Anatolian Civilization Museum in Ankara, Türkiye by Özer Aydemir, CEO of IOTIQ:

- Date: 18 March 2023
- Speaker: Özer Aydemir, IOTIQ GMBH (IOTIQ)
- Description: The CEO of IOTIQ delivered an engaging presentation at the Anatolian Civilization Museum, focusing on the intersection of innovation and cultural heritage. This presentation was tailored to inspire young minds, shedding light on the importance of innovation in preserving and promoting cultural heritage.

2. Panel Discussion at İstanbul Chamber of Commerce - İstanbul Project Academy:

- Date: 22 September 2023
- Speaker: Dr. Eda Gürel, Bilkent Universitesi Vakif (BU)
- Description: We were thrilled to participate in a panel organized by İstanbul Chamber of Commerce - İstanbul Project Academy in collaboration with the Scientific and Technological Research Council of Türkiye TÜBİTAK. During this event, our representative, Eda Gürel, shared valuable insights from our successful involvement in the CULTURATI project, which is funded by the European Commission through Horizon Europe. In her capacity as the coordinator of this groundbreaking initiative at Bilkent Universitesi Vakif, Eda had the privilege of contributing to a discussion centered around innovation and collaboration. This event emphasized the transformative impact of EU funding in advancing cultural initiatives, and we were honored to be part of it.

3. Workshop at EuroCHRIE Conference 2023:

- Date: 4 October 2023
- Speakers: Dr. Eda Gürel and Arzu Sibel İkinci, Bilkent Universitesi Vakif (BU)
- Title: "Preparing a Successful Proposal for Horizon Europe"

- Description: We are excited to announce our upcoming workshop at the EuroCHRIE conference in 2023. The workshop, titled "Writing Successful Horizon Europe Projects," will provide valuable insights and practical guidance on crafting successful project proposals for Horizon Europe funding. We look forward to sharing our expertise with conference attendees and helping them navigate the intricacies of securing EU funding for their initiatives. In addition, we will be able to communicate news and increase awareness of our project among the international scientific community.

These events reflect our commitment to knowledge sharing, innovation, and collaboration in the fields of culture, heritage, and EU-funded projects. We eagerly anticipate the opportunity to engage with diverse audiences and positively impact the projects and discussions in these domains.

7.6. Communication Summary

In the Table 2 below, we summarize your communication-related channels, target groups, objectives, key messages, and timing.

Table 2. Communication Summary

Channel	Audience(s)	Objective	Key Messages and Content	Timing
Website	<ul style="list-style-type: none"> • CCI Practitioners and Creative Professionals • Consumers of Cultural Heritage and Arts • Local Authorities and the Community • Citizens Passionate about Cultural Heritage and Arts • Researchers and the Academic Community 	Dissemination of information, engagement and interaction, newsletter subscription and outreach, blog communication, showcase deliverables, internal collaboration	Comprehensive Information Hub, Access to Deliverables, Stay Informed, Engage with Events, Subscribe to Newsletter, Project Blog, Internal Communication, User-Friendly Platform	Initiated in M1
LinkedIn	<ul style="list-style-type: none"> • CCI Practitioners and Creative Professionals • Consumers of Cultural Heritage and Arts • Local Authorities and the Community • Citizens Passionate about Cultural Heritage and Arts • Researchers and the Academic Community 	Build a professional network, share project updates, engage with target audiences, promote events, participate in groups	Collaboration opportunities, creative impact, cultural experiences and engaging events, heritage enhancement, community benefits, community engagement, cultural passion, research advancement, academic collaboration	Initiated in M4
Facebook	<ul style="list-style-type: none"> • CCI Practitioners and Creative Professionals • Consumers of Cultural Heritage and Arts • Local Authorities and the Community • Citizens Passionate about Cultural Heritage and Arts • Researchers and the Academic Community 	Community building, awareness and engagement, promote events	Collaboration opportunities, creative impact, cultural experiences and engaging events, heritage enhancement, community benefits, community engagement, cultural passion, research advancement, academic collaboration	Initiated in M4
Twitter	<ul style="list-style-type: none"> • CCI Practitioners and 	Engagement and interaction,	Collaboration success stories,	Initiated in M4

	<ul style="list-style-type: none"> • Creative Professionals • Consumers of Cultural Heritage and Arts • Local Authorities and the Community • Citizens Passionate about Cultural Heritage and Arts • Researchers and the Academic Community 	Sharing information, networking and collaboration, promoting CULTURATI events, community building, research dissemination	creative innovations for CCIs, cultural event updates, heritage preservation tips, arts and culture recommendations, community heritage projects, destination management best practices, pilot site news and announcements, participate in heritage discussions, cultural enthusiast spotlights, research findings and publications, academic conferences and workshops, collaboration opportunities in academia.	
YouTube	<ul style="list-style-type: none"> • CCI Practitioners and Creative Professionals • Consumers of Cultural Heritage and Arts • Local Authorities and the Community • Citizens Passionate about Cultural Heritage and Arts • Researchers and the Academic Community 	Educate and inform, engagement and inspiration, showcase project work, promote cultural experiences, community building, networking and collaboration, audience growth	Creative techniques and innovations, success stories of the pilots sites and partners, cultural storytelling and heritage preservation, artistic performances and experiences from pilot sites, community engagement and empowerment, In-depth cultural explorations and insights, interactive discussions and debates on cultural topics, behind-the-scenes looks from the pilot sites, research presentations and findings, academic discussions and interviews, collaborative research opportunities and initiatives	Initiated in M4
Instagram	<ul style="list-style-type: none"> • CCI Practitioners and Creative Professionals • Consumers of Cultural 	Visual storytelling, engagement and interaction, brand awareness, educational	Visual content to engage the diverse target groups through images, videos, stories, and	Initiated in M4

	<p>Heritage and Arts</p> <ul style="list-style-type: none"> Local Authorities and the Community Citizens Passionate about Cultural Heritage and Arts Researchers and the Academic Community 	<p>content, community building, promoting CULTURATI events, showcasing and sharing end-user experiences, highlighting project achievements</p>	<p>visually appealing posts. Showcase creative collaborations and innovation potential of the project, highlight success stories and creative achievements, share behind-the-scenes glimpses of the project, offer visually captivating cultural experiences, share stunning images of pilot sites, share stories and facts about pilot sites to inspire appreciation, highlight local heritage preservation efforts, showcase community engagement activities and events, provide a platform for cultural enthusiasts to share their experiences, encourage users to submit their visual content related to cultural heritage and arts, run visual contests and challenges to engage the community, visualize research findings and academic insights, feature profiles of researchers and academics of CULTURATI.</p>	
<p>CULTURATI e-newsletter</p>	<ul style="list-style-type: none"> CCI Practitioners and Creative Professionals Consumers of Cultural Heritage and Arts Local Authorities and the Community Citizens Passionate about 	<p>Information dissemination, engagement and interaction, knowledge sharing, community building, promotion of CULTURATI events, networking opportunities, drive website traffic</p>	<p>Pictures and stories from the partners & case study locations, relevant project publications, a Call to Action like Get involved/Download the paper/Watch this video/Check the Survey, a “Share this</p>	<p>Initiated in M8, will be published quarterly</p>

	<ul style="list-style-type: none"> Cultural Heritage and Arts • Researchers and the Academic Community 		content” section, contact details and social media to follow, more in-depth information about the project, researchers, activities, etc.	
Press	<ul style="list-style-type: none"> • Journalists and reporters • Editors and newsroom staff • Media outlets (newspapers, magazines, TV, radio, online publications) • Bloggers and online influencers • Public relations professionals 	Disseminate timely and compelling project-related news and information, generating media coverage and increasing the project's visibility, awareness, and credibility within the target audience.	We will emphasize the following: The significance and impact of the project update, how the project aligns with broader industry trends or societal needs, unique aspects, innovations, or contributions of the project, information about upcoming events, opportunities, or resources related to the project, a call to action or invitation for further inquiry or collaboration.	'FOR IMMEDIATE RELEASE' before, during and after our CULTURATI events and when required.
Conferences & Workshops	<ul style="list-style-type: none"> • CCI Practitioners and Creative Professionals • Consumers of Cultural Heritage and Arts • Local Authorities and the Community • Citizens Passionate about Cultural Heritage and Arts • Researchers and the Academic Community 	Knowledge sharing and dissemination, networking and collaboration, innovation and research advancement, community engagement, awareness and advocacy.	Presentations and talks, workshops and training sessions, panel discussions, research paper presentations, exhibitions and showcases, publication of proceedings.	Initiated in M2

8. Dissemination Strategy and Activities

8.1. Dissemination Objectives

The main objective of our dissemination activities is to disseminate project results. CULTURATI is a multi-faceted, multi-sited and multi-disciplinary project, generating a diverse range of outputs and results, from scientific data to participatory technologies, tools and methodologies. The dissemination activities will focus on the transfer of knowledge and results to targeted audiences and stakeholder groups, at the same time building engagement with interested groups able to use the project results to achieve high-impact outcomes.

