

# SHIFT

Metamorpho**S**is of cultural **H**eritage  
I**n**to augmented hypermedia assets  
For enhanced accessibili**T**y  
and inclusion



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<b>Abstract:</b>	This report aims to offer a comprehensive overview of the communication, dissemination, and impact-related activities conducted by the SHIFT consortium during the M1-M6 period. It also outlines the planned actions for the M6-M36 period and assesses the potential to generate responses from the targeted audiences. The focus is on how these activities align with the mission and objectives of the SHIFT project and the extent to which they have or are expected to achieve their intended impact.
<b>Keywords</b>	Communication, Dissemination, Impact, Awareness, Planning, Brand Identity

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## EXECUTIVE SUMMARY

This report summarizes the communication, dissemination and impact measures and the actual results of the activities undertaken by the consortium members in this regard in months 1-6, in the context of the project "**SHIFT: MetamorphoSis of cultural Heritage Into augmented hypermedia assets For enhanced accessibiliTy and inclusion**", funded under work program HORIZON-CL2-2021-HERITAGE-01-04 (RIA): Preserving and enhancing cultural heritage with advanced digital technologies. It describes the investigation of stakeholder needs carried out in WP1, regarding access to European cultural heritage (CH) for citizens and the identification of emerging and urgent demands identified by the representatives of European cultural institutions, organizations, networks and citizens.

Starting from the strategic directions initially set out in the Description of Activities, the partners planned and developed in months 1-6 the SHIFT website and brand identity package, to deliver its communication through different channels. In addition, this Report summarizes the Strategic Plan for communication, dissemination and impact of the project developed in months 7-36, using analysis of the results obtained in the previous period, and considering corrective measures needed to optimize communication and dissemination. It further sets out the main activities undertaken by partners to operationalize, measure, analyze and improve the impact of the project in relation to the target audiences during months 1-6.

The communication, dissemination and impact activities will reflect the contribution of all consortium members in all components of these and other communication efforts.

For the development of the Communication, Dissemination & Impact Plan, SHIFT partners will base its work on a coherent and consistent strategy for both offline and online activities, which has now been developed, using meetings, conferences and other events, media channels together with the propagation potential of partners' networks at different stages of project implementation.



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## Abbreviations and Acronyms

Abbreviation / Acronym	Description
D	Deliverable
GDPR	General Data Protection Regulation
AI	Artificial Intelligence
ANBPR	The National Association of Public Librarians and Libraries in Romania
SOM	The Semmelweis Orvostörténeti Múzeum (Semmelweis Medical Museum)
SMB-PK	The National Museums in Berlin (Staatliche Museen zu Berlin - Preußischer Kulturbesitz)
BMN	Balkan Museum Network
SIMAVI	Software Imagination & Vision

## Glossary of terms

Terminology	Description
Machine Learning	<i>Machine learning is a subfield of artificial intelligence that gives computers the ability to learn without explicitly being programmed</i>
Computer Vision	<i>Field of artificial intelligence in which programs attempt to identify objects represented in digitized images provided by cameras</i>



Artificial Intelligence

*Artificial intelligence is the simulation of human intelligence processes by machines, especially computer systems. Specific applications of AI include [expert systems](#), [natural language processing](#), speech recognition and [machine vision](#)*

## 1. INTRODUCTION

### 1.1. Scope and Objectives

The general objective of this Report is to provide an overview of the of activities dedicated to communication, dissemination and impact, carried out in the period M1-M6 and planned by the consortium for the period M7-M36 and how these actions have reached their potential or are intended to reach it by engaging the target groups in the mission, objectives and results of SHIFT.

