



# DELIVERABLE

**Project Acronym:** Linked Heritage  
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## D 7.6 Final Dissemination Plan / Use of project results

Revision: version 1.0

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C	Confidential, only for members of the consortium and the Commission Services	

## Revision History

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0.2	28 March 2013	Susan Hasan	DH	Peer review
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1.0	5 April 2013	Claudio Prandoni	PROMOTER	Formal check

### Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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## EXECUTIVE SUMMARY

This is the first version of the Linked Heritage Project Final Dissemination Plan that describes the dissemination activities and materials from the first 24 months of the project with a central focus of distributing the Project's results as widely as possible. In addition, those dissemination activities already planned and still to be finalised are also scheduled and listed..

In addition, this deliverable includes a short description of how WP7, in cooperation with the Project Coordinator and all WP leaders are developing a plan for the final months of the project that will outline the future re-use of the Linked Heritage results at the completion of the project.

It outlines the potential of the Linked Heritage Project in light of the Project's accomplishments; assuring that the valuable knowledge attained during the lifetime of the Project will be fully integrated and its achievements effectively re-used in the near future.

According to the Project's results, the plan details trends and opportunities for all the specific outputs of the project, including the Europeana Metadata Aggregation Platform, the Terminology Management Platform, the publications, and the Learning Objects.

This document is composed of 10 sections and one Annex.

- The first two sections describe the dissemination material already produced and the material that is still in preparation.
- The third section analyses the project website evolution since the start of the project, including usage statistics.
- The fourth section summarises the dissemination of Linked Heritage across the partners' institutional websites.
- Section 5 describes the initial dissemination effort through Web 2.0 tools still under development.
- Section 6 sets out the publications' dissemination, while section 7 lists all dissemination events (international conferences, national workshops, training workshops, meetings, etc.).
- Section 8 monitors WP7 indicators in the DoW, comparing them to the current state
- Section 9 illustrates how WP7 intends to develop a plan during the final months of the project in order to outline how to re-use the results at the completion of the project.
- Finally, the conclusions analyse the goals already attained according to purposes and audience research described in D7.5 Dissemination Plan and list what is still to be achieved within the life-cycle of the project.

The final version of this deliverable is planned at month 30.

# 1 DISSEMINATION MATERIAL PRODUCED

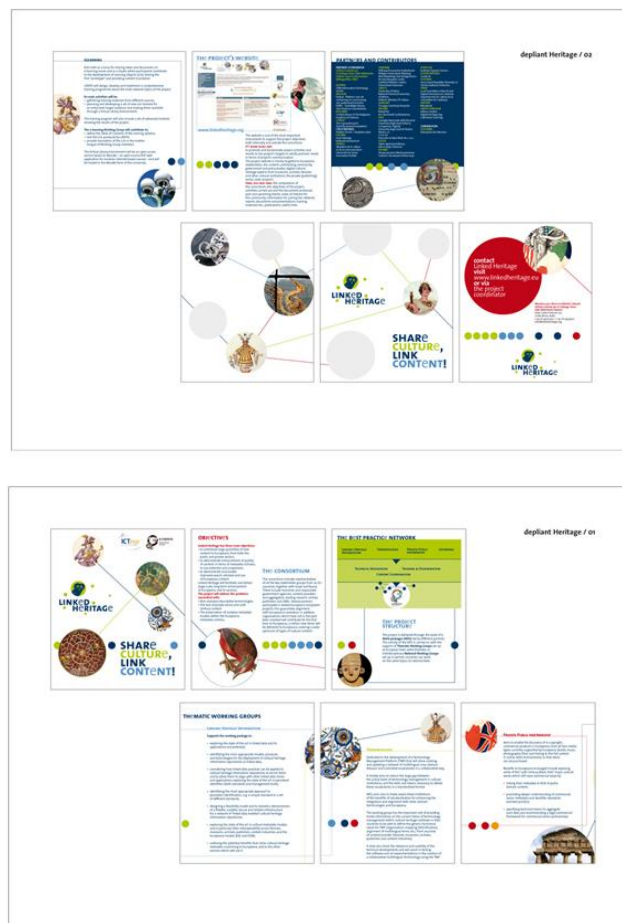
In the first version of deliverable D7.5 we described the initial material produced and made available at month 6 (factsheet, first version of the poster).

Over the following months the following dissemination material was developed and produced:

## 1.1 SLOGAN

From the several proposals already listed in D7.5 the Consortium selected the slogan to be included in all dissemination material: **Share culture, Link content.** This was considered to best represent the objectives of the project.

## 1.2 LEAFLET



A 12-page leaflet in English was produced in 4000 copies and made available on the project website to be downloaded directly from the homepage. In addition, a French version was translated and produced by the Michael Association partner. Both leaflets include the project logos, the slogan, the project's objectives, a description of the on-going activities by thematic working groups, a list of the partners, and project contact details.

English version: <http://www.linkedheritage.org/getFile.php?id=258>

French version: <http://www.linkedheritage.org/getFile.php?id=400>

Leaflets were distributed among partners to hand out during dissemination events.

N. of downloaded files until 25 March 2013	
Linked Heritage Leaflet (English version)	1985
Linked Heritage Leaflet (French version)	673
Linked Heritage - Factsheet, 9 May 2011	1729

### 1.3 POSTER AND SELF-PORTABLE BANNER

The same information included in the leaflet was summarised in a 70x100 cm poster and in a 200 cm high roll-up.

The poster was produced in 200 copies and distributed among partners.



The Poster may be downloaded on: <http://www.linkedheritage.org/getFile.php?id=261>

N. of downloaded files until 25 March 2013	
LINKED HERITAGE poster	369

### 1.4 POSTCARDS AND BOOKMARKS

The working packages activities were promoted through postcards and bookmarks, printed in 4000 copies and were distributed among partners,

A full list of the thematic working group's objectives were described both on postcards and bookmarks:

- 1) Linking Cultural Heritage Information
- 2) Terminology
- 3) Public Private Partnership





## 2 DISSEMINATION MATERIAL IN PREPARATION

### 2.1 20-24 PAGES LEAFLET

Currently, WP7 is coordinating the production of a 20-24 pages leaflet to be distributed in the last phase of the project by all partners both during dissemination events as well as over the project website.

**The leaflet will be structured as follows:**

- Cover (name of the project, logos, slogan, URL)
- Last Cover (Contacts and other logos)
- First page after cover (all partners names and URLs)

**Table of content:**

- **1-2 pages** for a brief description of the project including figures
- **pages** each for the following WP (linked data, terminology, private-public partnership, training) describing the main outputs
- **2 pages** in total for the aggregation process (WP6 and WP5)
- **Several pages** dedicated to highlights of content providers (collections or single objects) with short captions and rich images provided by partners
- **2 last pages** dedicated to LH printed publications (Terminology, GIS, Uncommon Culture) and Linked Heritage on the Web (project website, Michael Culture Website, DigitalMeetsCulture showcase).



### 3 PROJECT'S WEBSITE

The main dissemination tool of the consortium is the website: [www.linkedheritage.org](http://www.linkedheritage.org). The project's website was described in deliverable [D7.1 Project public website](#), delivered at month 2, which illustrated the website's aims, the users it is targeted to, the software used, the structure of the public and the reserved areas, the implementation work, the services, the editorial board, and the monitoring tools.

At month 24 the website appeared thus:



Although since the initial launch the website has maintained its initial structure, all of the sections have been greatly enriched over the months since the launch.

We wish to highlight some figures that in our view are very positive indicators; in particular the high number of downloads of certain deliverables, suggesting great interest by the professional community concerning these specific topics.

N. of downloaded deliverables files until 25 March 2013	
D1.1.1 Terms of reference	1003
D2.1 Best practice report on cultural heritage linked data and metadata standards - FINAL	4255
D2.2, version 2.0 State of the art report on persistent identifier standards and management	393

tools	
D3.1 Best practice report - Terminology	1148
D4.1 - Best Practice Report – Public Private Partnership	1434
D4.2. Specification of technologies chosen	629
D5.1 Technology Platform v.1.0	479
D5.2. Documented APIs	305
D5.3 Metadata gateway	575
D7.2 Dissemination materials	980
D7.5 Dissemination Plan	655

An important section of the website is devoted to tools and guidelines for content aggregation and has been divided in the following sub-chapters

- [Use of content in Linked Heritage and Europeana](#)
- [General guidelines for providers](#)
- [Useful information to aggregate content for Europeana](#)
- [Guidelines on the use of the Linked Heritage aggregator \(MINT\)](#)
- [LIDO](#)
- [Basic rules for mapping](#)
- [Making the link with Europeana.](#)

The documentation available in this section is useful not only for Linked Heritage content providers but also for other stakeholders dealing with aggregation and interested in the MINT tool and the LIDO standard.

We wish again to offer figures indicating the most downloaded documents including PPT presentations given by involved partners at the Linked Heritage training workshops.

<b>N. of downloaded documents files until 25 March 2013</b>	
LIDO Mandatory elements	751
Spectrum-Lido Worksheet	606
LIDO-ESE mapping sheet	443

Use of Content in Linked Heritage and Europeana	489
LH, Training Workshop. Roma, 26-27 September 2011: Stein (on LIDO)	1335
LH, Training Workshop. Roma, 26-27 September 2011: McKenna (on Linked Data)	1243
LH, Training Workshop. Roma, 26-27 September 2011: Drosopoulos (on MINT)	740
LH, Training Workshop. Roma, 26-27 September 2011: Piccininno-Vassallo (on aggregation workflow)	599

The section “How to join” explains the different ways of cooperating with Linked Heritage:

1. Participating as content provider by contributing to the ingestion of new items to Europeana;
2. Participating in the debate of the thematic working groups;
3. Disseminating information about Linked Heritage in the home country and beyond and contributing to the further development of the Linked Heritage project.

In the same section, interested institutions and experts may download the two different kinds of Cooperation Agreements, depending on the type of collaboration:

The high number of downloads suggests that not only stakeholders interested in joining the Linked Heritage network download these models, but also and indication of those who are interested in the online examples provided on the site and the activities of the Linked Heritage Project.

<b>N. of downloaded Cooperation agreements models until 25 March 2013</b>	
LH Cooperation Agreement with content providers	603
LH Cooperation Agreement to join thematic working group	917

The website includes a page dedicated to partners and contributors. In the initial phase of the project, each partner was asked by the coordinator to produce a short PDF presentation to illustrate its institution. The number of relevant downloaded files demonstrated that the consortium website increases also the visibility of the partners. Here we list those whose presentation was downloaded more than 600 times.

<b>N. of downloaded PDF partners presentations until 25 March 2013</b>	
KMKG	1505
CNR	951
NTUA	819
MVB	798
CL-BAS	785
IDU	766
ECREF-CYI	737
MCC	731
Dedale	731
Unisavoy	683
DCyMC	679
Packed	674
UniPD	650
SPK	648
MEDRA	643
UMA	626
PUM	625

**Website statistics from May 2011 until 15 March 2013, list the following indicators:**

- *Page views*: number of web pages requested and viewed by the user
- *Visits or sessions*: number of visits to a site made by users.
- *Unique visitors*: number of single users that have visited the site, net of duplications.
- *Time spent*: time spent in minutes and seconds while navigating or viewing the pages of a site or using a digital application.