8.2. Target Audiences for Dissemination

The immediate project beneficiaries will disseminate the project results to peer sites/organizations, scientific researchers and educators, policymakers, and broader content co-producers (including CCI and the community). This will be achieved by establishing a national consortia/network in the participating partner countries, building on partners' existing professional, visitor/audience, and broader stakeholder networks.

The project will use a mix of platforms to target different key stakeholders using appropriate channels and formats including publishing research papers in peer-reviewed scientific journals, creating technical reports and releasing software or products besides using social media, conferences and workshops and national events to stimulate an interactive exchange and generate knowledge transfer at local, national, and international levels. These are summarised in the Table 3.

8.3. Dissemination strategy

CULTURATI's dissemination and exploitation plan is based on co-creation and close collaboration with end-users during the project. The dissemination strategy draws upon information gathered in the stakeholder analysis (see Deliverable 3.1. National Consortium/Network Report – Türkiye) to identify target audiences and potential users based on their interest in the project. The key groups identified in the analysis comprise:

- The scientific community (academics, researchers, students)
- Economic sector commercial and industrial leaders (CCIs, heritage & cultural tourism organisations)
- Technological specialists - influencers/decision/policy makers
- Societal - Local authorities, residents and broader civil society

Building engagement should form a key part of a dissemination strategy. In the CULTURATI project, engagement will be built in the following ways:

- Combining the use of face-to-face meetings and events with far-reaching digital and online platforms, including encouraging the active use of social media to engage and conduct online conversation
- Producing co-created content and documentation to facilitate direct embedding of research knowledge and actions in context- and audience-appropriate ways (e.g. newsletter blogs, videos, infographics etc)
- Adaptive scaling up or down of collaborative and participatory activities bringing scientists, communities, end-users and decision-makers together in search of effective and bespoke solutions around CULTURATI system and technology.

8.3.1. Partners' role: active participation and contribution

The dissemination strategy will use dissemination platforms appropriate to each target audience, informed by the communication strategy outlined in the previous section. Where necessary, tailored dissemination tools will be developed, matching the medium of dissemination to the message and to the potential applications of the outputs/results, as summarised in the table above.

In addition to the technical advancements facilitated by CULTURATI partners and the dissemination of their expertise, a significant role in disseminating project knowledge will be carried out by the five pilot site teams. These teams are closely collaborating with a local university partner in their respective regions, forming a foundation for testing, demonstrating, and validating the innovations generated by CULTURATI. The pilot sites and their affiliated universities are presented below:

- Blenheim Palace <-> Oxford Brookes University
- Meridaunia <-> University of Foggia
- Ankara Governship <-> Bilkent Universitesi Vakif
- Rahmi M. Koç Museums <-> Bilkent Universitesi Vakif
- Porvoo Kaupunki <-> Haaga-Heila University of Applied Sciences

These partnerships will play a pivotal role in spreading awareness of the diversity of pathways through which CULTURATI technology can be understood and applied. Our local outreach activities and events (see section 8.4. Dissemination channels below) are not only avenues for dissemination but also crucial means of communication. These partnerships will play a pivotal role in spreading awareness of the diverse pathways through which CULTURATI technology can be understood and

applied. Furthermore, in addition to sharing relevant social and mass media postings, these partners are at the very core of staging and organizing national events and workshops.

8.3.2. Maximizing outreach: CULTURATI's strategy

The CULTURATI strategy harnesses the input and resources of all project partners through two communication approaches:

1. **Centralized Channels:** Maintained by IOTIQ and presented via dedicated 'CULTURATI' accounts.
2. **Decentralized Channels:** Utilizing existing accounts previously established and expanded by partner organizations.

This dual approach enables us to disseminate information both in English, the project's lingua franca, and in local languages through pre-existing institutional accounts. It also allows us to collaborate with established platforms and audiences, reducing the need to build dedicated followers.

To ensure effective operation, partners using 'decentralized' channels must:

- Acknowledge and use the official hashtag #CULTURATILikeMyWay.
- Tag the official project channels.
- Include references to EU funding through Horizon Europe.

This centralized/decentralized partnership requires all consortium partners to actively promote project visibility and share relevant information with target audiences. Partners will communicate their activities to WP6 DEC managers (TouchTD Ltd.) for comprehensive oversight of project communication.

We will leverage the interactive nature of social media to facilitate content sharing between partners, both 'centralized' and 'decentralized.' This will occur naturally through reposting, retweeting, and liking each other's messages. Partners are encouraged to follow one another's accounts and to translate or localize content as needed to ensure broad dissemination across language groups.

8.4. Dissemination Channels

Beyond the communication channels discussed in the preceding section, we further detail our dissemination channels in the following sections.

8.4.1. Open science practices across multiple platforms

As an integral component of our proposed methodology, we will embrace open science practices through a variety of approaches to enhance the transparency, availability, accessibility, reach, and sustainability of our research outputs. Here's an overview of our key strategies:

- **Early and Open Sharing of Research:** Before data collection from the end-users of CULTURATI, we will finalize and preregister our research protocols, following best practices such as those outlined by the University of Pennsylvania's "As Predicted" initiative. This ensures transparency and minimizes bias. Preprints of our research will be posted online via **Open Research Europe**, making our findings openly available to a broader audience. This platform allows for feedback before formal journal submission.
- **Open Access to Research Outputs:** The Scientific and Technological Research Council of Türkiye (TÜBİTAK), provides the online platform **APERTA** for researchers to share their publications, data, software, models, algorithms, and workflows. In addition, Bilkent Üniversitesi Vakıf, the project coordinator, hosts its institutional open-access repository called **BUIR**, where academic work, including that of CULTURATI project team members, is openly accessible worldwide over the Web. We use both APERTA and BUIR to ensure stable, long-term public access to our research outputs, including publications and policy briefs, as part of our research data management strategy.
- **Open Source Software Release:** As part of our commitment to open science, we will release the software developed during the CULTURATI project as open source. This approach aligns with the principles of transparency and collaboration, enabling fellow researchers and the wider community to access, use, and contribute to the development of our software tools. The software releases will be hosted on publicly accessible repositories, promoting accessibility and sustainability in line with our open science ethos.
- **Enhancing Reproducibility:** We prioritize reproducibility by sharing research data, software, codes, and models alongside our published findings and analyses via **Open Research Europe**, **APERTA**, and **BUIR**. We will also provide comprehensive metadata and data dictionaries and include links to data and codes in our publications.
- **Citizen, Expert, and End-User Engagement:** We aim to engage citizens, experts, and end-users actively throughout the project's lifecycle, including the development, evaluation, testing, and validation stages. Their input will be integral to co-designing, co-creating (e.g., participant-led presentations), and co-assessing our research outputs. To this end, we will organize workshops and national events (in hybrid form) involving these stakeholders at

research sites and universities as part of our communication and dissemination efforts (see section 8.4.2. below for more details).

- **Open Peer-Review and Timely Publication:** A dedicated budget has been allocated for open-access journals under TouchTD Ltd, responsible for dissemination, communication, and exploitation in WP6.
- **Project Website:** Since M1 of the project, we have maintained a project website to ensure broader accessibility to our project during and after its duration.

Open science practices will enable us to efficiently share and manage research outputs throughout the project's lifecycle and beyond. These comprehensive open science practices are pivotal in promoting transparency, collaboration, and the broad dissemination of our research within and beyond the CULTURATI project.