The report therefore covers the communication, dissemination and impact activities undertaken in the first stage of implementation of SHIFT, in both *T6.1: Communication, Dissemination Planning and Implementation* and *T6.2: Dissemination Activities Targeting Stakeholder Markets*. These activities put into action the SHIFT Communication and Dissemination Strategy and Plan as was finalized in M16 2023 along with the accompanying Communication Plan for the General Public, set out in M16 at the recommendation of the project’s reviewers. D6.1 provides detailed information about the realization of these efforts up to the date of the Report, together with a Communication and Dissemination Plan for the General Public the following period (M7-M36).

Well-conducted communication, dissemination and impact activities represent a sine qua non condition for the introduction and promotion of SHIFT’s technological solutions to its stakeholder markets. This Report describes: their implementation as were set for WP6, how the communication strategy of SHIFT has so far been articulated, and how the consortium partners intend to reach different categories of target audience potentially interested in the project’s field.

### 1.2. Project Overview

SHIFT is an EU-funded project within the H2020 framework, addressing the topic HORIZON-CL2-2021-HERITAGE-01: Preserving and enhancing cultural heritage with advanced digital technologies. It began on the 1st of October 2022 and will finish on the 30th of September 2025. The project is strategically conceived to deliver loosely coupled technological tools that offer cultural heritage institutions the necessary impetus to stimulate growth and embrace the latest innovations in artificial intelligence. Machine learning, multi-modal data processing and digital content transformation methodologies will be used in this context. SHIFT also expects to provide enhanced technologies for heritage institutions based on semantic representation, linguistic analysis of historical records, and haptics





interfaces to effectively and efficiently communicate new experiences to all citizens, including people with disabilities.

The development of SHIFT tools will be carried out in **close consultation with the user communities** represented in the project. The two Culture and Heritage (CH) network partners (BMN, ANBPR) will launch open consultations to aggregate views from their members. Together with the cultural heritage institutions (SOMKL, SMB) and heritage professionals (HERITAGE), they will provide requirements based on the cultural assets being maintained within each organization. As a result, the diversity of digital media transformation and the semantic formalization of the cultural assets will be individually demonstrated across participating museums and libraries.

The 'by-design' principles adopted within the project will be evaluated by the CH networks and the partner representing vulnerable groups (DBSV), who will engage with the various tools developed in the project. In addition to the stakeholders and end-users, the SHIFT project also brings together leading industrial (SIMAVI) and academic institutions (FORTH, UAU, QMUL), complemented by SMEs (MDS, AUD) with high-tech product development teams and ethical expertise (ERC).

Collectively, the project will release **12 technology solutions clustered into five thematic areas**: (1) computer vision, (2) audio, text-to-speech (TTS), (3) haptics, (4) semantics and (5) linguistics. These tools will support accessibility and inclusion by design, in order to overcome current shortcomings and limitations of the Culture and Creative Industries (CCI) sector to enable growth and stimulation.

## **Communication approach and methodological preparation**

The initial work process agreed by the responsible partners for M1-M6 (October 2022 - March 2023), involved all consortium partners.

### **1. First stage: preliminary preparation**

A process to configure SHIFT Communication Strategy, as a support tool in operationalizing the communication & dissemination objectives. Research was also commenced to identify and segment SHIFT Stakeholders.

A Stakeholder Matrix, following a preliminary survey and consultation between the consortium, drawing on its diversity of experience and expertise. This provided a holistic perspective on the interests and influences of existing and potential stakeholders in relation to the future development of SHIFT and its proposed technological solutions. This was complemented by a literature review, addressing issues related to cultural heritage accessibility, AI technologies, inclusion & accessibility, ethics, legislation, and other relevant areas. This identified trends, research and best practices to strengthen the conceptual framework of the project and substantiate understanding of critical factors in defining and addressing different categories of stakeholders.



The impact of the project on each category of stakeholders was also assessed and vice-versa, highlighting key points of convergence and divergence between the needs and expectations of the interested parties and SHIFT's technological offer.

This process of analysis and identification of interested parties is continuous and dynamic and is being constantly adapted to the progress of the project and to the evolution of the relationship with different actors from among its primary or secondary audiences. Ongoing updates of the Stakeholder Matrix are based on continuous feedback and close collaboration between partners, with the aim of optimizing the project approach and ensuring its maximum impact on its direct beneficiaries and the public as a whole.