<b>2011</b>					
Month	Unique visitors	Number of visits	Pages	Hits	Visits duration
May 2011	441	906	6314	23807	492 s
Jun 2011	451	965	5128	18261	356 s
Jul 2011	503	987	4973	17552	273 s
Aug 2011	434	897	3727	13646	239 s
Sep 2011	755	1458	6276	23716	285 s
Oct 2011	852	1509	7358	21917	404 s
Nov 2011	887	1607	7280	25768	371 s
Dec 2011	723	1443	5860	18494	537 s
<b>Total</b>	<b>5046</b>	<b>9772</b>	<b>46916</b>	<b>163161</b>	<b>375 s</b>

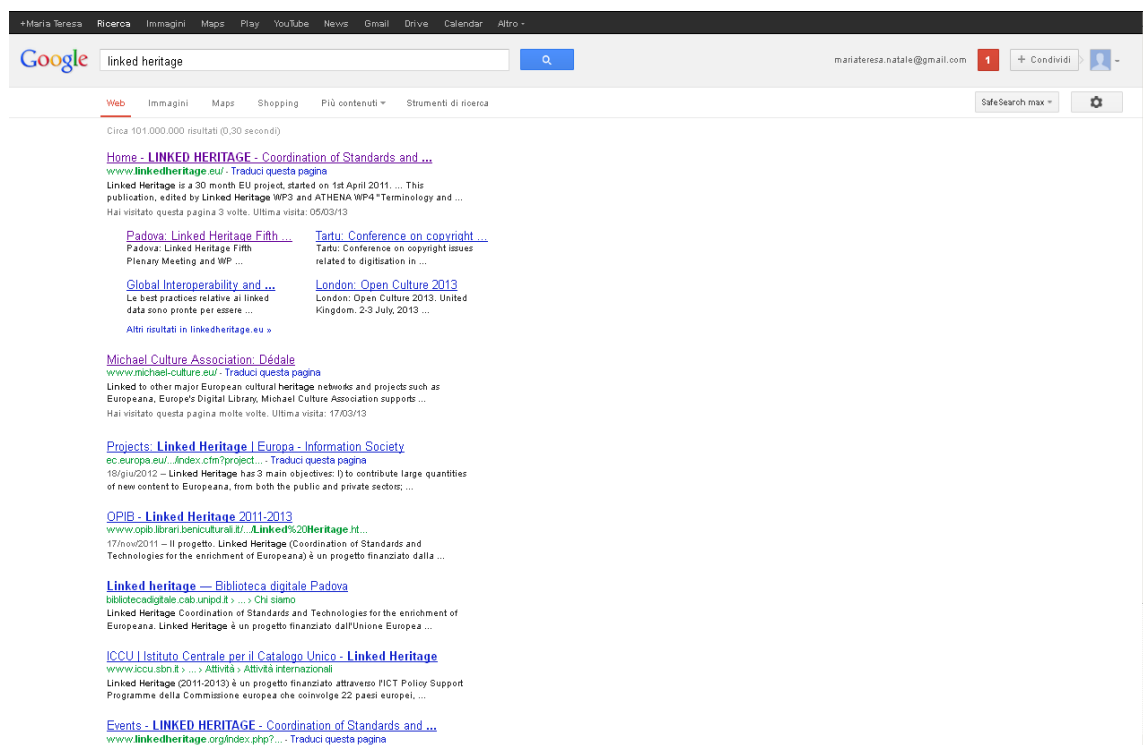
<b>2012</b>					
Month	Unique visitors	Number of visits	Pages	Hits	Visits duration
Jan 2012	962	1856	7955	24401	464 s
Feb 2012	920	1742	7487	22760	454 s
Mar 2012	1686	2996	13564	60252	349 s
Apr 2012	1694	2811	11340	51988	361 s
May 2012	1904	3349	14700	62730	378 s
Jun 2012	2462	4341	16396	78440	306 s
Jul 2012	1567	2801	9494	33121	271 s
Aug 2012	1354	2383	6638	23554	261 s
Sep 2012	1684	3006	9158	30021	268 s
Oct 2012	1834	3609	10417	34541	273 s
Nov 2012	1995	3997	11124	33789	287 s

Dec 2012	1846	3628	9654	27210	254 s
<b>Total</b>	<b>19908</b>	<b>36519</b>	<b>127927</b>	<b>482807</b>	<b>316 s</b>

2013					
Month	Unique visitors	Number of visits	Pages	Hits	Visits duration
Jan 2013	1980	3880	10311	31680	257 s
Feb 2013	2374	4457	14626	46824	271 s
Mar 2013	1445	2570	9686	29665	227 s
<b>Total</b>	<b>5799</b>	<b>10907</b>	<b>34623</b>	<b>108169</b>	<b>256 s</b>

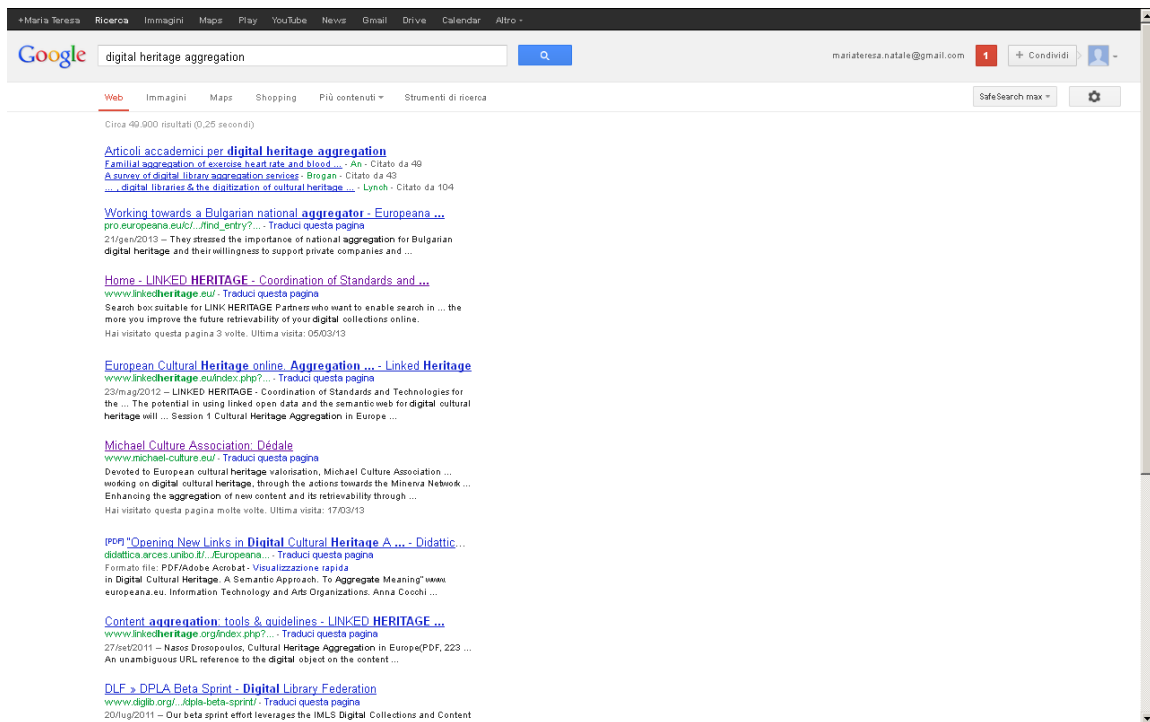
SEO activity is carried out periodically by the ICCU Webmaster. We include here 2 screenshots of Google searches (25 March 2013) to illustrate this on-going monitoring.

Searching just for “Linked Heritage” all the first page occurrences refer to the Linked Heritage project.





Searching for “digital heritage aggregation” (omitting any reference to Linked Heritage), the second and third occurrence is related to Linked Heritage, whose main goal is devoted to the aggregation of digital cultural content.



The screenshot shows a Google search results page for the query "digital heritage aggregation". The search bar at the top contains the text "digital heritage aggregation" and a search button. Below the search bar, there are navigation tabs for "Web", "Immagini", "Maps", "Shopping", "Più contenuti", and "Strumenti di ricerca". The search results are displayed in a list format, with each result including a title, a URL, and a brief description. The results are as follows:

- Articoli accademici per digital heritage aggregation**  
Family aggregation of exercise heart rate and blood ... - An - Citato da 49  
A review of digital library aggregation services - Borgan - Citato da 43  
... digital libraries & the digitization of cultural heritage ... - Lynch - Citato da 104
- Working towards a Bulgarian national aggregator - Europeana ...**  
pro.europeana.eu/c/.../find\_entry?... - Traduci questa pagina  
21/sep/2013 - They stressed the importance of national aggregation for Bulgarian digital heritage and their willingness to support private companies and ...
- Home - LINKED HERITAGE - Coordination of Standards and ...**  
www.linkedheritage.eu/ - Traduci questa pagina  
Search box suitable for LINK HERITAGE Partner who want to enable search in ... the more you improve the future retrievability of your digital collections online.  
Hai visitato questa pagina 3 volte. Ultima visita: 05/03/13
- European Cultural Heritage online Aggregation ... - Linked Heritage**  
www.linkedheritage.eu/index.php?... - Traduci questa pagina  
23/mag/2012 - LINKED HERITAGE - Coordination of Standards and Technologies for the ... The potential in using linked open data and the semantic web for digital cultural heritage will ... Session 1 Cultural Heritage Aggregation in Europe ...
- Michael Culture Association: Dédale**  
www.michael-culture.eu/ - Traduci questa pagina  
Devoted to European cultural heritage valorisation, Michael Culture Association ... working on digital cultural heritage, through the actions towards the Minerva Network ... Enhancing the aggregation of new content and its retrievability through ...  
Hai visitato questa pagina molte volte. Ultima visita: 17/03/13
- PDF "Opening New Links in Digital Cultural Heritage A ... - Didattic ...**  
didattica.ances.unibo.it/.../Europeana... - Traduci questa pagina  
Formato file: PDF/Adobe Acrobat - Visualizzazione rapida  
in Digital Cultural Heritage: A Semantic Approach. To Aggregate Meaning" www.europeana.eu: Information Technology and Arts Organizations: Anna Cocchi ...
- Content aggregation: tools & guidelines - LINKED HERITAGE ...**  
www.linkedheritage.org/index.php?... - Traduci questa pagina  
27/set/2011 - Nicos Drosopoulos, Cultural Heritage Aggregation in Europe(PDF, 223 ... An unambiguous URL reference to the digital object on the content ...
- DLF - DPLA Beta Sprint - Digital Library Federation**  
www.dlib.org/~dlib/beta-sprint/ - Traduci questa pagina  
20/lug/2011 - Our beta sprint effort leverages the IMLS Digital Collections and Content ...

## 4 PARTNERS' INSTITUTIONS WEBSITES

Partners were encouraged to disseminate Linked Heritage activities and outcomes on their own institutional websites in their own language, periodically updating news, and links to relevant documentation.