8.4.2. Local outreach activities and events

In our project strategy, the organization of national events holds a prominent place as a strategic tool for effective communication and dissemination of our research outcomes. These events serve a dual purpose: they facilitate communication with a wider audience and play a vital role in the dissemination of our project's goals and findings. Key objectives of these national events are;

1. **Formation of National Consortiums:** One of the primary goals of these national events is to establish and consolidate national consortiums in each partner country. These consortiums will bring together diverse stakeholders, including researchers, policymakers, industry representatives, local communities, and interested individuals. The consortiums will serve as collaborative platforms for sharing knowledge, resources, and expertise related to the CULTURATI project.
2. **Networking Opportunities:** National events provide an ideal setting for networking among various stakeholders. Participants can connect, share insights, and forge partnerships that are crucial for the successful implementation and impact of our project. These networks will foster ongoing collaboration and information exchange beyond the events themselves.
3. **Engagement of Stakeholders:** These events are instrumental in engaging a wide range of stakeholders, including those who may not have direct involvement in the project but are interested in its outcomes. By engaging stakeholders, we aim to ensure that the project's research is relevant, addresses real-world challenges, and has a lasting impact.
4. **Dissemination of Project Goals and Findings:** National events offer a platform to disseminate the objectives, methodologies, and preliminary findings of the CULTURATI

project. Through presentations, workshops, and interactive sessions, we will share our research progress, insights, and innovative solutions with a broader audience.

Accordingly, we plan the following activities as part of our national events;

- **Presentations and Workshops:** National events will feature presentations by project experts, showcasing research findings, methodologies, and potential impacts. Workshops and interactive sessions will encourage active participation and knowledge exchange among attendees.
- **Panel Discussions:** Panels comprising project team members, stakeholders, and experts will engage in discussions on relevant topics, fostering dialogue and collaboration.
- **Project Demonstrations:** Depending on the project's progress, we will include live demonstrations of our prototypes to illustrate how CULTURATI innovations can address real-world challenges.
- **Stakeholder Engagement:** National events will encourage stakeholder involvement through open discussions, surveys, and feedback mechanisms, ensuring that diverse perspectives contribute to shaping the project's direction.

In summary, the organization of national events within the CULTURATI project serves as a vital strategy to create national consortiums, build networks, engage stakeholders, and disseminate project objectives and findings. These events will play a pivotal role in bridging the gap between research and practice, fostering collaboration, and maximizing the societal impact of our work.

Throughout the three phases of the CULTURATI project—comprising (1) the development of CULTURATI technology, (2) rigorous testing and evaluation, and (3) the integration of AI to assist Cultural and Creative Industries (CCIs) and citizens in content production—we will conduct a series of local outreach activities and events as outlined above. These initiatives are strategically located in proximity to our five case study areas and are designed to engage a diverse audience, including residents, cultural tourists, local authorities, policymakers, and key stakeholders. These activities aim to foster a deeper understanding of CULTURATI's objectives and impact on the broader community.

Throughout the course of the project, we planned five lead events as part of the action research process. These events, comprising national workshops and a final demonstration, will take place in the following locations and times:

- National Event 1 (Month 1): Ankara, Türkiye (Coordinated by BU); held on 7-8 March 2023 with the Kick-off meeting
- National Event 2 (Month 15): Istanbul, Türkiye (Coordinated by BU)
- National Event 3 (Month 22): Meridaunia, Italy (Coordinated by MSCA)
- National Event 4 (Month 29): Porvoo, Finland (Coordinated by HHU)
- National Event 5 (Month 36): Blenheim Palace Heritage Foundation, UK (Coordinated by BP); includes the final demonstration of the second prototype of CULTURATI

These lead events serve as critical milestones within our project's timeline, providing opportunities for collaboration, knowledge exchange, and the presentation of our research outcomes. While the target population for the national events is 120, the final demonstration is 200 (KPI 12).

As part of our local outreach activities and events, beyond the scope of the national events, consortium partners will also deliver a series of public lectures. Our commitment is to conduct a minimum of 14 such public lectures (as per KPI 13). These engagements will encompass a diverse audience, including users, influencers, experts, local authorities, and a wide array of stakeholders.

8.4.3. Blogs/Vlogs

In our project, CULTURATI, we recognize the significance of effective communication and dissemination to promote our technology and engage with our target audience. To this end, we intend to utilize blogs and vlogs as key tools within our Dissemination, Exploitation, and Communication (DEC) plan.

Blogs are versatile platforms that enable us to share detailed information and insights about CULTURATI. They are ideal for in-depth discussions, analyses, and thought leadership on the technology. Here's how we plan to leverage blogs for dissemination:

1. **Sharing User Experiences:** Our primary goal is to encourage end-users to share their authentic experiences with CULTURATI through written blog posts. These user-generated blogs will serve as valuable testimonials and real-world use cases, contributing to the dissemination of information about the technology.
2. **Audience Reach:** By tapping into the personal networks of our end-users, we aim to extend our reach beyond the confines of our project team and immediate stakeholders. User-generated content has the potential to reach a broader audience, including those who may not have been previously aware of CULTURATI.

3. **Authenticity and Trustworthiness:** User-generated blog content is inherently authentic and trustworthy. It carries the weight of real experiences and recommendations from individuals who have benefited from CULTURATI, enhancing its credibility among potential users.
4. **Peer Influence:** We recognize the persuasive power of peer influence. When potential users see their peers sharing positive experiences with CULTURATI in blog form, they are more likely to be influenced and motivated to explore the technology themselves.
5. **Feedback and Improvement:** User-generated blogs also provide us with a valuable feedback loop. They offer insights into how CULTURATI is being applied in various contexts and highlight areas for improvement. This feedback will inform our ongoing development efforts.

In addition to written blogs, we will harness the potential of vlogs—video blogs—as part of our dissemination strategy. Here's how vlogs will play a role:

1. **Visual Storytelling:** Vlogs are a dynamic medium for visual storytelling. They will allow our end-users to showcase their experiences with CULTURATI through video format, making the technology more accessible and engaging.
2. **Diverse Audience Appeal:** Vlogs cater to a diverse audience, including those who prefer video content or have limited time for reading. By incorporating vlogs, we aim to reach a broader spectrum of potential users.
3. **Interactive Engagement:** Vlogs encourage engagement through views, likes, comments, and shares. The interactive nature of video content facilitates immediate feedback and fosters a sense of community among viewers.

To achieve this, we will begin using blogs to share updates as we test CULTURATI with end-users, making it accessible through our website and social media channels. We believe that our utilization of blogs and vlogs in the context of CULTURATI is a deliberate dissemination strategy aimed at showcasing the real-world impact of our technology. Through user-generated content, we will amplify our reach, enhance credibility, and facilitate meaningful engagement with our target audience, thereby effectively disseminating the benefits and applications of CULTURATI.

8.4.4. **Explainer videos for user training**

Explainer videos offer clear, visual instructions for users to quickly grasp how to use CULTURATI. They ensure consistency in training, accommodate different learning styles, and can be accessed on-demand, making them a versatile and effective tool for user education and support. More specifically, we aim to achieve the following with our explainer videos;

- **Clarity and Accessibility:** Explainer videos simplify complex concepts, making them easy for users to understand.
- **Step-by-Step Instructions:** These videos provide users with clear, visual, and standardized instructions on using CULTURATI.
- **On-Demand Learning:** Users can access explainer videos at their convenience, promoting self-paced learning.
- **Consistency:** Explainer videos ensure all users receive the same quality of training, reducing confusion and inconsistencies in usage.

Thus, by producing explainer videos, we will provide clear and concise instructions, explanations, and demonstrations of how to use the technology, its features, and its benefits for potential end-users.

8.4.5. International fairs to showcase project achievements (KPI 15)

As part of our project strategy, project partners will actively participate in well-established international fairs to showcase and raise awareness of CULTURATI technology. These events present invaluable opportunities for networking and gaining insights into the diverse contexts where CULTURATI can be applied, ultimately expanding its reach beyond the initial case study areas. Notably, ITB Berlin stands out as one of these events, with several CULTURATI partners, including Haaga Helia University Applied Sciences and IOTIQ GMBH, consistently attending and contributing to this fair each year. We will leverage this participation to disseminate CULTURATI without incurring additional charges, thus maximizing our presence and impact.

In addition to CULTURATI's physical presence at a dedicated stand, we will devise a comprehensive strategy to leverage key segments of the fair that align with our project's objectives. These segments include:

1. **Cultural Tourism:** Cultural tourism plays a pivotal role in bolstering tourist occupancy, particularly during off-peak seasons. At ITB Berlin, the Culture Lounge consistently hosts cultural tourism discussions, making it an ideal platform for showcasing CULTURATI's contributions to this sector.
2. **Meetings, Incentives, Conferences & Exhibitions (MICE):** Our participation in MICE-related discussions will allow us to explore the optimal level of engagement in such events, identify technology solutions that can enhance participant experiences, and delve into topics like creating 'Micro Moments' and harnessing artificial intelligence for long-term event success.