### 1.3. Objectives of WP6 - Dissemination and exploitation

The WP 6 Objectives are to:

- Discover whether the system is right for the market and find bottlenecks and possible oversights. Ensure extensive adoption by stakeholders and the public by disseminating results and outcomes in an effective manner. To develop a sustainable business for the platform, the multimedia video clip and storytelling products.
- Grow our contributor communities and welcome new audiences to join our brand storytelling, by encouraging them to share their experiences through photos, videos and live video feeds.
- Deliver authentic, immersive, and relevant content through interactive galleries, social activities, promotional contests and more.

Specific objectives related to communication, dissemination and impact are:

- Development of an integrated multi-channel communication activity in order to ensure the visibility of the project for the target groups, as well as for the general public and interested parties.
- Obtaining achievable results in the short and long term in terms of objectives and impact regarding the system and innovative solutions in the field of preserving and enhancing cultural heritage with advanced digital technologies, aimed to investigate stakeholder needs regarding access to European cultural heritage (CH) proposed within the SHIFT project.
- Supporting the implementation of the project, with a communication, dissemination and impact campaign focused on the transfer of the know-how created in the project to the target groups and the main stakeholders of the project.
- Close collaboration between all consortium partners in this activity (participation in events, promotion of good practices, organization of events, workshops and informal meetings with prospects and decision-makers), as well as the encouragement and loyalty of target groups to get involved in



ensuring increased visibility of the project on their own channels and in their environment of influence and interest groups.

Communication, dissemination & impact core measures are:

- 1) Raising awareness - informing the stakeholders and the community in general about the project activities, the concrete stage of implementation, and the effective involvement of the project partners;
- 2) Information – demonstrating the potential and benefits of the solutions offered by the SHIFT project to stakeholders and the wider user community;
- 3) Involvement of the audience – undertaking actions to obtain contributions/feedback from all the actors interested in the project;
- 4) Promotion - "popularization" on a large scale of the project results to all interested parties;
- 5) Leveraging results and impact - encouraging and facilitating the most effective use of project experience and results, lessons learned and relevant case studies.

Firstly, the communication, dissemination & impact strategy adopted by SHIFT will provide guarantees that the results will be shared through various open channels, will be publicly available throughout the life of the project and will remain available for further use after its completion.

To ensure optimal results, the following main communication, dissemination & impact actions will be implemented:

- Communication and dissemination to all stakeholder groups. The active involvement of the stakeholders will be pursued from the initial phase of the project implementation. At this stage of implementation, the project partners will take steps to identify the main categories of interested parties.

Following this stage, they will compile consolidated databases with the representatives of the target groups interested in participating in the project.

Once these databases are consolidated, the partners will permanently keep the target groups informed about the objectives and expected results of the project, the status of the implementation of the activities and the level of fulfillment of the adopted indicators. This will help to design an effective dissemination, communication and impact plan to be followed throughout the project, subject to certain optimizations if the situation requires it.

- Communication and dissemination through websites and social networks through the Facebook and Twitter accounts and websites of all partners. These communication channels will represent the main interface for external communication to the public and other interested parties, promoting each planned and created result, the intellectual achievements, as well as the progress of the project and its results in each partner country, but also regionally and



internationally. Another goal of dissemination is to facilitate collaboration between different stakeholder groups to improve the uptake of project results and the integration of different and diverse end-user knowledge. These communication, dissemination & impact products, made both in the national languages of the partners and in English, as the working language of the project, will serve as the basis for the exchange of information and experiences between the different national and international key actors and groups and will also integrate information about local, national, regional and international experiences relevant to the cause and objectives of the SHIFT project.