See pages in their relevant language

<http://www.icimss.edu.pl/Projekty/index.php?id=12> (Polish)

<http://www.tib-hannover.de/de/forschung-und-entwicklung/projekte/linked-heritage/> (German)

[http://www.ldm.lt/LDM/projektai\\_igyvendami\\_2010.htm](http://www.ldm.lt/LDM/projektai_igyvendami_2010.htm) (Lithuanian)

<http://www.kis.gov.lv/projekti/muzejiem/linked-heritage/> (Latvian)

[http://www.iccu.sbn.it/opencms/opencms/it/main/attivita/internaz/pagina\\_0007.html](http://www.iccu.sbn.it/opencms/opencms/it/main/attivita/internaz/pagina_0007.html) (Italian)

<http://digisam-ra.blogspot.se/2012/08/workshop-om-europas-digitala-kulturarv.html> (Swedish)

[http://www.packed.be/nl/projects/readmore/linked\\_heritage/](http://www.packed.be/nl/projects/readmore/linked_heritage/) (Dutch)

<http://www.cordiaconsulting.eu/en/projects-and-referencies/linked-heritage/> (English)

<http://www.promoter.it/linked-heritage> (English)

<http://www.editeur.org/112/Linked-Heritage/> (English)

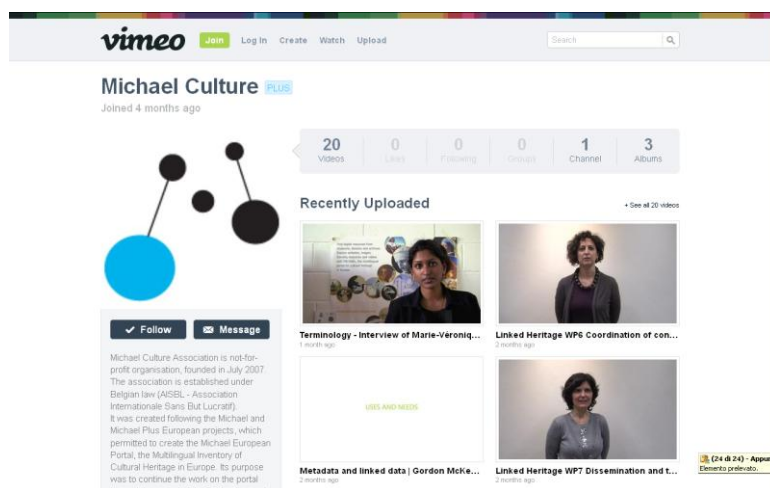
<http://www.linkedheritage.org/index.php?ru/1/home> (Russian)

<http://www.michael-culture.eu/european-projects> (English)

\* Most partners included the Linked Heritage logo on their home page.

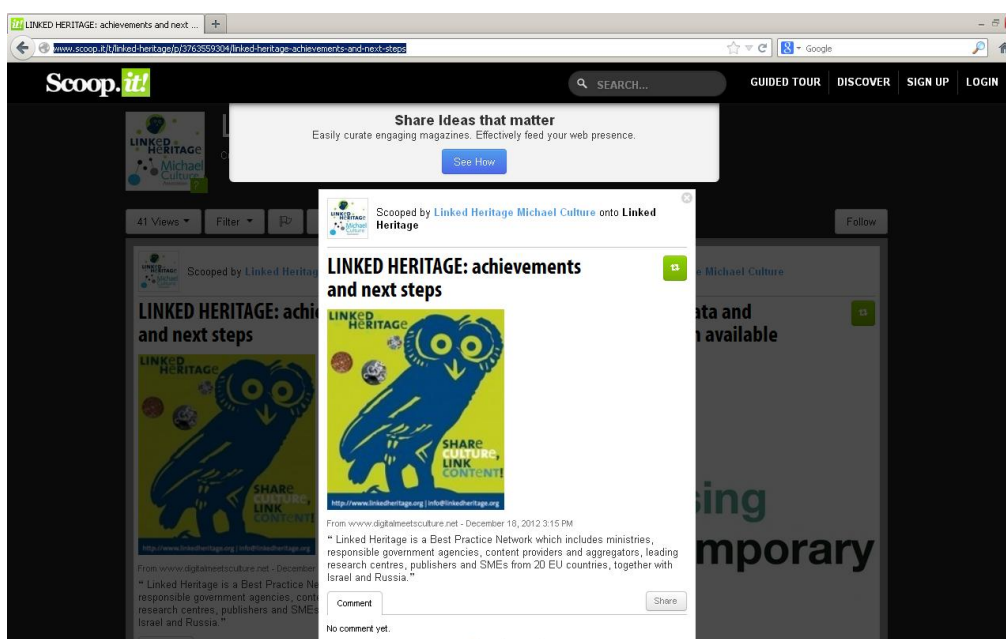
## 5 WEB 2.0

A Linked Heritage presence has been extended across Web 2.0 channels, in particular thanks to partners Dedale and Michael Culture. Video interviews have been made showcasing Linked Heritage WP leaders, where they discuss their WPs main challenges. The videos have been published in the VIMEO platform and embedded in the project website as well as the Michael Culture Association website.



In addition a page on Linked Heritage has been created in the platform Scoop.it. Scoop.it is a power publishing platform that states Share ideas that matter on beautiful topic pages. Cut through the noise on Social Media. Inviting everyone to become a publisher. Scoop.it in essence drives users directly to the content that relates to their favorite topic.

<http://www.scoop.it/t/linked-heritage/p/3763559304/linked-heritage-achievements-and-next-steps>



A LinkedIn profile has just been created and before the end of the project a Wikipedia page on the project will be set up.

The Linked Heritage Wiki, has proved to be a very useful tool that supports the activities of WP3, and has already been described in D7.5. It offers generic information on the objectives of the work package as well as technical information and documents relevant for the deliverables expected for this WP. The Wiki is mainly updated by members of the WP3 working group but contents may also be shared with experts who may have an interest in and/or to access expertise specifically on terminology issues.

[http://www.athenaeurope.org/athenawiki/index.php/Main\\_Page](http://www.athenaeurope.org/athenawiki/index.php/Main_Page)

## 6 PUBLICATIONS

### 6.1 BOOKLETS

Printed and online publications, produced by WP7 in cooperation with WP1, are produced with a goal to disseminate the outcomes achieved by the different WPs to a broader public.

The first booklet [\*Your terminology as a part of the semantic web recommendations for design and management\*](#) was published in the initial phase of the project and described in D7.5.

Printed in 1500 copies, it was widely distributed at all dissemination events. Moreover, it was downloaded several times, as shown in the following table:

Your terminology as a part of the semantic web recommendations for design and management	3480
Votre terminologie comme élément du web sémantique: Recommandations de conception et de management	999

#### Additional publications

The Hungarian translation of *Terminology* is currently being prepared.

Following the fruitful memorandum of understanding between the Indicate project ([www.indicate-project.org](http://www.indicate-project.org)) and Linked Heritage, another publication is currently under preparation: *Geocoded Digital Cultural Content*, by Franc J. Zakrajsek and Vlasta Vodeb. Geographic location is one of the most important attributes of a cultural heritage item. It can describe provenience, the current institution, as well as the location of the event or other related events.

The most valuable geographic description is in the form of digital geographic coordinates. Geographic coordinates presented as x, y and possibly z-values define a position in a coordinate system. The added value of the geo-coded cultural content is in the browsing of cultural portals efficiently through space and time, and searching for content in a more user friendly way. This includes searching without necessitating the typing of geographical names, making it possible to discover overlapping cultural content at the same location but originating from different sources and at different times. Geo-coding maps the cultural content, performing GIS calculations and simulations, overlapping architectural/archaeological heritage with museum objects and intangible heritage, defining the protected areas of monuments, geo-visualisation and historical simulations.

The present study *Geocoded Digital Cultural Content (GCC)* investigates the possibilities and approaches regarding the use of e-infrastructure in geo-coded digital culture.

This publication is currently being edited and will be available for distribution (on paper and online), at the beginning of May 2013.

### 6.2 UNCOMMON CULTURE

*Uncommon Culture* is the professional journal (ISSN 2083-0599 (online); 2082-6923 (print)) directed by ICIMSS, born during the ATHENA project. It provides unique perspectives on a rich

variety of cultural activities in Europe. Examining cultural institutions and their collections, this magazine gives new insight into diverse cultural activities.

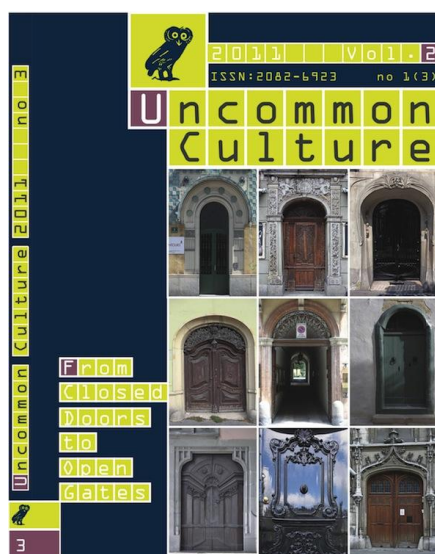
<http://www.uncommonculture.org>

During the Linked Heritage project, Vol 2, no. 1/2 “From Closed Doors to Open Gates” was printed in 500 copies, that have been and will be continued to be distributed at all major events where Linked Heritage is presented.

The table of contents and the articles of the current issue are available at the following URL:

<http://www.uic.edu/htbin/cgiwrap/bin/ojs/index.php/UC/issue/view/327/showToc>

This issue was also distributed in the occasion of the Europeana Network Annual Meeting in Berlin last 27 November 2012 and the Europeana Foundation held 100 copies for its own distribution as the Introduction to this issue was co-written by Jon Purday, the Communication Manager of the Europeana Foundation,



An additional issue is currently being prepared and it will be ready for distribution before the final Linked Heritage International Conference in Dublin.

At the last plenary meeting of Padua, held in March 2013, WP7 presented a template of authorization to publish papers in the uncommon culture journal, to be submitted to each author contributing to the journal. (See Annex 1).

Currently, the director of the Journal, is evaluating the upcoming content.

### 6.3 SCIENTIFIC ARTICLES & PAPERS

All partners are encouraged to author papers in national and European journals, as well as conference proceedings where partners have been invited to present their papers.

Language	When	Where	What
EN	2012	Springer Link	Valentina Vassallo, Marzia Piccinino, <a href="#">Aggregating Content for Europeana: A Workflow to Support Content Providers</a> , Lecture Notes in Computer Science, 2012, Volume 7489, Theory and Practice of Digital Libraries, Pages 445-454



EN	2012	CIDOC 2012	Eleni Tsalapati, Nikolaos Simou, Nasos Drosopoulos, Regine Stein, <a href="#">Evolving LIDO based aggregations into Linked Data</a> , CIDOC 2012 Helsinki
EN / IT	2013	JLIS	Rossella Caffo, <a href="#">Global interoperability and linked data in libraries: ICCU international commitment</a>
EN / IT	2013	JLIS	Mauro Guerrini, <a href="#">Introduction to the Seminar Global interoperability and linked data in libraries</a>
EN / IT	2013	JLIS	Marie-Veronique Leroi, <a href="#">Linked Heritage: a collaborative terminology management platform for a network of multilingual thesauri and controlled vocabularies</a>
EN / IT	2013	JLIS	Graham Bell, <a href="#">Commercial and cultural sectors: potential for data collaboration?</a>
EN / IT	2013	JLIS	Patrizia Martini, <a href="#">Bibliographic standards and Linked Data. Towards a collaboration between cultural and commercial sectors</a>
EN / IT	2013	JLIS	Gordon McKenna, <a href="#">Linked Heritage Experience in Linking Heritage Information</a>

Currently a scientific paper is under publication in the journal *SCIRES-IT* (e-ISSN 2239-4303), a digital journal that provides a forum for the exchange and sharing of know-how in the areas of Digitalization and Multimedia Technologies and Information & Communication Technology (ICT) in support of Cultural and environmental Heritage (CH) documentation, preservation and fruition.

<http://caspur-ciberpublishing.it/index.php/scires-it>

## 6.4 ONLINE FAST COMMUNICATION

Partners have been encouraged to promote Linked Heritage activities and outcomes in their institutional newsletters, e-bulletins and over their social media marketing tools.