These discussions are critical for understanding the evolving landscape of event management and participant engagement.

3. **Travel Technology:** The Travel Technology segment at ITB Berlin spans four dedicated halls where providers present their global distribution systems (GDS), tour operator databases, reservation systems, travel agency software, and calculation programs. This platform, known as TTA, unites four pivotal sectors of the tourism industry with a shared objective: promoting and selling in-destination services. Our presence in this segment will position us at the forefront of travel technology innovations, facilitating discussions on the future interactions between employees, customers, suppliers, and trades for enhanced productivity."

By strategically engaging with these segments, we aim to maximize the impact of CULTURATI's presence at ITB Berlin and align our project with critical conversations shaping the future of the tourism industry.

8.4.6. Policy Briefs

To effectively utilize the project's outcomes and impacts, we will disseminate policy briefs at both EU and national levels, targeting governmental and industrial stakeholders. These policy briefs will be strategically developed at three key stages: the first during STAGE ONE, focusing on pilot tests in Türkiye; the second during STAGE TWO, featuring preliminary findings from formative evaluations; and the third during STAGE THREE, showcasing AI integration results.

These policy briefs will be actively disseminated through national events scheduled for Month 15 (Türkiye), Month 22 (Italy), and Month 29 (Finland). Our aim is to provide evidence-based policy advice and establish meaningful connections with policy initiatives, ensuring our project's impacts are widely acknowledged and leveraged.

8.4.7. Scientific Research

The project's primary objectives include the generation of substantial scientific research and data, as reflected in Key Performance Indicators 7 and 8 (see below). This research will be conducted at the forefront of digital technology applications, focusing on visitor management, visitor segmentation, and innovative post-COVID strategies to enhance resilience within the cultural sector.

Within the framework of WP 4, data collection and analysis will serve two primary purposes:

1. Facilitating the exploitation of the prototype, as discussed previously.

2. Advancing scientific and policy-driven research, which will be disseminated through the publication of peer-reviewed journal articles.

The project's overarching goals encompass the achievement of Key Performance Indicators 7 and 8. Throughout the project's duration, team members from CULTURATI will actively engage in academic endeavors, including attending five academic conferences and contributing to the scholarly discourse through the publication of two articles in SSCI (Social Science Citation Index) journals and two book chapters (KPI 7).

Moreover, post-project, this commitment to academic excellence will persist as team members continue to participate in five additional academic conferences and produce an additional two academic articles listed in SSCI journals, along with two more book chapters (KPI 8). These activities signify our dedication to advancing knowledge and fostering meaningful contributions to the academic community both during and after the project's lifecycle.

8.4.8. Dissemination through print materials

In the context of project dissemination, the creation and use of print materials like posters and flyers are essential. These materials serve as effective tools for communicating project information at events such as national gatherings and final demonstrations. Their advantages include:

- **Accessibility:** Print materials provide a tangible source of project information, making it easily accessible to event attendees.
- **Engagement:** Visual materials are engaging and can capture the attention of participants through graphics and key messages.
- **Efficient Communication:** Posters and flyers efficiently convey project details, especially in time-limited event settings.
- **Broad Reach:** Dissemination at events ensures that a diverse audience can access project insights, fostering knowledge sharing.
- **Physical Takeaways:** Attendees can take these materials home, serving as reminders of the project's significance and sparking further discussions.
- **Complement to Presentations:** Print materials complement oral presentations, offering attendees a reference point for future exploration.

In essence, print materials are instrumental in effectively conveying project objectives, outcomes, and impacts to a varied audience, enhancing the overall success of dissemination efforts. However,

In alignment with our commitment to environmental sustainability, we aim to minimize the production of print materials such as posters and flyers. While these materials play a vital role in dissemination, we will adopt eco-friendly printing practices and explore digital alternatives wherever feasible to reduce our environmental footprint. This reflects our dedication not only to sharing knowledge but also to preserving the planet for future generations.

Printed materials will be generated locally across our project partners and user sites. These will be adapted from the CULTURATI project templates and translated into the most appropriate local languages according to the activity or event they are produced for.

8.5. Dissemination Summary

In the table below, we provide an overview of our dissemination efforts, including channels, target audiences, dissemination objectives, key messages, and timing.

Table 3. Dissemination Summary

TARGET AUDIENCE(S)	SCIENTIFIC	ECONOMIC	TECHNOLOGICAL	SOCIETAL
Specific Target Audiences of CULTURATI	Researchers and the Academic Community	CCI Practitioners and Creative Professionals	CCI Practitioners and Creative Professionals	Consumers of Cultural Heritage and Arts, Local Authorities and the Community, Citizens Passionate about Cultural Heritage and Arts
Objectives	Share research findings, knowledge, and insights related to the project with the scientific community.	Disseminate project outcomes, innovations, and economic contributions, highlighting the project's potential to drive economic growth, create job opportunities, and stimulate innovation within the economic community.	Disseminate project innovations, technological advancements, and solutions, fostering collaboration, knowledge exchange, and contributions to technological progress within the technological community.	Disseminate project outcomes, cultural enrichment, and social benefits, emphasizing the positive impact on society, community engagement, and the preservation of cultural heritage and arts
Content	<ul style="list-style-type: none"> • Research findings and innovations. • Academic collaboration opportunities. • Methodologies and research methodologies. • Contributions to the academic field. • Peer review and scholarly engagement. • Opportunities for research partnerships. • Advancements in cultural heritage, arts, and technology. • Academic events and conferences. 	<ul style="list-style-type: none"> • Economic benefits and opportunities. • Job creation and industry growth. • Investment potential and returns. • Innovation and technology advancements. • Business partnerships and collaborations. • Economic impact assessments. • Support for entrepreneurship. • Industry-specific events and initiatives. 	<ul style="list-style-type: none"> • Technological innovations and advancements. • Technological solutions and tools developed. • Collaboration opportunities in technology. • Integration of technology in cultural heritage and arts. • Technology-related events and workshops. • Case studies showcasing technological applications. • Opportunities for tech enthusiasts and innovators. 	<ul style="list-style-type: none"> • Cultural enrichment and preservation. • Community engagement and participation. • Social impact and community benefits. • Celebration of cultural heritage and arts. • Events and activities accessible to the public. • Opportunities for community involvement. • Stories of cultural significance. • Initiatives promoting cultural awareness.

<p>Dissemination Channel</p>	<p>Open source platforms including open-access peer-reviewed journals; non-peer reviewed journals and online platforms (e.g. Researchgate); conferences (CULTURATI-convened panels and individual paper presentations)</p>	<p>CULTURATI activities and events, International fairs (eg. ITB Berlin), Policy briefs, Social media channels, Website, Blog/Vlogs, Explainer videos, Print materials</p>	<p>CULTURATI events and activities, International fairs, Social media channels, Website, Policy briefs, Scientific publications, CULTURATI newsletter, conferences and workshops</p>	<p>Social media channels, Website, CULTURATI Newsletter, Blogs/Vlogs, CULTURATI events and activities, Explainer videos, Print materials</p>
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9. Exploitation Strategy and Activities

9.1. An Integrated Approach: Communication, Dissemination, and Exploitation in the CULTURATI Project

Within the framework of the CULTURATI project, we view communication, dissemination, and exploitation as interrelated processes rather than distinct and separate actions. This approach emphasizes an ongoing, overlapping strategy that eliminates the need to postpone the exploitation of results until the project's conclusion.

Our primary objective is to create, develop, and promote the project's prototype while continuously testing and integrating it throughout the project's duration. This approach ensures that the exploitation process runs seamlessly from project inception to completion. We aim to test and implement the technology across multiple sites and settings, raising awareness of its contributions to tangible solutions and fostering opportunities for its application in diverse locations.

The coordination of exploitation activities falls under the purview of TouchTD Ltd in WP6. The on-ground exploitation and utilization of CULTURATI tools will be primarily guided by the five case study partners, with additional technical support from their collaborating university organizations and the IT developers within the project. This collaborative approach ensures a comprehensive and integrated effort to harness the project's outcomes for maximum impact.

This collaborative approach is crucial because, at the pilot sites, the technologies of CULTURATI will be visible and accessible. This ensures that the IT developers play a vital role in facilitating the practical implementation and ongoing success of the project's innovations on the ground.