Project information will be continuously updated throughout the project and will act as a dynamic and up-to-date source of information for stakeholders about Artificial intelligence, Machine learning, Multi-modal data processing, Digital content transformation methodologies, Semantic representation, Linguistic analysis, and Haptics interfaces.

Each partner will provide information on the SHIFT topics and activities in such a way that other people who are interested feel encouraged to share skills, experiences and ideas.

- Appearances in specialized offline and online media: Each partner organization will make 1 media appearance or more about the project activities/results. This action refers to the distribution of information materials in the specialized press, as well as the preparation of articles and presentations for the local, regional and international public. These information materials (articles, news, announcements, summaries, presentations) are an opportunity to interact with other categories of final beneficiaries or people possibly interested in the project field.

- A local dissemination webinar in each partner country. The webinar will be open to all those interested in SHIFT topics and will promote the materials developed within the project for those who will not be able to participate in face-to-face events.

- Conferences. The partners will promote the activities and results of SHIFT through participation in their own conferences, those of other partners and external events. This may take the form of presentation of scientific papers or the organization of special sessions or workshops dedicated to priority themes). Conferences are a means of developing national and international connections with key stakeholders. SHIFT partners will organize at least 1-2 conferences in three years as a consortium, which can be used as an impact communication medium throughout the project.

## **Communication objectives of SHIFT**

The SHIFT communication objectives aim to increase its offline and online presence. By establishing a well-articulated communication strategy right from the



start of the project, the partners aim to increase its project's social media reputation and create a large database that connects the various SHIFT work packages with potential users with the early adopters and main stakeholders to determine the of the reach of the project in the online and offline communities.

The key principles underlying the communication strategy are centered on the partners' concern to build sustainable relationships with CH institutions, multimedia content creators, researchers, tourism associations and heritage conservation institutions. The communication and dissemination strategy has been defined and will be refined as an ongoing effort within WP6.

## Methodological approach

To fulfil the responsibilities assumed in the project, the partner organizations within the SHIFT project have agreed to pay special attention to the following aspects:

- Partners developed a coherent strategy, including the content of information and publicity activities, communication tools and their timing, to emphasize the added value and impact of the SHIFT R&D initiative.
- Organization of information, promotion, communication and advocacy activities regarding the launch of the SHIFT project, introduction of the project theme to the groups of interested parties, information regarding the scheduled activities, progress recorded, achievements and results obtained within the project, etc.
- The partners have taken steps for the design, setting up and populating the dedicated project website with content that will contain up-to-date information about the project's development stage, the nature of the financing, the consortium partners, similar and complementary projects, intersections with other initiatives, etc.
- Partners to make available to those interested a set of regularly updated project information on internal communication channels;
- Partners are considering the creation of a series of tools for measuring the degree of impact of the communication, dissemination and impact activities in terms of visibility and awareness and exploitation of the project results and their impact. For online activities, the communication managers also use the monitoring and tracking tools integrated in the social media platforms and tools and in the WordPress platform that supports the SHIFT website.
- The General communication methods used will include, but will not be limited to: brainstorming discussions, panels, focus groups, presentations, debates and questionnaires to collect feedback.



- Partners agreed on a set of communication rules between the team members, so that each person responsible for specific activities of the project is able to monitor the impact vis-a-vis stakeholders/beneficiaries in accordance with the assumed indicators.
- Minutes were drawn up for the work meetings organized within the project, including the tasks set and the decisions taken by all participants.

### **Communication & Dissemination Plan**

This communication & dissemination plan included in the communication and dissemination strategy is a crucial tool to connect the project with the stakeholder base. Its creation involved the analysis and identification of the information needs of the stakeholders targeted by the project (cultural heritage institutions, digital content and entertainment creators, the haptic industry, citizens and vulnerable groups). The plan will be enriched as the project's activities evolve along with the level of maturity of the SHIFT technological solutions and emergence of concrete promotion and communication opportunities.