Language	When	Where	What
LT	2011	LM ISC LIMIS	Ernestas Adomaitis, <a href="#">Tarptautinis „Linked Heritage“ projekto susitikimas Lisabonoje (Portugalija)</a>
LT	2011	LM ISC LIMIS	<a href="#">Tarptautinė konferencija „Linked Heritage“</a>
LT	2011	LM ISC LIMIS	<a href="#">Tarptautiniai „Linked Heritage“ mokymai: Roma 2011</a>
GR	2011	Cyprus newsletter	Valentina Vassallo, <a href="#">Linked Heritage: συντονισμός προτύπων και τεχνολογιών για την ενίσχυση της Europeana</a> , European Office of Cyprus Newsletter, 2011, p. 3 (download from LH website: 382, until 25 March 2013)
IT	2012	CulturalItalia portal	<a href="#">INTERVISTA: Jill Cousins: "Da CulturalItalia e dagli altri aggregatori nazionali un grande contributo per il successo di Europeana"</a>
EN	2012	CulturalItalia	<a href="#">INTERVIEW: Jill Cousins: "Europeana's success receives a boost from</a>

		portal	<a href="#">CulturalItalia and other national aggregators"</a>
ITA	2012	MIBAC portal	Renzo De Simone, <a href="#">Bruxelles. i ministri della cultura europei fanno il punto sull'agenda digitale</a>
LT	2012	LM ISC LIMIS	<a href="#">Trečiasis „Linked Heritage“ projekto plenarinis susitikimas Stokholme</a>
IT	2013	Pionero – Digital Innovation	<a href="#">Linked heritage: il genere di “innovazione” e’ femminile!</a>
GE	2013	TIB Blog	<a href="#">Linked Heritage: 3 Millionen neue Metadaten für die Europeana und wir sind dabei</a>
ITA	2013	Digitalia	Marzia Piccinino, <a href="#">Europeana e altri progetti europei dell'ICCU</a> , VII, 2012, n. 2, p. 122-131

## 6.5 LINKED HERITAGE SHOWCASE ON DIGITALMEETSCULTURE.NET ONLINE MAGAZINE

Another web dissemination tool exploited by Linked Heritage is Digitalmeetsculture, an important online magazine in the digital cultural heritage area featured by partner Promoter. Digitalmeetsculture.net is an interactive platform dedicated to the themes of the digital technologies applied to cultural heritage and the arts. Articles, information and events about the projects and initiatives in the field of digital cultural heritage, on a truly global scale, make digitalmeetsculture.net both a valuable information tool and an advertising showcase with a uniquely sharp focus on a very selected and high-profile audience.

The portal is becoming well known among the community of digital cultural heritage and the visibility that the portal offers towards a selected and interested audience is an added value in terms of dissemination and advertising: more than 350 published articles; information about more than 50 projects and organizations who operate in the sector; more than 30,000 unique visitors in one year and more than 400 registered users. It already indexes its content with more than 50 assigned categories, 30 relevant topics and keywords, and 1,500 assigned tags that enhance the search features of the platform.

Linked Heritage project is advertised on the portal [www.digitalmeetsculture.net](http://www.digitalmeetsculture.net) through a button which is present on the home page of the portal and in the “digital heritage” section of the portal.

Clicking on this button, the page dedicated to the [Linked Heritage showcase](#) is shown with general information, link to each partner’s website, contacts, and auto-refreshing news via RSS that rebound the news appearing in the Linked Heritage website.



*Linked Heritage showcase on Digital Meets Culture*

This showcase aims at supporting the dissemination activities of the project and enhances the web traffic towards the official Linked Heritage website.

## Articles

The following articles and events have been published in the [Linked Heritage showcase](#) on Digitalmeetsculture.

Language	When	Where	What
ENG	03/2013	Digitalmeetsculture	<a href="#">Linked Heritage: Seminar on Multilingualism and Terminology</a>
ENG	02/2013	Digitalmeetsculture	<a href="#">Linked Heritage Fifth Plenary meeting in Italy</a>
ENG	12/2012	Digitalmeetsculture	<a href="#">LINKED HERITAGE: achievements and next steps</a>
ENG	03/2012	Digitalmeetsculture	<a href="#">Metadata management to facilitate access to content</a>
ENG	03/2012	Digitalmeetsculture	<a href="#">Cultural Heritage and Information Technologies. Museum as an information system</a>

ENG	10/2011	Digitalmeetsculture	<a href="#">ISRAEL MUSEUMS GOING DIGITAL</a>
ENG	10/2011	Digitalmeetsculture	<a href="#">Linked Heritage: main goals on the dissemination</a>
ENG	09/2011	Digitalmeetsculture	<a href="#">Linked Heritage – Coordination of Standards and Technologies for the enrichment of Europeana</a>

## Newsletter

An article presenting the project and its achievements has been produced and inserted as part of the December 2012 edition of the digitalmeetsculture.net newsletter which was distributed to a mailing list of 1,300 readers. The newsletter aimed to inform and remind about the project, and also to foster new visits to the showcase and to the official website.

The database of email addresses to be reached by the newsletter is formed by the lists of contacts from the Linked Heritage partners, the whole group of digitalmeetsculture.net registered users plus a target selection of email addresses, belonging to specific people working in the sector of digital cultural heritage.

Email not displaying correctly? [click here](#) to read the newsletter online

Art, heritage & technologies [Register here to Digitalmeetsculture](#)

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**Digital meets culture: we share stories and experiences**



LINKED HERITAGE  
SHARE CULTURE, LINK CONTENT  
<http://www.linkedheritage.org> | [info@linkedheritage.org](mailto:info@linkedheritage.org)

A BPN project that is collecting very good results.

**LINKED HERITAGE: achievements and next steps**

Linked Heritage is a Best Practice Network which includes ministries, responsible government agencies, content providers and aggregators, leading research centres, publishers and SMEs from 20 EU countries, together with Israel and Russia. During the first half of the project, which ended with a very successful review by the European Commission, the following main results were achieved. Continue reading →

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Digital meets Culture => [Digital meets Heritage](#) => [Digital meets Art](#) =>
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If you want to unsubscribe to the newsletter [click here](#) or [send an email to digitalmeetsculture@promoter.it](mailto:send.an.email.to.digitalmeetsculture@promoter.it) with subject "Unsubscribe"

*Excerpt from Digital Meets Culture newsletter (December 2012 edition)*

## 6.6 EUROPEANA TOOLS

Linked Heritage activities are described on the Europeana professional platform and the factsheet is also downloadable on the Europeana site.

<http://pro.europeana.eu/web/linked-heritage/home>

In the final months of the project WP7 will ask the Europeana Foundation to cooperate in the dissemination of the final result of the project through the Europeana eNews and Blog.

## 6.7 OTHER DOCUMENTS

9 May 2011, the Linked Heritage Project signed a joint position paper together with the DC-NET project. The title of this document is: *Public Consultation about the Green Paper on a Common Strategic - Framework for future EU Research and Innovation Funding*. POSITION PAPER OF DC - NET AND LINKED HERITAGE PARTNERS.

The partners of both projects agreed on 7 points that represent the critical aspects for the progress of the research and innovation in the domain of the digital cultural heritage.

<http://www.linkedheritage.org/getFile.php?id=282>

This document was downloaded 437 times from the project website (by 25 March 2013).

## 7 EVENTS

Linked Heritage Consortium presented projects results at numerous international and national events : workshops, seminars and conferences organized by sister institutions, Europeana, and other European projects, etc., as well as national and international fairs and exhibitions.

Partners' participation in these events has been monitored by means of two **Events reporting forms**, filled in by partners after each event.

- **Linked Heritage Events reporting form:** This form must be used when a partner is organising a Linked Heritage event
- **External events reporting form:** This form must be used when a partner is presenting and disseminating Linked Heritage outcomes in events organized by other institutions.

All the forms filled in by partners have been uploaded in the reserved area of the project website and will continue to be so during the life-cycle of the project.

A list of these events follows, divided into Linked Heritage international conferences, Linked Heritage workshops, and Linked Heritage participation in other events.

For each event, the following information is available: country, town, date, name of the event, short description, audience, and outputs.

### 7.1 LINKED HERITAGE INTERNATIONAL CONFERENCES

<p><b>Hungary, Budapest 22 June 2011</b></p>	<p><b>Linked Heritage Public Launch</b></p> <p><i>Goal:</i> To inform cultural institutions in Europe about the Linked Heritage initiative, supported by the European Commission in the frame of the CIP – ICT Policy Support Programme. Welcome and keynote (invited speakers from EC, Europeana, Hungarian Ministry of National Resources)</p> <p><i>Programme:</i></p> <p><a href="http://www.linkedheritage.org/index.php?en/146/events/37/budapest-linked-heritage-conference">http://www.linkedheritage.org/index.php?en/146/events/37/budapest-linked-heritage-conference</a></p> <p><a href="http://lh.oszk.hu/home">http://lh.oszk.hu/home</a></p> <p><i>Participants:</i> 80 (LH partner institutions, Hungarian cultural heritage institutions, press representatives)</p> <p>The event achieved the expected result where the partners, the EU and Europeana representatives and other cultural institutions in Europe were able to receive full information on the Linked Heritage project in its initial stage.</p> <p><i>Outputs</i></p> <p>Video of all presentations:  <a href="http://videotorium.hu/en/events/details/430,The_Linked_Heritage_project">http://videotorium.hu/en/events/details/430,The_Linked_Heritage_project</a></p> <p>The downloads of PPT presentations (by Rossella Caffo, Antonella Zane, Graham Bell, Antonella Fresa) from the LH website until 25 March 2013 were 1221.</p>
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<p><b>Italy,                  Florence                  18-19                  June                  2012</b></p>	<p><b>Seminar "Global interoperability and linked data in libraries"</b>, organized in cooperation with Linked Heritage was promoted by:</p> <p>The Università degli studi di Firenze, Istituto centrale per il catalogo unico delle biblioteche italiane (ICCU), Biblioteca nazionale centrale di Firenze (BNCF), Casalini Libri, Comune di Firenze, Conferenza dei rettori delle università italiane (CRUI), Associazione italiana biblioteche (AIB), Istituto di teoria e tecniche dell'informazione giuridica del Consiglio nazionale delle ricerche (ITTIG-CNR), Fondazione Rinascimento digitale</p> <p>The seminar dealt with the following topics: Web of data, Linked bibliographic data, Management of data and distribution in libraries, Open data exchange, Semantic web techniques and technologies, Knowledge sharing and connection of data, Development of open technical standards, Best practices for publishing and connecting structured data on the web, Open archives, Open access, Conceptual models, Knowledge Organisation Systems (KOS), Consuming and using library data, Standard vocabularies, Open library data,</p> <p>Linked Heritage WP leaders took parts in several workshops. The website of the conference was managed directly by Linked Heritage coordinator</p> <p><a href="http://www.linkedheritage.org/linkeddatabseminar/">http://www.linkedheritage.org/linkeddatabseminar/</a></p> <p><i>Participants:</i> 300 (academic, librarians)</p> <p><i>Outputs</i></p> <p>The proceedings of the entire seminar were published in English and Italian in the peer review online journal JLIS (vol 4, n. 1, 2013):  <a href="http://leo.cilea.it/index.php/jlis/issue/view/536">http://leo.cilea.it/index.php/jlis/issue/view/536</a></p> <p>Particularly from the perspective of Linked Heritage WP3, the LH dissemination in this seminar was very successful. The feedback from the attendees was interesting mainly because of most of them were librarians and the Terminology Management Platform that had been developed within the LH WP3 is cross-domain. Librarians use well known subject headings and their vocabularies are more limited than those of museums or other institutions but the LH Dissemination was particularly useful as it shows how vocabularies could be transformed in order to be part of the Linked Data and especially how vocabularies from libraries can connect with vocabularies from museums.</p>
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## 7.2 LINKED HERITAGE WORKSHOPS