Thus, our journey toward exploitation and dissemination begins with close collaboration with stakeholders in hub regions due to our research efforts in STAGE ONE. The creation of Deliverable D3.1 (the National Consortium/Network Report - Türkiye), led by the Bilkent Universitesi Vakif team with close cooperation with Ankara Valiligi (AG) and Rahmi M. Koç Museum Istanbul, provides an extensive overview of opportunities for Ankara Citadel and Rahmi M. Koç Museum in Istanbul. This document, available on the website and in Moodle, offers valuable insights into potential partnerships and users at these heritage sites.

During STAGE ONE, our project's focus was primarily on pilot sites located in Türkiye. However, starting from Month 13, we will extend our efforts to include additional pilot sites in Finland, Italy,

and the UK. These pilot sites, like our Turkish counterparts, are at various stages of implementing monitors, AI, and technological solutions to achieve the common objective of integrating local cultural and natural heritage features. The exchange of experiences among these partners remains pivotal, offering valuable networking opportunities and further enhancing the overall effectiveness of our collaborative efforts.

9.2. Coordinating with Partners to Investigate Anticipated Gains within the CULTURATI Project

Following the evaluation of the current or baseline conditions in each case study area, this section outlines the distinct strategies employed by each partner to leverage the benefits anticipated from the CULTURATI project.

- **Rahmi M. Koç Museum (RMK):** CULTURATI is expected to help RMK to advance technologically and to reach out to new audiences, as well as to appeal to their returning audiences. They identify strong consumer or visitor demand for technologically mediated and enhanced experiences. For instance, RMK were early adopters of 3D online and Google Street Art – but they were not able to sustain their activity. They also had an app developed, which due to the rapid advances in technology across this area, requires a more updated option.

Building communities – the technology developed with CULTURATI will enable them to capitalize on people’s desire to get involved and will also enable the museum to benefit from the knowledge and experience of others. For example, because of the nature of their collection (20th-century mechanical and industrial), they get a lot of interest and inquiries from set designers and researchers whom they try to help. A platform for sharing would encourage greater participation to the benefit of both visitors and the museum.

Ripple effect – working with partners in the consortium is expected to promote organic growth through collaboration and widening networks.

- **Ankara Governorship (AG):** As the National Consortium Network report makes clear, the stakeholder landscape in the Kale is rich and complex – many stakeholders of different kinds and different layers of local government, which offers a lot of opportunities, but also

challenges of coordination and operationalization, especially in terms of institutional embedding and sustainability.

There seems to be an expectation that organizational capacity will emerge organically in response to the benefits and opportunities unleashed by the project and the resources that will be generated. Once businesses see the benefit of involvement, they will be encouraged to maintain their effort. Resources are expected to be made available for technical upgrading and innovation in the future.

- **Porvoo Kaupunki (HHU-PK):** A key aim of the city is to encourage people to stay overnight and get beyond seeing the destination solely as a day trip site. One pathway towards this is seen through the emergence and development of events. This aim also aligns with the drive beyond the busy summer season from May to September. Hence, off-season events such as the Porvoo lights season held in February are targeted to fulfil those two aims. Christmas is also seen as another opportunity, with the centerpiece being the month-long Christmas Market.

The connection between cultural and natural sights is another area that Porvoo is aiming to enhance. The autumn colors woodlands season is seen as a growth area in this regard. Additionally, with the abundance of water and numerous islands within a complex archipelago, the connection to promote movement and water-based travel is another priority. A step in this direction is signified by the River Carnival that takes place during August.

In terms of extending visitation beyond old Porvoo, several other sites and trails are aiming to take visitors outside the city core and connect with the city's hinterland. Indicative of that move are the promotion of the nearby Haikko manor house and spa or the old Brunberg chocolate factory which is a respected brand across the region. Also there is a push to link to local sustainable farming and provide alternative nature trails.

- **Meridaunia Soc. Cons. Arl (MSCA):** The CULTURATI project is important because it allows Meridaunia to activate what it currently lacks and digitalize in real time. These technologies will serve as a testbed in some pilot areas with CULTURATI.

There is already an idea that in the future, they would like to write projects to fund similar experiences and to continue developing the use of CULTURATI AI-based technology to provide more tourists with more cultural information about the region, ensuring access to a wider audience and providing a more structured experience. To do this, among the first things they would like to understand is how to connect the CULTURATI project's app to the portal and the Monti Dauni app.

There are various networks that they do not currently access, such as the National Museum network. For example, they lack cartographic data for local sites and local museums, which is necessary for inclusion in the national museum network. For other networks they also lack sufficient digital (and non-digital) information about local attractions, cultural heritage and possible itineraries within the Monti Dauni region and its attractions.

The lack of certain data on the territory prevents them from establishing new collaborations with national and local stakeholders. Improvement of the internal network of the Meridaunia consortium is expected, too: working in the CULTURATI case study areas and collecting data with the project's technology can serve as a stimulus for areas in the Monti Dauni that currently have little interest in participating in Meridaunia consortium or are part of the Meridaunia consortium but lag behind in promoting their heritage and territory.

A greater political influence at the regional level: monitoring real tourist flows would allow them to have more influence at regional tourism discussions and more decision-making power (attention from the region). For example, the region currently does not include the Monti Dauni area in its control/analysis of tourist flow data because it is considered unimportant in terms of tourism.

- **Blenheim Palace Heritage Foundation (BP):** Blenheim Palace embarked on the Culturati project by adopting a strategic approach that emphasized collaboration and expertise. To ensure the project's success, Blenheim divided the project's core components into two distinct teams: a technical team and a content team. The technical team took charge of implementing the necessary infrastructure, including the utilization of the existing IoT network.

Meanwhile, the content team focuses on bringing together and organizing existing storytelling (In a dedicated SharePoint site), selecting core themes based on key audiences and developing new content with staff and the Blenheim community. This structured approach provides a clear focus where each team can concentrate on their respective strengths.

Blenheim is fortunate to have previously won Innovate UK funding to develop a “Smart Visitor Management System” as part of a Knowledge Transfer Partnership between Oxford Brookes University and Blenheim Palace and this has created a unique advantage that can greatly contribute to the success of the CULTURATI project.

The preexisting sensor network and the ability to measure people's movement and capacity across the site offer several opportunities for enhanced cultural engagement, visitor experiences, and operational efficiency. Blenheim’s experience of setting up such networks positions it as a valuable resource for other pilot sites.

Blenheim has shared best practices, lessons learned, and insights gained from utilizing its network to measure people's movement and capacity. This knowledge sharing can accelerate the adoption of similar technologies in other locations, contributing to a more comprehensive implementation of the CULTURATI project across the board.

Implementing a LoRa (Long Range) sensor network at a cultural heritage site can offer a range of benefits that enhance visitor experiences, operational efficiency, and overall site management. LoRa technology provides long-range, low-power communication capabilities that are well-suited for diverse applications within cultural heritage sites.

9.3. Patenting Intellectual Property

The exploitation of CULTURATI technology is closely tied to the consequent sets of intellectual property rights. CULTURATI acknowledges the importance of both background and foreground IPR for all consortium members. Therefore, both the Grant Agreement (see section 2.2.4. Dissemination and Exploitation) and the Consortium Agreement outline the IP management in this project and the process for managing the knowledge produced by the CULTURATI project. For the management of background and foreground IPR, the detailed regulations are established in the Consortium Agreement signed on 15 December 2022 before the project started on 1 February 2023, which is

subject to the Model Grant Agreement terms. We follow Horizon 2020 principles regarding ownership of results, access rights, and IPR protection.