Throughout the duration of the project the partners are creating and agreeing a series of communication messages aimed at each of the identified beneficiaries of the project and mutually agreeing the most appropriate channels to achieve the maximum impact from the communication and dissemination effort.

To this effect, the major objective is sharing on a large scale the scientific innovations and relevant results of SHIFT accurately and promptly, respecting confidentiality and managing project knowledge and IPR.





Table 1. SHIFT Communication and Dissemination Plan

Tool   Action	Description	KPIs
<b>Logo and visual identity</b>	<p>A logo and visual identity will be developed, keeping in mind SHIFT themes, objectives and distinctive characteristics.</p>	<p>M1-M6 Visual ID produced</p>
<b>Website</b>	<p>First point of contact with the project for all target audiences. It will provide a description of the project and distribute content (articles, press releases, newsletter, open calls etc.) including content targeted to the general public. A simple registration facility will allow users to sign up to the newsletter.</p> <p><b>Accessibility:</b> SHIFT is committed to accessibility, inclusivity and diversity and as a result has undertaken to ensure its website is fully accessible to all. The website will be reviewed at regular intervals to ensure it is up to date with accessibility and inclusion best practices.</p>	<p><b>M1-M12</b> M6 Website produced M12 Accessibility for all</p> <p><b>M13-M24</b> Website visitors 1K by M18 Review Website re: Accessibility, Easy of Use, etc. Website Visitors 2K by M24</p> <p><b>M25-M36</b> Website Visitors 5K+ M36</p>
<b>Social Media (inc. social media advertising)</b>	<p>The project will create social media accounts in platforms used extensively by the general public including Facebook and twitter and will produce material to feature in these platforms. Through social media the public will be called upon to contribute to shaping SHIFT by commenting on our activities, and taking part in surveys, questionnaires etc</p> <p>The project will also take advantage of the great opportunities offered for wide and well targeted</p>	<p><b>M1-M12</b> Over 300 followers M12 (ok) 1 Social Media Campaign all audiences (run 2 a) meet the partners still ongoing, b) webinar all audiences)</p> <p><b>M13-M24</b> Over 1000 followers M18 Review Platforms and possibly add accounts Posts for results/toolkits, at least 10</p>



	<p>communication and dissemination activities offered by social media platform advertising.</p>	<p>2&gt;= targeted social media campaigns [one to regard surveys for end user requirements]</p> <p><b>M25-M36</b>                  Over 3000 followers M36                  Over 100 posts in total                  Results Campaign (at least 7 posts, at least 10000 views)                  Advertising campaign to promote results (over 1M reached)</p>
<p><b>Presentation Materials</b></p>	<p>Presentation materials especially designed to appeal to the general public, including a video, flier, etc. will facilitate project visibility and will be available online and/or offline.</p>	<p><b>M1-36</b>                  1 main video + 1 review (M24)                  1 main flier + 1 review (M24)                  7 flyers one for each toolkit (M25-36)                  Banners for partner use                  3x mini videos for general public                  Mini videos for target audiences (TBC M18-M36)</p>
<p><b>Newsletters</b></p>	<p>They will be released on a quarterly basis from M16 onwards and will be accessible to the general public. They will share information about the project's progress and information on key sector news and events.</p>	<p>Begin to Send Quarterly Post M16</p> <p><b>M13-M24</b>                  First newsletter sent M16                  &gt;=500 subscribers</p> <p><b>M24-36</b>                  M36 &gt;=1500 subscribers</p>
		<p><b>M1-M12 (achieved all)</b></p>