<p><b>Germany, Berlin                  8 November 2011</b></p>	<p><b>EVA Berlin 2011                  Conference talk "Linked Data: Aktuelle Entwicklungen im EU-Projekt Linked Heritage and Europeana"</b></p> <p><a href="http://www.linkedheritage.org/index.php?en/146/events/49/berlin-eva-berlin">http://www.linkedheritage.org/index.php?en/146/events/49/berlin-eva-berlin</a></p> <p><i>Goal:</i> To promote Linked Heritage and Europeana, in particular Linked Data activities</p>
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	<p><i>Participants:</i> 120 (Museums, libraries, archives, educational and research institutions, public bodies, IT in culture)</p> <p>Participants were very interested in the discussion and remained in contact through email afterwards to discuss a number of questions.</p>
<p><b>Israel,                  Jerusalem                  14-16 November                  2011</b></p>	<p><b>Eva-Minerva 2011: the 8th Jerusalem conference on the digitisation of cultural heritage</b></p> <p>The annual, international event hosts cultural heritage professionals both from Israel and from around the world who are interested in the application of advanced technologies, and to focus on the exchange of knowledge and cultural heritage activities with European colleagues.</p> <p>In the afternoon of Thursday 15th a Linked Heritage workshop was organised where the speakers addressed the challenges associated with: non-standard descriptive terminologies, the lack of private sector and 20th Century content, the preservation of complex metadata models within the Europeana metadata schema.</p> <p>Participants: Linked Heritage were the main speakers at the session with many representatives from other Europeana projects at the auditorium. Participants came from a wide range of cultural heritage sectors: museum professionals, librarians, archivists, audio-visual developers, architects, lawyers, cultural policy makers, plastic and performing artists working in the digital realm.</p> <p><i>Programme:</i></p> <p><a href="http://www.linkedheritage.org/index.php?en/146/events/50/jerusalem-eva-minerva-2011-the-8th-jerusalem-conference-on-the-digitisation-of-cultural-heritage">http://www.linkedheritage.org/index.php?en/146/events/50/jerusalem-eva-minerva-2011-the-8th-jerusalem-conference-on-the-digitisation-of-cultural-heritage</a></p> <p><i>Outputs:</i></p> <p><a href="http://www.digital-heritage.org.il/images/evaminerva2011_presentations.pdf">http://www.digital-heritage.org.il/images/evaminerva2011_presentations.pdf</a></p>
<p><b>Moskow, Russia                  18 November                  2011</b></p>	<p><b>National Workshop for museums, archives, libraries “A road to Europeana or how to participate in a European net project”</b></p> <p><i>Goal:</i> To promote the Linked Heritage project as a road to Europeana</p> <p><i>Participants:</i> 50 Russian museums, archives, libraries</p> <p>Participants showed their interest in questions and discussion. For this audience it was the first presentation of Europeana, Athena, as well as Linked Heritage.</p>
<p><b>Moskow Russia,                  29 November                  2012</b></p>	<p><b>Workshop “Share culture, link content: Europeana and supporting projects” at the XIII annual international conference “EVA 2011 Moscow”</b></p> <p><i>Goal:</i> To promote Europeana and supporting projects, Linked Heritage, LIDO, as several Russian institutions were interested in participating in the project as well as harvesting their resources to Europeana through Linked</p>

	<p>Heritage services.</p> <p><i>Participants:</i> 60 museums, libraries, archives, educational institutions, IT in culture.</p> <p>Participants were interested and several followed up by providing their resources to Europeana through the Linked Heritage project. Centre PIC continued the discussion with them after the workshop.</p>
<p><b>Spain          Barcelona          22 November          2011</b></p>	<p><b>Workshop on Europeana, aggregation of content and Linked Data for the Cultural Heritage</b></p> <p><i>Goals:</i> To disseminate knowledge about Europeana and the Linked Heritage project, including public private partnership (primarily through Linked Heritage WG4). The workshop consisted of presentations from speakers working on the full range of digital cultural heritage activities, from digitisation best practice, public private partnership and metadata aggregation and cleansing (with a live demonstration), to app development and cultural games. Several speakers represented the Linked Heritage project.</p> <p><i>Programme:</i></p> <p><a href="http://www.linkedheritage.org/index.php?en/146/events/48/barcelona-workshop-on-europeana-aggregation-of-content-and-linked-data-for-the-cultural-heritage">http://www.linkedheritage.org/index.php?en/146/events/48/barcelona-workshop-on-europeana-aggregation-of-content-and-linked-data-for-the-cultural-heritage</a></p> <p><i>Participants:</i> 250 attendees from cultural heritage and related sectors in Spain.</p> <p><i>Outputs:</i></p> <p>Workshop website in English and Catalan:  <a href="http://workshopeuropeana.wordpress.com/workshop-presentation-eng/">http://workshopeuropeana.wordpress.com/workshop-presentation-eng/</a></p> <p>Citilab, Interviews made in the occasion of the Linked Heritage workshop held in Barcelona workshop held in Barcelona in November 2011.</p> <ul style="list-style-type: none"> <li>• <a href="http://citilab.eu/que-esta-passant/videos/entrevistes/gordon-mckenna">http://citilab.eu/que-esta-passant/videos/entrevistes/gordon-mckenna</a></li> <li>• <a href="http://citilab.eu/que-esta-passant/videos/entrevistes/marie-veronique-leroi">http://citilab.eu/que-esta-passant/videos/entrevistes/marie-veronique-leroi</a></li> <li>• <a href="http://citilab.eu/que-esta-passant/videos/entrevistes/luca-chiarandini-eduardo-graells">http://citilab.eu/que-esta-passant/videos/entrevistes/luca-chiarandini-eduardo-graells</a></li> <li>• <a href="http://citilab.eu/que-esta-passant/videos/entrevistes/seth-van-hoolland-ruben-verborgh-max-dewilde">http://citilab.eu/que-esta-passant/videos/entrevistes/seth-van-hoolland-ruben-verborgh-max-dewilde</a></li> </ul> <p>An important result was that WG4 gained new contacts in the commercial sector.</p>
<p><b>Bristol, UK, 4          April 2012</b></p>	<p><b>Guest lecture (part of Masters in Information and Library Management)</b></p> <p><i>Goal:</i> To introduce Masters students to the concepts and techniques involved in creating, managing and aggregating commercial sector products</p>

	<p>and cultural heritage object metadata, in the context of Linked Heritage Work Package 4.</p> <p><i>Website course:</i> <a href="http://courses.uwe.ac.uk/gp5112/">http://courses.uwe.ac.uk/gp5112/</a></p> <p><i>Participants:</i> 16 masters students on the MSc ILM, plus the overall course leader (Paul Matthews), and Michael Hopwood (Linked Heritage) as the lecturer</p> <p>Feedback from students during the lecture and from course leader afterwards was positive; students said that case study was relevant to their coursework and fitted into the ideas already taught on the course. The course leader invited the speaker back in 2013 to give a follow-up lecture; developing the lecture materials also prepared for Linked Heritage seminar in Florence, June 2012.</p>
<p><b>Sweden, Stockholm 23 May 2012</b></p>	<p><b>European Cultural Heritage online. Aggregation and semantic web</b></p> <p>Workshop in English, focussed on the aggregation of data to Europeana, demonstrated by examples from European projects such as Linked Heritage, SOCH (Swedish Open Cultural Heritage) and APE-net (Archives Portal Europe). Topics like the use of the standards and possible options in developing the aggregation process were discussed. The second theme dealt with how cultural information is presented in portals today and possibilities for optimising search options. The potential in using linked open data and the semantic web for digital cultural heritage was specially highlight as well as Wikipedia as a potential actor in this field.</p> <p><i>Participants:</i> 100 (LH consortium and professionals in the cultural heritage institutions in Sweden).</p> <p><i>Programme:</i>  <a href="http://www.linkedheritage.org/index.php?en/146/events/62/stockholm-european-cultural-heritage-online-aggregation-and-semantic-web">http://www.linkedheritage.org/index.php?en/146/events/62/stockholm-european-cultural-heritage-online-aggregation-and-semantic-web</a></p> <p>PPT presentations were downloaded 1703 times until 25 March 2013.</p>
<p><b>Sweden, Stockholm, 23 May 2012</b></p>	<p><b>MICHAEL Culture workshop on virtual exhibitions</b></p> <p><i>Goal:</i> To present best practice examples on the topic of virtual exhibitions and enlarge the Linked Heritage network. The workshop contributed to the sharing of best practices examples and innovative projects on virtual exhibitions, and to the reflection on the re-use of digital cultural content, through 5 speakers' presentations, from public and private sectors:</p> <p><i>Programme:</i>  <a href="http://www.linkedheritage.org/index.php?en/146/events/66/stockholm-michael-culture-workshop-virtual-exhibitions">http://www.linkedheritage.org/index.php?en/146/events/66/stockholm-michael-culture-workshop-virtual-exhibitions</a></p> <p><i>Participants:</i> 30 Linked Heritage consortium and professionals from cultural institutions in Sweden. A representative of the Europeana foundation was present.</p> <p>By presenting best practice examples on virtual exhibitions, the workshop showed a topic of interest for cultural professionals who are not yet</p>

	<p>members of the Linked Heritage network, and thus contributed to raise awareness on the project. Besides, this workshop has been the starting point of the implementation of a working group on virtual exhibition, with ICCU and SPK.</p>
<p><b>Italy Padova 6 March 2013</b></p>	<p><b>Il patrimonio culturale digitale verso Europeana e CulturalItalia: aspetti tecnici e metodologia</b></p> <p>Five presentations on the Linked Heritage project, aggregation, linked data, terminologies and e-learning</p> <p><i>Programme:</i>  <a href="http://www.linkedheritage.org/index.php?en/146/events/82/padova-il-patrimonio-culturale-digitale-verso-europeana-e-culturalitalia-aspetti-tecnici-e-metodologia">http://www.linkedheritage.org/index.php?en/146/events/82/padova-il-patrimonio-culturale-digitale-verso-europeana-e-culturalitalia-aspetti-tecnici-e-metodologia</a></p> <p><i>Participants:</i> 80 (archivists, librarians, museum curators)</p> <p>The event was very positive. The debate at the end of the workshop was very interesting. There was much interest and a lively debate on copyright and linked data issues.</p> <p>In the afternoon the University of Padua organised a laboratory to test and evaluate the first learning objects under production which deal with the following topics: Why and how participate in Europeana, metadata and mapping, linked data and terminologies, the digitisation life cycle, the persistent identifiers. Each participant (about 30) was invited to explore the current results (eLearning platform, learning objects, contents, and to fill in evaluation questionnaires).</p>