According to the Grant Agreement, management of background and foreground knowledge and IP is the responsibility of WP1 (project management and coordination). CULTURATI acknowledges the importance of both background and foreground IPR for all. Therefore, the Consortium Agreement outlined the IP management including background and foreground IPR in this project and the process for managing the knowledge produced by the CULTURATI project. The principles are commonly agreed by all partners. In the context of the project, several key provisions related to intellectual property (IP) and knowledge sharing have been established and outlined in the Grant Agreement (GA) and Consortium Agreement (CA):

- **Documentation of Background Information:** Each participant's background information and knowledge contributed to the project will be documented in the GA and CA. These agreements will also specify the use of background and foreground data, publication agreements, and exploitation routes.
- **Use of Background IP:** Background intellectual property (IP) is declared for use exclusively within the project and solely for the purposes for which access rights have been granted. All partners will grant access to their background knowledge and IP on a royalty-free basis, unless otherwise mutually agreed upon for specific project tasks.
- **Confidentiality:** Partners commit to using provided information solely for the project's execution. Disclosure of confidential information to third parties requires explicit consent from the original source of the information.
- **Ownership of Copyrighted Results:** Participants who generate copyrighted results during the project will retain ownership of these results. This includes content created by pilot sites.
- **Joint Ownership of Results:** When results are jointly produced by multiple parties, ownership will be shared among the participants involved in the work. Terms of joint ownership, protection, ownership distribution, and protection costs will be established through a written joint ownership agreement.
- **Content Creation Ownership:** In cases where individuals create content for pilot sites, site managers, as content approvers, will assume ownership. The names of content creators will be acknowledged as a courtesy rather than a legal requirement.
- **Right to Examine Results:** Each participant retains the right to examine project results for potential protection. All participants are encouraged to protect the foreground IP and submit protection applications in a timely manner.

- **Publication Notices:** Partners are requested to provide advance notice of any planned publication at least 30 days before disseminating or publishing project results to fellow partners. An evaluation committee will assess publication requests for potential IP conflicts and submit non-conflicting requests for final approval to the Advising Committee.
- **IP Responsibility:** All project partners will designate a responsible person to oversee all IP-related activities within the project.
- **IP Assessments:** Work Package 1 (WP1) will conduct assessments of intellectual assets involved in the project, summarizing the findings in a report shared with all partners. This assessment will cover various aspects of IP, including structure, method, data, algorithms, and software, given the unique nature of the project's final product.

These established provisions aim to govern IP-related matters, knowledge sharing, and confidentiality within the project, fostering collaboration and ensuring that the rights and responsibilities of all participants are clearly defined and respected.

9.3.1. Future Expectations and Strategic Insights from CULTURATI Partners

In this section, we provide our analysis to explore the anticipated future impact and strategic perspectives from key partners involved in the CULTURATI project. This analysis is crucial for several reasons:

1. **Strategic Insight:** It provides valuable insights into the strategic perspectives and expectations of key project partners. Understanding their visions and plans for the future helps in aligning project activities and outcomes with partner goals.
2. **Sustainability:** It addresses the long-term sustainability of the project's impact. By considering how partners intend to continue utilizing project outcomes, the section highlights the potential for lasting benefits beyond the project's duration.
3. **Collaboration Opportunities:** It identifies areas where partners see opportunities for collaboration and further engagement. This insight can foster additional networking and partnership activities, extending the project's reach.
4. **Adaptation:** It underscores the project's adaptability and potential for evolution. Partners' expectations for growth and change within the project indicate a willingness to adapt to new circumstances and opportunities.
5. **Local Impact:** It emphasizes how the project contributes to the objectives and needs of specific partner organizations, showcasing its relevance and value on a local level.

6. **Project Impact:** It outlines the expected impact of the project on various aspects, from technology adoption to community engagement, providing a holistic view of the project's potential influence.

We believe that this section adds depth to the project's narrative, demonstrating not only its current significance but also its potential to shape the future in alignment with partner aspirations and objectives. It helps stakeholders and readers appreciate the project's long-term relevance and impact.

For this DEC plan the future exploitation insights were predominantly provided through the practical case study partners. With the maturing and further testing of the technology, CULTURATI IT developers and the research departments in our university partners will also contribute further.

Rahmi M. Koç Museum (RMK): RMK regards CULTURATI as a long-term project which will grow and change with the company. It will benefit from the collaboration with partners and the support of the wider holding company, both of which will help build critical mass for long-term evolution. The project is expected to build familiarity with technology so that it can become successfully embedded in the organization.

When considering how the project will help develop more effective exploitation, RMK outlined the overall benefits of meeting and collaborating with new partners and institutions. Such linkages will also instill the discipline required to follow and implement a multi-partners European project, so it is seen as a great opportunity for RMK. As concerns the building of greater familiarity with technology, RMK outlines the role of BU in considering such needs.

Ankara Governorship (AG): AG outlines that it is expected either than the Consortium will make an agreement with the technology companies to maintain and run the technology, or another company could take it over. There are currently nine staff in the Governorship dedicated to the CULTURATI project in the Ankara Castle. The potential exists for co-financing to secure the sustainability of the project in the future. Community engagement is at the core – once businesses see the benefits, they will be encouraged to maintain their effort.

Porvoo Kaupunki (HHU-PK): The CULTURATI project is seen as contributing towards enhancing how we value the destination of Porvoo. It is a tool to tell people about history and stories, maybe

making the experience a bit deeper - more personalized and allowing for an itinerary-based visit that obtains content in a more effective way.

CULTURATI may also help to curate a different experience by using a story bank. Currently, information is stored under each year, NOT under the thematic filing. This is something that could be revised. Looking ahead, it was outlined that when we think of Porvoo, we want people to use their time. The emphasis should be on slow tourism and personalized stories. The DMO wants to ensure visitors give the city their time whilst thinking of digital solutions to provide that. The vision is to present a city that is Old yet growing and evolving in modern times.

In technical terms, it is anticipated that CULTURATI will bring some common links and complement a platform that's being created so that it can be used in different ways beyond cultural heritage. Another vision is to establish routes that can be implemented into natural areas or locations where there is less current knowledge about a place, a building, an institution.

Meridaunia Soc. Cons. Arl (MSCA): Considering the ways in which CULTURATI may impact, it was indicated that Meridaunia seeks a different awareness among their local operators and a change in mindset (there is awareness of what they have, but they do not invest in its attractiveness). The project could show people and local operators (through data collected on tourist flows, for example) that tourists can be welcomed (they are capable of doing so) and that tourists can be interested in visiting the area.

A further area that may be exploited is in the networking of visitable places, thus building a wider local network of routes and paths: there are possible routes from place to place in the consortium that are not currently interconnected (for example, from the castle to the cathedral, there is only a 5 km distance, but visitors do not know it). They need to showcase "new" feasible routes, so they need to develop a strategy for creating local cultural networks that are not yet "networks" today. Develop internal communication within the Meridaunia network itself: create communication between various visitable centers that will be connected in the network, provide them with tools to share, and enhance connections.

Increase training: they continuously provide training to local operators, but they also envision training them on the digitalization of available cultural content (there are municipalities without good and fast internet) and various local management obstacles.

Production of content on cultural heritage: also, in terms of integrating content, they continually upgrade the content for the new edition of the guide. Technology will help them be faster, and more accurate, and enhance places/heritage that they currently cannot promote with manual collection and the limits of print and the current portal.

Blenheim Palace Heritage Foundation (BP): The BP team sees CULTURATI as an opportunity to enhance cultural understanding, collaboration, and engagement among staff members, as well as improve visitor experiences and the overall management of the site. Key benefits that the estate staff members will gain from embracing the CULTURATI project would include:

- **Improved Communication:** Enhancing cultural understanding can lead to better communication among diverse team members.
- **Enhanced Collaboration:** Cultural awareness can foster a more inclusive and collaborative work environment.
- **Increased Productivity:** A positive and inclusive culture can lead to higher job satisfaction, which often correlates with increased productivity and efficiency.
- **Employee Engagement:** When employees feel valued and understood, overall engagement and motivation will improve.
- **Talent Retention:** A positive workplace culture can contribute to staff retention by creating an environment where employees feel a sense of belonging.

Blenheim's approach to encouraging staff to actively contribute to the CULTURATI project involves creating a positive and inclusive environment that values their insights and experiences;

- **Clear communication:** Ensure that staff members understand the purpose and goals of the Culturati project. Clearly communicate how their contributions will contribute to enhancing cultural understanding, visitor experiences, and overall site management.
- **Inclusive approach:** Emphasise that every staff member's perspective and cultural background is valuable.
- **Tailored contributions:** Allow staff to contribute in ways that align with their skills and interests.
- **Recognition and appreciation:** Recognise and celebrate staff contributions regularly. This can be through public acknowledgments, awards, or even small gestures of appreciation.
- **Cross-departmental collaboration:** Encourage collaboration across different departments. Staff from various roles can bring unique perspectives to the project.

- Storytelling sessions/recordings: Regular storytelling sessions where staff can share personal stories or experiences related to Blenheim. This not only contributes to the project but also fosters a sense of community.
- Regular updates: Keep staff informed about the progress and outcomes of the Culturati project. Sharing updates on how their contributions have made a difference can be motivating.