<b>Press releases and Media</b>	<p>Press releases will be produced to ensure the media brings SHIFT to the attention of the general public and dedicates content/time to explain and promote the work and objectives and aims of the project.</p>	<p>&gt;=2 PR (one kick-off) &gt;=2 I/V (ok ANBPR Radio and TV)</p>
		<p><b>M13-24</b> &gt;=2PR &gt;=3 media reports in &gt;=2 countries</p>
		<p><b>M24-36</b> 3+ PR, 1+ about results, 1+ wrapping project 5+outlet in 3+ countries to feature SHIFT</p>
<b>Video</b>	<p>Over the duration of the project, short videos will be produced during the 3 years of the project to promote SHIFT and explain its aims and objectives to the General Public. The videos will be made accessible via the project website.</p>	<p><b>M1-12</b> 1 Main as above (ok)</p>
		<p><b>M12-24</b> review main video 3+ mini videos</p>
		<p><b>M25-M36</b> Outro Video + more TBC</p>
<b>Publications</b>	<p>SHIFT partners will publish a number of articles/reports etc. These include a number of tailor-written materials that will target the general public and will be featured in as many outlets as possible including the website, SHIFT partner blogs and publications etc.</p>	<p><b>M1- M36</b> At least 4 Scientific publications per calendar year.</p>
		<p><b>M13-M24</b> 2+ opinion pieces for website and partner sites</p>



		<p><b>M25-36</b> 2+ opinion pieces for website and partner sites 1 report re: project results for closure on each partners' site.</p>
<p><b>Events</b></p>	<p>SHIFT and partners will organize a number of public facing events both online and face to face targeting a variety of audiences including the general public.</p> <p><b>Target Audiences</b> SHIFT Partners will participate in a mix of events addressing all target audiences as set out in Task 1.1 and according to the amendments made to the end users in the review D1.1</p> <p>General public End Users (including CH/GLAMS organizations and professionals, tech industry, academia, biz) Stakeholders (policy makers, academia, tech industry and more) Public with Disabilities</p>	<p><b>M1-M12</b> <b>General Public</b> &gt;=1 public facing event (ok, ANBPR White Nights, HERITAGE EHD Webinar)</p> <p><b>End Users /Stakeholders</b> &gt;=2 workshops for partners to explore options (realized SOM &amp; BNM M6 + M9) &gt;=1 event for users that belong to the public's section with accessibility issues (realized by DBS M12) Active participation in &gt;=2 scientific conferences (realized, ANBPR, FORTH, AUG, QMUL, HERITAGE etc)</p> <hr/> <p><b>M13 - M24</b></p> <p><b>General Public</b> &gt;=1 public facing event (ok, ANBPR White Nights, HERITAGE EHD Webinar)</p> <p><b>End Users /Stakeholders</b> &gt;=2 workshops for partners to explore options (realized SOM &amp; BNM M6 + M9)</p>



		<p>&gt;=1 event for users that belong to the public's section with accessibility issues (realized by DBSV M12)</p> <p>Active participation in &gt;=2 scientific conferences (realized, ANBPR, FORTH, AUG, QMUL, HERITAGE, etc)</p>
		<p><b>M25 - M36</b> Events organized and attended to address all 4 categories of target audiences</p> <p><b>General Public &amp; all stakeholders</b> 1+ public facing events 1+ public facing events re: results</p> <p><b>End Users</b>  &gt;=2 tailor made events to including one presenting training options</p>



## Guiding principles of SHIFT communication & dissemination efforts

At the base of the communication actions within the SHIFT project are the fundamental values of diversity, equality and inclusion (DEI). SHIFT partners not only aim to comply with accessibility standards, but also to create a communication environment that is responsive to the diverse needs and perspectives of different user groups.

The general principles in managing the entire communication effort of the SHIFT Association are:

**Transparency** - the ability to provide, in an optimal time, objective, correct and up-to-date information regarding the activities and results of the project

**Permanency** - the ability to constantly and coherently provide useful information to people interested in the field of the project in order to increase the loyalty of the target groups and expand the base of prospects

**Flexibility** - the ability of SHIFT partners to quickly adapt to the signals coming from the main stakeholders and the optimization of communication according to the feedback collected

**Efficiency** - optimal use of available resources in order to achieve maximum impact;

**Unity** – creation and distribution of coherent and unitary communications ("one voice") from the perspective of the project

**Responsiveness** – the ability of partners to be open and receptive to suggestions from stakeholders and direct beneficiaries and to internalize and incorporate them into viable impact actions.