### 7.3 LINKED HERITAGE PARTICIPATION IN OTHER EVENTS

<p><b>Italy, Firenze 5 May 2011</b></p>	<p><b>EVA Florence 2011</b></p> <p><b>Presentation of Linked Heritage in the Workshop "Ten years of networking for digital cultural heritage."</b></p> <p>The workshop aimed at presenting the state of the art and some highlights European projects in the field of digital cultural heritage where the ICCU participates as coordinator or partner: ATHENA, LINKED HERITAGE, Judaica Europeana, ARROW+, and Europeana 14-18 as to digitisation and aggregation of cultural content, and DC-NET and INDICATE as to the e-Infrastructures for the cultural domain within EU and Mediterranean countries.</p> <p><a href="http://www.otebac.it/index.php?it/22/archivio-eventi/203/firenze-eva-2011-workshop-ten-years-of-networking-for-digital-cultural-heritage">http://www.otebac.it/index.php?it/22/archivio-eventi/203/firenze-eva-2011-workshop-ten-years-of-networking-for-digital-cultural-heritage</a></p> <p><i>Outputs</i></p> <p>Linked Heritage PPT presentation by Antonella Fresa.  <a href="http://www.otebac.it/getFile.php?id=497">http://www.otebac.it/getFile.php?id=497</a> (491 downloads until 25 March 2013))</p>
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	<p><a href="http://www.linkedheritage.org/getFile.php?id=105">http://www.linkedheritage.org/getFile.php?id=105</a> (452 downloads, id.)</p>
<p><b>Romania,</b> <b>4-9</b> <b>September</b> <b>2011</b></p>	<p><b>CIDOC 2011 - Knowledge management and museums</b></p> <p><a href="http://www.brukenthalmuseum.eu/cidoc/uk/file/full_program.pdf">http://www.brukenthalmuseum.eu/cidoc/uk/file/full_program.pdf</a></p> <p>Coorganisation of the Workshop, “Linked data for cultural heritage”, by Regine Stein (Unimar). Linked Data is currently one of the hot topics in the area of “Knowledge management and museums”, and is often mentioned in many conference talks and papers on the future prospects for access to cultural heritage. This workshop offered an introductory tutorial on Linked Data for the cultural heritage sector. It covered techniques for publishing and consuming Linked Data, requirements for cultural Linked Data, and actual Linked Data developments in the cultural heritage area.</p> <p>Organisation of Workshop III, “LIDO: a practical introduction”, by Regine Stein (Unimar). This workshop offered a methodical introduction to the LIDO format and presented practical mapping exercises to the LIDO format.</p> <p>Presentation on “Linked Data: Some preliminary results of the Linked Heritage Project, by Regine Stein (Unimar) and Gordon McKenna (Collections Trust)</p> <p><a href="http://cidoc2011.brukenthalmuseum.eu/cidoc/uk/file/abstracts.pdf">http://cidoc2011.brukenthalmuseum.eu/cidoc/uk/file/abstracts.pdf</a></p> <p><i>Participants:</i> about 150 cultural institutions professionals and academics</p> <p>.</p>
<p><b>Italy,</b> <b>Padova</b> <b>23</b> <b>September</b> <b>2011</b></p>	<p><b>Venetonight - the European researchers’ night in Veneto,</b> <a href="http://www.venetonight.it/">http://www.venetonight.it/</a></p> <p>The Researchers’ Night was promoted by the European Commission with the aim of giving citizens the opportunity to meet researchers, reinforcing the relationship between science, school and society and encouraging young people to explore the world of research. Inside this initiative the Library System of the University of Padua presented the Linked Heritage project.</p> <p>Attendees were impressed by the quality of the project. They had not previously realised that libraries and museums were so deeply involved in the digital revolution. Most of them had not yet heard of Europeana!</p> <p>Within the poster session four librarians – from the University Library System – presented to the attendees – Students, citizens, children – the activities, and goals of the project Linked Heritage. In particular, with the assistance of the poster attached, they were then able to illustrate their work package “Dissemination &amp; Training” and its relation with Europeana. Furthermore they presented Phaidra, the new digital asset management system with long-term archiving functions of the University of Padua.</p> <p><i>Outputs</i></p> <p>See YouTube and Webradio of the overall event:</p> <p><a href="http://www.youtube.com/watch?v=2miTfPU5Z9M">http://www.youtube.com/watch?v=2miTfPU5Z9M</a></p> <p><a href="http://www.radiobue.it/index.php?option=com_content&amp;view=article&amp;id=4077:la-">http://www.radiobue.it/index.php?option=com_content&amp;view=article&amp;id=4077:la-</a></p>



	<p><a href="http://www.linkedheritage.org/ricerca-incontra-la-citta&amp;catid=141:we-top&amp;Itemid=240">ricerca-incontra-la-citta&amp;catid=141:we-top&amp;Itemid=240</a></p> <p><i>Poster:</i></p> <p><a href="http://www.linkedheritage.org/getFile.php?id=118">http://www.linkedheritage.org/getFile.php?id=118</a></p>
<p><b>Germany, Frankfurt</b></p> <p><b>13 October 2011</b></p>	<p><b>Frankfurt Book Fair 2011</b>, <a href="http://www.book-fair.com/en/">http://www.book-fair.com/en/</a></p> <p>Participation in the workshop: “When Publishers Meet Europeana”. This seminar, organised jointly by the Federation of European Publishers and the Europeana Foundation, included reports from pilot uploads of publishers’ and commercial aggregators’ metadata, and views on the opportunities and challenges for full-scale contributions by representatives of high-profile publishers such as Penguin, Pearson and Brill. Michael Hopwood presented initial findings of Linked Heritage Work Package 4, Public Private Partnership, highlighting the existing state of play and potential solutions to licensing difficulties.</p> <p><i>Goal:</i> To highlight possible licensing difficulties for the contribution of commercial sector content to Europeana (as this is within the remit of Linked Heritage work package 4) and open up the discussion about possible solutions at a high level within the industry</p> <p><i>Participants:</i> Professionals from the world of publishing; Jill Cousins, the Executive Director of Europeana</p> <p>The event was a success; several high profile publishers sent senior representatives and the Linked Heritage representative made useful contacts in the industry who subsequently decided to continue the dialogue.</p>
<p><b>United Kingdom, London</b></p> <p><b>12 December 2011</b></p>	<p><b>KULTIVATE Project Linked Data Workshop</b>, <a href="http://vads.ac.uk/kultur2group/events/index.html">http://vads.ac.uk/kultur2group/events/index.html</a></p> <p>Participation in the “Linked Heritage Data” Workshop. This workshop was organised in the context of the KULTIVATE project, one of several projects run by VADs (Visual Arts Data Service) to engage researchers and research repositories with art, arts research data, and research outputs. The presentations and discussions focussed on the potential for creating and publishing Linked Data in these contexts, and included updates on a wide variety of projects including Linked Heritage. Two presentations on Linked Heritage’s work to date were delivered, covering Work Packages 2 and 4.</p> <p><i>Goal:</i> Learn more about Linked Data in practice from UK experts; Disseminate Linked Heritage knowledge and expertise; Make contacts in academic research, cultural heritage and Linked Data communities.</p> <p><i>Participants:</i> 23 Mainly research repository managers and others working in the academic research and academic library sectors.</p> <p><i>Outputs:</i></p> <p>Tweets</p> <p><a href="http://storify.com/MTG_work/kultivent-on-linkeddata-12th-dec-2011">http://storify.com/MTG_work/kultivent-on-linkeddata-12th-dec-2011</a></p> <p>PPT Presentation by Michael Hopwood EditEur, The cultural potential of linking</p>

	<p>commercial data:</p> <p><a href="http://www.vads.ac.uk/kultur2group/downloads/20111212_Kultivate_editeur.pdf">http://www.vads.ac.uk/kultur2group/downloads/20111212_Kultivate_editeur.pdf</a></p> <p>PPT Presentation by Gordon McKenna, Collection Trusts, Linked Open Data in museums</p> <p><a href="http://www.vads.ac.uk/kultur2group/downloads/20111212_Kultivate_collectionstrust.pdf">http://www.vads.ac.uk/kultur2group/downloads/20111212_Kultivate_collectionstrust.pdf</a>:</p>
<p><b>Belgium, Brussels</b></p> <p><b>25 January 2012</b></p>	<p><b>Carare workshop</b></p> <p>Presentation on the data interoperability project of KMKG-RMAH. There was some time to talk about its involvement in Linked Heritage as WP leader, the development of the Terminology Management Platform, the work of the other workpackages.</p> <p><i>Participants:</i> 40 GLAM sector from Brussels and Walloon region.</p> <p>Even though the focus of the presentation wasn't specifically on the LH project, it was a good opportunity to introduce the project to the participants and offer them an overview of the work LH is doing, the results and to provide the pertinent material such as the booklets, MINT, the website available... The booklets on terminology were a great success.</p>
<p><b>Italy, Milano,</b></p> <p><b>15 March 2012</b></p>	<p><b>BiblioStar</b>, <a href="http://www.convegnostelline.it/home.html">http://www.convegnostelline.it/home.html</a></p> <p>Participation in the workshop: "Gestione dei metadati e servizi per l'accesso", a series of 6 presentations on identifiers and metadata, primarily in the book publishing world, and through the lens of European projects including ARROW plus, Linked Heritage, LIA and Linked Content Coalition,</p> <p><a href="http://www.convegnostelline.it/AIE1.html">http://www.convegnostelline.it/AIE1.html</a></p> <p><b>Goal:</b> Disseminate Linked Heritage knowledge and expertise, presentation LH work to date, covering Work Package 4</p> <p><b>Participants:</b> 23 attendees at major Italian library fair.</p> <p>Awareness of Linked Heritage was raised, but not as much as was hoped.</p>
<p><b>Hungary, Veszprém</b></p> <p><b>13 April 2012</b></p>	<p><b>Networkshop</b>, <a href="http://www.niif.hu/hu/networkshop/niif_networkshop_konferenciak">http://www.niif.hu/hu/networkshop/niif_networkshop_konferenciak</a></p> <p>Participation in the workshop: Tartalomszolgáltatók: könyvtárak, levéltárak, múzeumok (Content providers: libraries, archives, museums). All the Hungarian memory institutions had the possibility in this session to present about the current content and service developments, national and international projects</p> <p><i>Goal:</i> the main goal of this presentation was to introduce the Linked Heritage project for the Hungarian memory institutions.</p> <p><i>Participants:</i> 50 librarians, archivist, museum employees, university staff, IT developers. The workshop was also broadcast.</p> <p><i>Outputs:</i></p> <p>Video presentation in Hungarian (by Vonderviszt Lajos, Moldován István)</p>