9.4. Support Partners in Accessing Further Funding and Investment Opportunities

The section above has outlined the strategies and partnerships mapped out by our CULTURATI case study areas. In addition, we can highlight several further pathways to encourage or enhance the exploitation of CULTURATI.

At an EU level we plan to use the **Horizon Results Booster (HRB)**. This is an initiative of the European Commission which aims to bring a continual stream of innovation to the market and maximize the impact of public funded research within the EU. It supports projects eager to go beyond their Dissemination and Exploitation (D&E) obligations - steering research toward strong societal impact and concretizing the value of Research and Innovation (R&I) activity for societal challenges.

To achieve this, HRB offers **free consulting services** to closed or ongoing research projects funded by FP7, Horizon 2020, or Horizon Europe programs.

Specifically relating to the exploitation of results, partners should consider support through the following service;

Module C - Assisting projects to improve their existing exploitation strategy: This service will provide guidance and training to improve the existing project strategies towards effective exploitation of key exploitable results.

The exploitation strategy will improve the following aspects:

- review of the key exploitable results of the project
- revise, complement and clarify existing exploitation plans of project results and/or outline exploitation paths of results
- techniques to identify all relevant stakeholders in the exploitation value chain
- support to perform a risk analysis related to the exploitation of results.

Important deadline information: Applications can be submitted until 7th May 2024 and service delivery will happen until 7th November 2024. Applications should be directed to

<https://www.horizonresultsbooster.eu/apply>

At a national level, there will be further opportunities for support in exploiting CULTURATI results. For example, **UK partners** have been approached and consulted with Innovate UK. This agency connects to bring client exploitation of results in a bespoke strategy, but common priorities include;

- Exploiting business innovation: Developing a commercial strategy and building a team to deliver it; protecting & harnessing your IP; improving innovation management & accessing the innovation ecosystem globally,
- Sourcing funding and finance: Applying the right strategy to secure grants and capital for your business, enhancing investor appeal and getting investment ready to propel your growth,
- Opening new markets: Creating connections to partners & leveraging insights to expand into vertical & international markets and achieve scale.

Partners are encouraged to connect and contact their national equivalent organizations, which are particularly interested in the innovative research conducted around Horizon Europe projects like CULTURATI. TouchTD Ltd will provide valuable support and guidance to partners in navigating these opportunities.

10. Evaluation and Monitoring

10.1. Key Performance Indicators (KPIs) for DEC Activities

In our commitment to effective Dissemination, Exploitation, and Communication (DEC) activities within the CULTURATI project, we rely on a set of Key Performance Indicators (KPIs) to measure and assess our progress and impact. These KPIs serve as essential metrics that guide our efforts, ensuring that our DEC strategies align with our project goals and objectives. In this section, we delve into these KPIs, shedding light on how they shape our approach and contribute to the success of CULTURATI's DEC endeavors.

Table 4. KPIs for DEC Activities

KPI number	Indicator
KPI 1	Aim for five sites and 60 more participants to join CULTURATI
KPI 3	Aim to increase online social media traffic of each site in this project by 15%
KPI 4	Aim to get two in every five new users (content creator or end- user/visitor) through

	recommendations of current users of CULTURATI
KPI 7	Team members of CULTURATI will attend five academic conferences and publish two articles in SSCI journals and two book chapters.
KPI 8	Team members will attend five more academic conferences and publish two more academic articles listed in SSCI and two more book chapters
KPI 9	All partners will make a social media post two times a month. The number of social media posts will be minimum 720 during the project
KPI 10	All deliverables will be published within two weeks
KPI 11	The mass media activities will be coordinated with the lead public events and workshops, but we will also use other opportunities if they emerge. We target to achieve a minimum of six mentions in each country, thus total mentions of 30 during the project
KPI 12	The target population for the national events is 120, the final demonstration is 200
KPI 13	National events will be held hybrid to reach a broader international audience. In addition to these events, public lectures will be given by the consortium partners. The minimum number of these public lectures is 14
KPI 14	Five lead events (national workshops and final demonstration) of the action research process in M2 (Ankara, Türkiye), M15 (Istanbul, Türkiye), M22 (Italy), M29 (Finland), and M36 (UK)

10.2. Tracking and Evaluating the Progress of DEC Activities

10.2.1. Monitoring communication

Communication monitoring involves the systematic analysis of our communication activities, data collection, and reporting of information in a comprehensive report. IOTIQ, the entity responsible for establishing the central @CulturatiEU social media accounts, will oversee the monitoring process to ensure the consistency of external communication activities. They will share summary tables of these accounts with all project partners via Moodle every six months. Additionally, some partners with existing social media accounts will utilize monitoring tools, such as Twitter, LinkedIn, and Facebook analytics, to evaluate the overall impact of our project's communication activities. This assessment will prominently feature the monitoring of the hashtag #CULTURATILikeMyWay, unique to the project, as detailed in the Key Performance Indicators (KPIs) table.

10.2.2. Monitoring dissemination

To monitor the progress of our dissemination efforts, TouchTD Ltd will collaborate with partners to gather information regarding their dissemination activities. They will then consolidate this data and share insights about dissemination opportunities through the internal communication protocols outlined earlier. For our website, we have opted not to use cookies due to privacy concerns, and as a result, we will refrain from utilizing analytics tools to measure effectiveness. However, WordPress offers a basic site statistics feature that provides information on the number of visitors, page views, and the most popular content on our website.

Table 5. Monitoring Matrix

OUTPUT	INDICATOR	VERIFICATION SOURCE
Website	<ul style="list-style-type: none"> • Number of visitors • Number of page views • The most popular content on our website 	<ul style="list-style-type: none"> • Project website
CULTURATI newsletter	<ul style="list-style-type: none"> • Newsletters published • Number of downloads and subscribers 	<ul style="list-style-type: none"> • Project website + MailerLite newsletter platform
Blogs & Vlogs	<ul style="list-style-type: none"> • Number of blogs/vlogs • Number of views • Comments 	<ul style="list-style-type: none"> • Partner reports (internal communication) • Project website • Platform statistics
Explainer videos	<ul style="list-style-type: none"> • Explainers posted online (YouTube) • Number of views • Comments 	<ul style="list-style-type: none"> • Project website • Other platforms (e.g. partners websites + social media account)
CULTURATI outreach activities and events	<ul style="list-style-type: none"> • Number of events organized • Number of attendees & organisations/stakeholder groups represented • Comments 	<ul style="list-style-type: none"> • Attendance data from meetings (in-person + online streaming) • Feedback forms
Conferences and workshops	<ul style="list-style-type: none"> • Number of conference paper/poster presentations • Title of presentation/name & date of conference 	<ul style="list-style-type: none"> • Internal reports
Scientific peer-reviewed papers	<ul style="list-style-type: none"> • Number of papers published • Bibliographic details of publications (incl. DOI) 	<ul style="list-style-type: none"> • Internal reports
Press	<ul style="list-style-type: none"> • Number of media mentions 	<ul style="list-style-type: none"> • Media Outlets; we will collect and maintain a record of media mentions as they are published
International fairs	<ul style="list-style-type: none"> • Number of fairs attended • Number of leads made and their quality 	<ul style="list-style-type: none"> • Attendance data • Feedback forms, post-event follow-up
Policy briefs	<ul style="list-style-type: none"> • Expert opinions • Legislation or Regulation Changes 	<ul style="list-style-type: none"> • Comments received • Official announcements and government records
Print materials	<ul style="list-style-type: none"> • Number and kind of materials produced • Distribution records 	<ul style="list-style-type: none"> • Comments and Feedbacks • Message recalls

11. Contingency Plan

While we are committed to executing our DEC activities according to our meticulously crafted strategy, we recognize the need for flexibility and preparedness in the face of unexpected challenges or changes in circumstances. Our contingency plan serves as a safety net, outlining alternative courses of action and response protocols to mitigate any potential disruptions. This plan will be

continuously refined and adapted as we navigate the dynamic landscape of the CULTURATI project. Our aim is to ensure that our communication, dissemination, and engagement efforts remain resilient and adaptable, guaranteeing the continued success and impact of the project, even in the face of unforeseen circumstances.

12. Conclusion

12.1. Recap of the DEC Plan Objectives

The overall objective of the communication strategy is to raise the visibility of the CULTURATI project and promote its objectives, activities, and findings in a clear and intelligible manner to both EU and non-EU citizens, as well as civil society at large. Communication actions will also serve to support the dissemination objectives, ensuring that project outcomes reach the intended audiences effectively.