**Reflecting European values:** By incorporating EDI principles, SHIFT will reflect the EU's commitment to cultural diversity and social inclusion, thus contributing to the objectives of the Horizon Europe program

**Audience attraction and loyalty:** A communication sensitive to diversity and inclusion creates a favourable framework for the involvement of a wider audience, including people with disabilities. Thus, the results and tools of the project will benefit from a wider adoption

**Constant Evaluation and Feedback:** Involvement of partners working with groups affected by accessibility and inclusion issues ensures continuous evaluation of communication materials. This makes it easy to tailor messages and tools to meet specific needs

**Coherence with the Project Objectives:** The communication objectives are aligned with the overall project objectives, contributing to the success of the implementation and the achievement of the desired impact.



**Compliance with EU Requirements:** Communication in accordance with EU requirements for publicity and information strengthens the integrity and transparency of the project, helping to build public and funder confidence.

**Coordination and Cohesion:** The WP6 leader together with the partners responsible for the fulfilment of the related tasks ensure the coherence and coordination of efforts, avoiding discrepancies and ensuring a single and unequivocal voice.

**Dynamic and participatory contributions:** Involvement of all partners in ideas and materials brings a variety of perspectives and skills, strengthening the authenticity and impact of project communication.

### **Transversal collaboration and synergies with similar projects**

The SHIFT communication is intended to provide opportunities for exploiting the results, collaborating with sister projects and other relevant partners, facilitating the development of beneficial synergies.

### **Good management of Communication and Dissemination Efforts**

The WP6 leader and partners have clear responsibilities in managing communication and dissemination efforts. All partners contribute ideas and suggestions to the creation of specific communication materials and campaigns, ensuring that they respect the brand identity of the project and the Horizon Europe regulations.

## 1.4 Terminological clarifications of the main concepts used

To achieve a consistent and well-grounded use of the terms used in Deliverable 6.1 and throughout the project duration, we propose a preliminary clarification of some frequent terminologies.

For this purpose, we will address the terms "Stakeholders," "Target Groups," "User Groups," and "End-Users" according to the specialized literature, but with certain specifications necessary for the SHIFT project.

The difference between the terms "Stakeholders," "Target Groups," "User Groups," and "End-Users" claims their distinct understanding in current usage in the field of marketing but also possible intersections or interchanges/alternative uses depending on the specific context.

### **Stakeholders (Interested Parties):**

Definition: Stakeholders are any individual, group or entity that can affect or is affected by the objectives and activities of the SHIFT project.



Stakeholders can include various groups such as customers, employees, suppliers, shareholders, non-governmental organizations and the local community.

These groups may have different interests and may influence or be influenced by the evolution of the SHIFT project. The "stakeholder" concept focuses on the complex relationships and interdependencies between the initiators of SHIFT (the project consortium) and its environment.

### **Target Groups:**

Definition: Target groups are the specific market segments that SHIFT initiators are targeting in their marketing and communication process.

The target groups are identified following the segmentation of the existing market, SHIFT partners selecting groups of consumers with similar characteristics and needs and associating them into wider groups of addressees. Here, the focus is on identifying specific audience segments to whom to address messages and value propositions in order to maximize the effectiveness of communication and the achievement of marketing, communication and impact objectives.

### **User Groups:**

Definition: User groups refer to the specific categories of people who use or could use the products, services and solutions offered by SHIFT

This notion focuses on actual or potential users of SHIFT products, services and solutions, without considering their influence or impact on the SHIFT project and its evolution as a whole. User groups can include both individual consumers and organizations.

### **End-Users:**

Definition: End users represent the persons or entities that benefit directly from SHIFT products, services and solutions and that use them to satisfy personal or organizational needs.