	<p><a href="http://videotorium.hu/hu/recordings/details/4162">http://videotorium.hu/hu/recordings/details/4162</a>, <a href="#">Linked Heritage egy projekt az Europeana g</a></p> <p>In the following discussions the workshop participants found the state of art studies very useful, as well as the LH terminology booklet, and expressed the interest of the next deliverables of the project. They also found the developments of the linked data (semantic web) to be very important to their own agenda.</p>
<p><b>Italy, Florence,</b> <b>9-11 May 2012</b></p>	<p><b>EVA Florence 2012</b>, Electronic Imaging &amp; the Visual Arts. 'The Foremost European Electronic Imaging Events in the Visual Arts'  <a href="http://ci.micc.unifi.it/labd/wp-content/uploads/2012/03/10_Program_def.pdf">http://ci.micc.unifi.it/labd/wp-content/uploads/2012/03/10_Program_def.pdf</a></p> <p>Presentation of Linked Heritage in the workshop "Europeana awareness: initiatives and projects of The central institute for the union catalogue of the Italian libraries"</p> <p><i>Goal:</i> The workshop aimed at raising awareness on Europeana, linked projects, and the EC strategies on digital heritage.</p> <p><i>Participants:</i> 40 cultural institutions, academics, and researchers.</p>
<p>United Kingdom, 17-18 May 2012</p>	<p><b>CEPIC Congress: IPTC Photo Metadata Day; IPTC Heritage Image Data Fringe meeting</b>, <a href="http://www.cepic.org/congress/2012/">http://www.cepic.org/congress/2012/</a>.</p> <p>The metadata conference within the CEPIC annual gathering of photo agencies, photo libraries and related professionals – and a special session devoted specifically to the requirements of image professionals in cultural heritage.</p> <p><a href="http://www.cepic.org/congress/2012/programme/metadata_iptc_conference">http://www.cepic.org/congress/2012/programme/metadata_iptc_conference</a></p> <p>Participation in the session "Linking Cultural Heritage Data – the Linked Heritage Project"</p> <p><i>Goal:</i> Disseminate Linked Heritage knowledge and expertise; make contacts in commercial and cultural heritage image professions.</p> <p><i>Participants:</i> 45-50 people for the main IPTC breakout session; 15 people for heritage fringe meeting.</p> <p>Two presentations on Linked Heritage, WP4's work to date were delivered, focussing specifically on the mapping of IPTC and other XMP photo data to the LIDO standard, and explaining business cases for heritage institutions and commercial image vendors contributing image data to Europeana.</p> <p>The event achieved a higher profile for the work of Linked Heritage and awareness of the LIDO standard for heritage metadata among influential experts in the image business, as well as increasing the range of contacts interested in Linked Heritage WP4 and updating the WP leader's knowledge of this industry. It was a great success.</p>
<p><b>Ukraina, Sudak</b> <b>5 June 2012</b></p>	<p><b>Nineteenth International Conference "Crimea 2012"</b></p> <p>"Libraries and Information Resources in the Modern World of Science, Culture, Education, and Business", <a href="http://www.gpntb.ru/win/inter-events/crimea2012/eng/">http://www.gpntb.ru/win/inter-events/crimea2012/eng/</a></p> <p><i>Goal:</i> to present at the session "Global Information Society. Challenges for Libraries" in order to promote LH activities and provide information to future content</p>

	<p>providers</p> <p><i>Participants:</i> 35 libraries</p> <p>The downloads of the PPT presentation from the LH website until 25 March 2013 were 220.</p>
<p><b>France, Chambéry, 7-8 June 2012</b></p>	<p><b>TOTH 2012 International Conference on Terminology &amp; Ontology: Theories and applications,</b> <a href="http://www.porphyre.org/toth/">http://www.porphyre.org/toth/</a></p> <p>The TOTh conferences aim to bridge the gap between terminology and ontology by highlighting the contributions that one makes to the other and by opening up new perspectives for both theoretical and practical developments.</p> <p><i>Goal:</i> To present the LH project and TMP to the international community in Terminology and Ontology</p> <p><i>Presentation title:</i> “Les terminologies multilingues pour l'accès au patrimoine culturel numérisé”,  <a href="http://www.porphyre.org/toth/files/TOTH_2012_programme_FR.pdf">http://www.porphyre.org/toth/files/TOTH_2012_programme_FR.pdf</a></p> <p><i>Participants:</i> 60 involved in LSP, terminology and knowledge engineering and, more generally, all persons interested in issues related to language and knowledge.</p> <p><i>Outputs:</i>      The proceedings of the conference should be published in 2013.</p> <p>Multilingual Content Management System was one of the main issues of the TOTh Conference. The multilingual and SKOS-oriented approach of TMP appeared as one of the most promising approach.</p>
<p><b>Austria, Salzburg, 12-15 June 2012</b></p>	<p><b>IKS Salzburg Event,</b> <a href="http://wiki.iksproject.eu/index.php/Workshops/Salzburg2012">http://wiki.iksproject.eu/index.php/Workshops/Salzburg2012</a></p> <p>Participation in the workshop “Semantic enterprise technologies in action”</p> <p><i>Goal:</i> Show IKS software integration in TMP; show the TMP to IKS project and to “people”; ask IKS for some features useful for TMP; speak with IKS project managers</p> <p>IKS project provides great open source semantic tools. Actual implementation of the Terminology Management Platform (TMP) uses some of these tools.</p> <p>This session gave an opportunity to users of this IKS tool to show how they use the tool. The actual implementation of TMP was presented during this session.</p> <p><i>Participants:</i> 100 CIO, developer, enterprise managers, semantic lurkers,...</p>
<p><b>France, Paris 13 June 2012</b></p>	<p><b>Culture 2020,</b> <a href="http://fr.amiando.com/culture2020.html">http://fr.amiando.com/culture2020.html</a></p> <p><i>Participants:</i> 250 Professionals from art, culture, tourism</p> <p><i>Goal:</i> LH material dissemination and networking</p>
<p><b>Republic</b></p>	<p><b>16th annual international Scientific-practical conference ADIT-2012 "cultural</b></p>

<p><b>of Karelia Petrozavodsk, 21 June 2012</b></p>	<p><b>heritage and information technologies. Museum as an information system",</b>  <a href="http://www.adit.ru/eng/default.asp">http://www.adit.ru/eng/default.asp</a></p> <p><i>Goal:</i> To promote Europeana and Linked Heritage</p> <p>Centre PIC presentation at the Section "IT for Preservation, Research and Presentation of Cultural Heritage: World Tendencies and Practices". The Section was performed as a videoconference with the State Russian Museum (Saint-Petersburg) and its virtual branches and was accessible on the WEB  <a href="http://npvrm.ru/">http://npvrm.ru/</a>.</p> <p><i>Participants:</i> 50 museums representatives</p> <p>Participants were interested. Some of them showed further interest to upload their resources to Europeana through the Linked Heritage project. Centre PIC continued discussions with them after the event.</p>
<p><b>France, Paris 23 June 2012</b></p>	<p><b>Futur-en-Seine,</b> <a href="http://www.futur-en-seine.fr">www.futur-en-seine.fr</a></p> <p>European brokerage event</p> <p>The Lounge was animated with European clusters pitches, presentations of forthcoming European ICT calls for projects, round tables, demonstrations, networking cocktails etc.</p> <p><i>Goal:</i> LH material dissemination and networking</p> <p><i>Participants:</i> Professionals from culture, tourism, ICT, art</p>
<p><b>Italy, Lucca, 18-20 October 2012</b></p>	<p><b>Lu.Be.C 2012</b> (<a href="http://www.lubec.it/">http://www.lubec.it/</a>)</p> <p>Participation in the workshop "Poli e distretti per i beni culturali: quale impatto sulle imprese?" in order to make LH dissemination and networking</p>
<p><b>Slovakia, Jasna, 22-24 October 2012</b></p>	<p><b>Libraries 2015-2030: 6th annual Digital Library workshop,</b>  <a href="http://www.schk.sk/en/digilib/2012/">http://www.schk.sk/en/digilib/2012/</a></p> <p><i>Goal:</i> LH material dissemination and networking, in particular to understand how the ONIX can be contributed to Linked Heritage</p> <p><i>Participants:</i> 80 libraries and other institutions</p>
<p><b>Israel, Jerusalem 13-14 November 2012</b></p>	<p><b>Eva-MINERVA Jerusalem 2012,</b> <a href="http://www.minervaisrael.org.il/">www.minervaisrael.org.il/</a></p> <p><i>Goal:</i> Presentation of Linked Heritage project and the work of WP3 on the Terminology Management Platform (TMP)</p> <p><i>Participants:</i> 50 members of the GLAM sector, mostly from Israel but also some international representatives. There were also a number of representatives from other Europeana projects.</p> <p><i>Outputs:</i>  Roxanne Wyns presentation:</p>

	<p><a href="http://www.linkedheritage.org/getFile.php?id=429">http://www.linkedheritage.org/getFile.php?id=429</a></p> <p>(64 downloads from LH website until 25 March 2013, and the presentation is available also on the Conference website).</p> <p><a href="http://www.minervaisrael.org.il/evaminerva2012/Wyns_Roxanner_TMP_LinkedHeritage_EvaMinerva2012.pdf">http://www.minervaisrael.org.il/evaminerva2012/Wyns_Roxanner_TMP_LinkedHeritage_EvaMinerva2012.pdf</a></p>
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#### 7.4 NUMBER OF MEETINGS WITH SISTER PROJECTS IN THE EUROPEANA ECOSYSTEM

Here we list the events where Linked Heritage met with other projects of the Europeana Ecosystem. Some of them were already listed in the previous figures.

<p><b>Barcelona, Spain</b>  <b>22 November 2011</b></p>	<p>Workshop on Europeana, aggregation of content and Linked Data for the Cultural Heritage</p>	<p>Europeana Judaica</p>
<p><b>The Netherlands, Rotterdam</b>  <b>6 December 2011</b></p>	<p>First Council of Content Providers &amp; Aggregators Annual General Meeting &amp; Conference</p>	<p>All active projects</p>
<p><b>Belgium, Brussels</b>  <b>25 January 2012</b></p>	<p>CARARE Workshop</p>	<p>Carare</p>
<p><b>Sweden, Stockholm</b>  <b>23 May 2012</b></p>	<p>European Cultural Heritage online. Aggregation and semantic web</p>	<p>Apenet</p>
<p><b>Sweden, Stockholm</b>  <b>24-25 May 2012</b></p>	<p>Linked Heritage Third plenary meeting</p>	<p>Europeana 14-18</p>
<p><b>Israel, Jerusalem</b>  <b>13-14 November 2012</b></p>	<p>EVA-MINERVA Jerusalem 2012</p>	<p>DM2E, Europeana Fashion, Europeana Libraries, EFG1914: European Film Gateway, Europeana Collections 1914-1918, Europeana Inside</p>
<p><b>Germany, Berlin, 27</b></p>	<p>Second Annual General</p>	<p>All active projects</p>

<b>November 2012</b>	Meeting (AGM) of the Europeana Network	
<b>Portugal, Lisbon 29-30 November 2012</b>	Linked Heritage Fourth Plenary meeting	DCA
<b>Italy, Padova, 5 March 2013</b>	Linked Heritage Virtual Exhibitions Working Groups	Europeana Inside

In the already scheduled Linked Heritage seminar on terminology and multilingualism which will take place in Paris, next 18 April 2013, representatives of PartagePlus, Europeana Photography, MIMO, and Eclap have accepted to participate and share their results and good practices.

## 7.5 FUTURE EVENTS

Several events have already been planned before the end of the project,

<b>France, Paris  18 April 2012</b>	<p><b>Seminar on terminology and multilingualism, organised by Linked Heritage WP3</b></p> <p>One of the main achievements of the WP3 is the Terminology Management Platform (TMP), a technical platform that will allow cultural institutions and professionals to create, edit, skosify and map their terminologies. The idea of this seminar is to make a presentation of the TMP as the technical developments of the platform will be finished by the end of March. An additional aims of the seminar is to bring together different European and national projects and initiatives that deal with this topic taking a range of different approaches.</p> <p><i>Programme:</i></p> <p><a href="http://www.linkedheritage.org/index.php?en/146/events/85/paris-seminar-on-multilingualism-and-terminology">http://www.linkedheritage.org/index.php?en/146/events/85/paris-seminar-on-multilingualism-and-terminology</a></p>
<b>Ireland, Dublin,  17 June 2013</b>	<p><b>International Digitisation Conference “Access, Use, Re-Use: Unlocking the Potential of Online Digital Cultural Content”</b></p> <p>The final outputs of the Linked Heritage projects will be presented.</p> <p>The programme is still being prepared.</p>

## 8 INDICATORS

In this section, we report the original indicators expected for WP7 dissemination activities

Indicator	Method of measurement	Expected progress (cumulative)		
		Year 1	Year 2	Year 3
Number of dissemination events	Events held/Participation to third parties events	0	10	30
Number of Linked Heritage conferences	Conferences held	0	1	2
Number of academic journal or conference publications	Partner submissions, details on website	4	8	10
Number of meetings with sister projects in the Europeana ecosystem	Meetings held	4	8	10

followed by the actual situation, based on the analysis made at 25 March 2013.