Specific objectives include;

- To enhance the visibility and understanding of the CULTURATI project among the public at large.
- To ensure transparency in project operations, acquire essential support from key stakeholders.
- To announce and promote CULTURATI events, thereby enhancing attendance and engagement potential.
- To leverage media channels to highlight and amplify key project messages.
- To actively support the dissemination of project outcomes.

CULTURATI, being a multi-phased, multi-sited, and multi-disciplinary project, generates a diverse range of outputs and results, spanning from scientific data to participatory technologies, tools, and methodologies. The dissemination activities are strategically designed to facilitate the transfer of knowledge and results to targeted audiences and stakeholder groups. Simultaneously, these activities aim to foster engagement with interested parties capable of utilizing the project's results to achieve high-impact outcomes. The DEC strategy's collaborative and inclusive approach ensures that diverse audiences are actively engaged in the project's objectives and activities, fostering a sense of ownership and participation among stakeholders.

12.2. Emphasizing the Significance of Engaging Consortium Partners in DEC Activities

Building engagement through project partners and their associated networks is a vital component of our dissemination strategy within the CULTURATI project. Our approach to fostering engagement includes the following key elements;

- **Diverse Engagement Channels:** We employ a multifaceted approach that combines face-to-face meetings and events with a broad digital and online presence. This approach encompasses the active utilization of social media platforms to engage in meaningful online conversations.
- **Co-Creation of Content:** To ensure the seamless integration of research knowledge and actions within relevant contexts and for diverse audiences, we focus on producing co-created content and documentation. This material takes various forms, including videos, infographics, explainers, and more.
- **Adaptive Participation:** We prioritize adaptive scaling of collaborative and participatory activities that bring together scientists, communities, and end-users of CULTURATI. This inclusive approach seeks effective solutions tailored to specific locations or contexts, fostering a sense of ownership among stakeholders.

Our substantive project meetings revolving around National Events serve as pivotal settings for the in-depth exploration of issues and actions within our designated case study sites. These meetings provide a platform for hearing multiple perspectives and voices, as well as discussing strategies for engaging stakeholders effectively. Moreover, with all partners in attendance, these 'National' Events also offer an ideal opportunity to extend their reach and significance by transforming them into 'International' CULTURATI demonstration events. During these events, the cross-cutting experiences of all our case study sites are shared, enriching the collective understanding and impact of the project on a global scale.

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Appendices

Frequently Used Hashtags by CULTURATI Partners

Following in-depth analysis, in addition to the ubiquitous **#CULTURATILikeMyWay**, all partners should be aware of the following analysis that points to HOW each partner organization utilizes various platforms and hashtags.

Bilkent Universitesi Vakif (BU), Türkiye: Uses the same hashtags in all their social media platforms. Mostly simple hashtags that vary according to the content of the post are used. English and Turkish equivalents of the same hashtag are also used.

#happyfathersday #babalargünü

○ Facebook ○ Instagram ○ YouTube ○ Twitter ○ LinkedIn

Haaga-Heila University of Applied Sciences (HHU), Finland: Similar hashtag choices as Bilkent.

Mostly Finnish content and hashtags are used. Sometimes English hashtags are also used. Captions are written in English and Finnish.

#valmistujaiset #valmistuminen #opiskelu #opiskelijaelämä #graduation #HaagaHelia #suomitiktok #suomitt #fyp

○ Facebook ○ Instagram ○ YouTube ○ Twitter ○ LinkedIn ○ TikTok

Porvoo Kaupunki (HHU-PK), Affiliated Partner, Finland: In addition to frequently used tags, they also add tags that change according to the content. The content is written in Finnish/Swedish/English.

#jukolankisastudio #jukola2023 #porvoo #borgå #visitporvoo

○ Facebook ○ Instagram → #visitporvoo #oldporvoo

○ YouTube ○ Twitter ○ LinkedIn → #porvoo #borgå ○ Pinterest ○ Vimeo

Rahmi M. Koç Museums (RMK), Türkiye: The museum has a LinkedIn account but it is not active.

Very little use of tags. Most used hashtag is #MuseumWeek2023

○ Facebook ○ Instagram ○ YouTube ○ Twitter ○ LinkedIn

Universita di Foggia (UNIFG), Italy: The content is mostly in Italian. The use of hashtags varies according to the content. Maximum 2-3 hashtags are used. There is no specific and frequently used hashtag.

○ Facebook ○ Instagram ○ YouTube ○ Twitter ○ LinkedIn

IOTIQ GmbH SME, Germany: Along with hashtags that vary according to the content, there are also frequently used hashtags. The content language is German. The company has a Twitter account, but it is not active.

#leipzig #startupleipzig #iotiq #digitalisierung #mdm

○ Facebook ○ Instagram ○ YouTube ○ Twitter ○ LinkedIn

NIMBEO Estrategia e Innovacion, S.L. (NIMBEO), SME, Spain: Social media accounts are not very active but useful. The only post on LinkedIn was about CULTURATI. Hashtags used:

#success #digital #europe

○ Facebook ○ Twitter ○ LinkedIn

Universidad Carlos III De Madrid (UC3M), Spain: The content language is Spanish. The use of hashtags varies according to the content, but there are also commonly used hashtags.

#uc3m #teamwork

○ Facebook ○ Instagram ○ YouTube ○ Twitter ○ LinkedIn

Ankara Governship (AG), Türkiye: Content language is Turkish. Frequently used hashtag:

#Teknofest2023

○ Facebook ○ Instagram ○ YouTube ○ Twitter ○ LinkedIn

Meridaunia Soc. Cons. Arl. (MSCA), Italy: The content language is Italian and English. Frequently used hashtags:

#gal #erasmus #erasmusproject #europenunion #europeanproject

○ Facebook ○ Instagram ○ YouTube ○ Twitter

TouchTD Ltd (TTD), Associated Partner, UK: Active twitter usage. No frequently used hashtags. Tags also change according to the content.

○ Twitter ○ LinkedIn

Oxford Brookes University (OBU), Associated Partner, UK: Similar hashtag choices as Bilkent. The use of hashtags varies according to the content, but there are also commonly used hashtags.

#OxfordBrookes #BrookesGrad

○ Facebook ○ Instagram ○ YouTube ○ Twitter ○ LinkedIn ○ Weibo

Blenheim Palace Heritage Foundation (BP), Associated Partners, UK: The use of hashtags varies according to the content, but there are also commonly used hashtags.

#BlenheimPalace #oxfordshire #blenheimpalacegardens

o Facebook o Instagram o YouTube o Twitter o LinkedIn o TikTok

Time Table for Dissemination and Engagement Activities

YEAR ONE												
Month	1	2	3	4	5	6	7	8	9	10	11	12
DISSEMINATION and ENGAGEMENT TASKS - MONTHS 1-12												
Project website (BU/Touch)	Ongoing activity											
Quarterly newsletter (TOUCH with all partners input)		L						L			L	
BLOGGING (internal & external) (All partners)	Ongoing activity											
National Events (BU, Touch + case study partners)	L											
YEAR TWO												
Month	13	14	15	16	17	18	19	20	21	22	23	24
DISSEMINATION and ENGAGEMENT TASKS - MONTHS 13-24												
Project website (BU/Touch)	Ongoing activity											
Quarterly newsletter (TOUCH with all partners input)		L			L			L			L	
BLOGGING (internal & external) (All partners)	Ongoing activity											
Presentations at Conferences/meetings (All partners)	Ongoing activity											
Scientific peer-reviewed articles (All partners)	Ongoing activity											
National Events (BU, Touch + case study partners)	P	P	L					P	P	L		
International Fairs (All partners contribute)	P	L										
Legend D= DELIVERY according to project schedules L= LAUNCH of that specific activity P= Preparation Ongoing activity												

YEAR THREE												
Month	25	26	27	28	29	30	31	32	33	34	35	36
DISSEMINATION and ENGAGEMENT TASKS - MONTHS 25-36												
Project website (BU/Touch)												
Quarterly newsletter (TOUCH with all partners input)		L			L			L			L	
BLOGGING (internal & external) (All partners)												
Presentations at Conferences/meetings (All partners)												
Scientific peer-reviewed articles (All partners)												
National Events (BU, Touch + case study partners)			P	P	L					P	P	L
International Fairs (All partners contribute)	P	L										
Legend D= DELIVERY according to project schedules L= LAUNCH of that specific activity P= Preparation Ongoing activity												