Indicator	Method of measurement	Expected progress (cumulative)		
		Year 1	Year 2	Year 3
Number of dissemination events	Events held/Participation to third parties events	8	29	
Number of Linked	Conferences held	1	2	



Heritage conferences				
Number of academic journal or conference publications	Partner submissions, details on website	2	8	
Number of meetings with sister projects in the Europeana ecosystem	Meetings held	3	9	

At the end of year two, all expected indicators were met or were exceeded.

## **9 USE OF PROJECT RESULTS**

### **9.1 MAINTAINING THE NETWORK OF BEST PRACTICE**

The best practice network of Linked Heritage is composed of stakeholders and experts from different typologies of institutions and organisations (Government agencies and ministries, GLAMs, universities, technical partners, SMEs). Several partners have been cooperating in a network for more than ten years (associated with the MINERVA, MICHAEL and ATHENA projects). Some partners will continue to cooperate together in new EU funded projects, like ATHENA plus, another best practice network aggregating content for Europeana, started on 1<sup>st</sup> March 2013.

Our positive experience over recent years demonstrates that the costs of maintaining the network are minimal. Experts, who already know each other, will continue to meet virtually or at European cultural heritage events, which they attend for their own agendas and projects.

The partner Michael Culture Association will also make its platform available to capitalise on the results of the project and contribute to the viability and vigour of the Network.

The Project Coordinator will maintain the website, the wiki and the mailing lists after the end of the project to guarantee the long-term sustainability of the Network. Over more than a decade, the framework for this kind of cooperation across national and sectoral boundaries has proven itself as an excellent working solution both in its efficiency and for its copious productivity as well for its contribution towards a sharing, and building upon of knowledge.

This works two-ways in that these kinds of networks brings benefit both to the individual participants as well as to the entire Network which reap the many benefits of best practice, experience and distributed productivity.

### **9.2 VISIBILITY OF CULTURAL CONTENT**

Metadata managed by, and located in institutions and through aggregators and on servers are becoming visible through the aggregation work done by Linked Heritage. Digital cultural content will be maintained and updated by these institutions and aggregators. Each of these organisations operates in its own specific institutional environment, with its own funding. The digital cultural content will continue to be accessible and maintained as part of the life cycle of such institutions and continue to be made accessible through Europeana.

The outreach of these institutions to additional target populations – such as their own online users, multimedia producers, researching scholars, students, teachers etc. will enable these institutions to develop new business models and so maintain the digitised resources, update their metadata as required by evolving standards while maintaining their interoperability with Europeana and adopting sustainable measures.

When content providers are interoperable with national aggregators, national aggregators will monitor the persistence of the access to digital resources.

### **9.3 TECHNOLOGIES AND TOOLS**

The end users of the Linked Heritage technologies and tools are content providers and aggregators who will use the services developed in the framework of the project metadata mappings, linked data, terminologies, and training tools. Besides the potential uptake of all Partners concerned, the technological results will be made available not only to Europeana but to

the broader professional community who may be potentially interested in these outputs for further exploitation.

The Linked Heritage consortium is committed to provide online access to maintaining online tools, created during the life-cycle of the project. The main “home” server for these technologies will be hosted by the National Technical University of Athens; other tools may be hosted by the coordinator in the server of the Italian Ministry of Cultural Heritage.

There will be no charge to Partners and users for access to these technologies.

#### **9.4 PLAN FOR REUSING THE PROJECT RESULTS**

WP7, in cooperation with the Project Coordinator and all WP leaders, will develop a plan during the last semester of the project (months 25-30) in order to outline how to re-use the results after the end of the project.

This plan will outline the potential of the Linked Heritage Project in light of the Project’s accomplishments; assuring that the valuable knowledge attained during the lifetime of the Project will be fully integrated and its achievements reusable in the near future.

According to the Project’s results, the plan will detail trends and opportunities for all the outputs of the project, including the Europeana Metadata Aggregation Platform, the Terminology Management Platform, the publications, and the Learning Objects.

Specifically, this Plan will outline the results to be exploited, the stakeholders who will benefit from the results, the possible models of exploitation and a first analysis of the compatibility between results and the needs and requirements of the stakeholders, as well as the exploitation models to be employed.

To attain these goals, each WP Leader will be asked, by means of a questionnaire, to specify its own exploitation plan. This questionnaire will be sent to WP leaders in May 2013.

In the period immediately following the close of the project, partners will be encouraged to continue to disseminate the results for demonstration purposes to encourage new users to become aware of the results of the project.

The target group for exploiting the project’s results will be carefully analyzed, including all possible stakeholders who might further exploit the successful outcomes of the projects.

## 10 CONCLUSIONS

While in deliverable D7.5, delivered at month 12, we described the objectives of the dissemination plan, the "potential users" to be reached, the basic elements of the content to be disseminated, the methods to deliver the message and to monitor expectations, in the current deliverable we have described all dissemination activities carried out by the consortium until month 24.

We also declared that there were several purposes according to which Linked Heritage intended to reach, through its dissemination activities, the goals described in the DoW:

In the following table we list these purposes, the results achieved, future activities still to be carried out.

Purpose	What has been done	What has still to be done
To stimulate the contribution of content to Europeana by raising awareness of the tools, facilities and best practice provided by Linked Heritage, encouraging the use of richer metadata sets	Training workshops Documentation pages on the website Publication of public deliverables on LH website Wiki Publication on Terminology Scientific papers Distribution of dissemination material	Workshop on Multilingualism and terminologies
To increase the size of the best practice network by attracting new cultural institutions	Dissemination events Dissemination material Invitation to participate in Thematic Working Groups Distribution of dissemination material	
To build stronger links between the public and private sectors, demonstrating the benefit of a partnership	Dissemination events and technical workshops Distribution of dissemination material	
To raise awareness across the Europeana ecosystem of the Linked Heritage work, and to encourage Europeana	LH Factsheet published on Europeana Pro Publication of public	During the last phase of the project, we will prepare an information kit to be distributed via EuropeanaPro

itself, content provider and aggregators to take full advantage of the project's results.	deliverables on LH website Meetings with sister projects Interviews to WP Leaders Distribution of dissemination material	and other Europeana Information channels Improvement of dissemination via Web 2.0 tools (page on Wikipedia, LinkedIn Group) Publication of Uncommon Culture
To build technical capacity in the cultural heritage sector, especially in terms of Europeana and Linked Heritage technologies	Publication on Terminologies Training workshops	Publication of Geo-coded Cultural Content
To create, deliver and publish training materials and learning objects.	Training workshop Realisation of the first learning objects	Finalisation of the learning objects described in the work plan Dissemination of the learning objects

In addition in D7.5 we had also described the audience we intended to reach.

The following table summarizes the type of audience; the messages to be communicated; the activities already done, those which must still be finalised.

AUDIENCE	MESSAGE TO BE COMMUNICATED	WHAT WE DID	WHAT HAS STILL TO BE DONE
<b>Content Providers &amp; aggregators</b>	Raise awareness of the project and of Europeana Stimulate interest in project technologies Encourage to use and validate LH outcomes Join the network	Distribution of promotional material (leaflet, poster, bookmarks, postcards), public deliverables and scientific publications Organisation of training workshops Stimulating the participation in testing activities Creation of a model of cooperation agreement made available in the website	Production and distribution of a final leaflet highlighting the collections and masterpieces of the content providers

<b>Policy groups, agencies and governments</b>	Raise awareness of the project	Distribution of promotional material (leaflet, poster, bookmarks, postcards) and scientific publication  Signature and dissemination of a joint position paper together with the DC-NET project.  Distribution of Uncommon Culture	Production and distribution of a final leaflet highlighting the collections and masterpieces of the content providers and the major outputs of the project  Organisation of the final conference in Dublin
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<b>Sister projects</b>	Raise awareness of the project  Stimulate interest in project technologies  Disseminate best practices and project results	Distribution of promotional material (leaflet, poster, bookmarks, postcards) , public deliverables and scientific publication  Invitation to training workshops  Joint meetings	Invitation to several sister projects to participate in the Workshop on terminologies and multilingualism
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<b>Cultural heritage research communities</b>	Raise awareness of the project  Stimulate interest in project technologies  Encourage to use and validate LH outcomes	Distribution of promotional material (leaflet, poster, bookmarks, postcards) ,public deliverables and scientific publications  Publication of papers in scientific journals  Invitations to take part in technical workshops  Information on first Leaning objects produced  Wiki on Terminologies	Publication of papers in scientific journals  Promotion of all Leaning objects produced
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<b>National research and competence centres in the areas of cultural heritage and</b>	Raise awareness of the project  Stimulate interest in	Distribution of promotional material (leaflet, poster, bookmarks, postcards)	
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<b>of e-Infrastructures</b>	project technologies  Encourage to use and validate LH outcomes	,public deliverables and scientific publications  Publication of papers in scientific journals  Invitations to take part in technical workshops  Signature and dissemination of a joint position paper together with the DC-NET project.	
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<b>Private sector</b>	Raise awareness of the project  Encourage to use and validate LH outcomes	Distribution of promotional material (leaflet, poster, bookmarks, postcards) , public deliverables and scientific publications  Participation in relevant events	
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<b>Europeana Foundation</b>  <b>Europeana Network</b>  <b>Europeana Labs</b>	Raise awareness of the project   Disseminate best practices and project results   Stimulate interest in project technologies  Encourage to use and validate LH outcomes	Distribution of promotional material (leaflet, poster, bookmarks, postcards) and scientific publications  Distribution of Uncommon Culture  Sharing of good practices in Europeana meetings	Production and distribution of the final dissemination material  Production and distribution of a kit informing about all the project outputs
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In conclusion, during the first 24 months of the project our dissemination activities were mainly devoted to raise awareness about Linked Heritage, to introduce the Project and encourages others to learn from the Linked Heritage experience, as well as informing and engaging the relevant communities about the work in progress and the initial results achieved.

The last semester will be dedicated to promote and further stimulate the discussion on the project's outcomes through:

- the enrichment of the project website.
- the organisation of a workshop on multilingualism and terminology in Paris
- the organisation of the final conference in Dublin
- the production and distribution of a final project leaflet
- the dissemination through web 2.0 tools (Wikipedia, LinkedIn)
- the dissemination through Europeana communication tools
- the production of other scientific papers
- the production and distribution of a booklet on Geo-coded cultural content
- the production of a second issue of *Uncommon Culture*
- the enrichment of the showcase of DigitalMeetsCulture
- the enrichment of the pages devoted to Linked Heritage project in the Michael Culture website



## 11 ANNEX 1 - AUTHORIZATION TO PUBLISH PAPERS IN THE UNCOMMON CULTURE JOURNAL

**Please note that publication of this material *cannot* proceed until this signed form is submitted.**

Title of the Magazine *UNCOMMON CULTURE*

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