The term "End-users" emphasizes the direct beneficiaries of SHIFT's offer of products, services and solutions and is used in the context of their individual or collective consumption. The term "End-users" is associated with actual end-users, i.e. persons or organizations that interact directly with the SHIFT products, services or solutions in question.

In conclusion, in a specific marketing context in which this Deliverable 6.1 is configured, "Stakeholders" describes the interested parties with an extensive impact on SHIFT, "Target groups" refers to the specific market segments towards which the communication efforts are directed, dissemination and impact of SHIFT initiators, "User Groups" are the categories of people who use SHIFT's products, services and solutions, while "End-users" designate the end users who directly benefit from SHIFT's offer of products, services and solutions.



## 2. ACHIEVED ACTIVITIES

### **Achieved activities performed by SHIFT consortium partners**

In the initial phase of the project (M1-M6), the consortium partners were concerned with creating the premises for introducing the SHIFT project to the community of stakeholders. First of all, considering the complexity of this research and innovation initiative, the intention was to distill the essential promise of SHIFT. Its competitive offer and the identification of the main differentiators compared to similar or complementary projects and initiatives and their transposition into coherent, concise and vibrant communication messages. These to be transmitted in an intelligible, attractive and impactful manner to different types of audience, giving priority to the major categories of target groups.

Methods of general promotion are oriented towards building brand awareness of SHIFT. First level action was towards the professional communities already connected with the consortium members from other initiatives and networks, in order to create spokespersons from an early stage of the development of SHIFT.

**The SHIFT Dissemination and Communication Strategy and Plan - Annex 1** was conceived as a tool for structuring and optimizing information and communication both at the consortium level and in relation to targeted external environments. The communication methods and mechanisms identified at a strategic level aimed to match the promotion interests identified by the communication managers in the consortium with the information, research and innovation expectations of the interested parties.

The directions this took sought to analyse the external context, assess briefly the current profile of the community of stakeholders and prospects, and segment communication based on identified needs and conclusions derived from the results of the questionnaire survey in the Stakeholder Requirements Study on Cultural Curation, Accessibility, Inclusion and Storytelling.

Additionally, the SHIFT communication strategy focused on identifying and motivating partners, collaborators and early supporters of the project to become Public Relations agents for the project's work, in order to generate a cascading effect for early adoption potential of the solutions proposed by the SHIFT project.

The first section of the Communication Strategy focuses on the relevant aspects of the communication process (Situation Analysis, General Framework, SHIFT Vision and Mission, Evaluation of the CH project ecosystem, the particularities of the external communication environment and media channels appropriate to the nature of the project, Internal Communication, Communication external, Realization of the visual and brand identity package, The main operational aspects of communication and dissemination, etc.).





The second section of the Communication Strategy defines the objectives, target groups, strategic approach and the main communication actions to be undertaken. A special emphasis is placed on the strengths of the project, the aspects that need to be improved, and the opportunities and risks of the communication efforts.

The strategy is also important for the mobilization of all those who come into contact with the activities, deliverables and results of the project in evangelizing other categories of beneficiaries in order to become ambassadors of the project's cause and to increase their potential to understand and use cultural assets from the cultural and creative institutions (libraries, museums, archives, art galleries, memorial houses, etc.).

The **SHIFT Communication, Dissemination and Impact Plan** includes a detailed calendar of activities with the potential to increase the project's brand awareness, detailing the manner of implementation with preliminary indications of deadlines and responsibilities. Designed as a dynamic document, the Plan will be the subject of permanent updates from the partners, with the aim of having at any moment the overall picture of the environment for the propagation of the project concept and results idea and the reactions generated from the different categories of beneficiaries.

Using this work tool in continuous adjustment, SHIFT communication managers can monitor and evaluate the results of any communication/dissemination effort, enabling them to optimize and recalibrate what they do.

Communication and dissemination represent a continuous transversal activity, which will mobilize all partners throughout the duration of the project. This y aims to ensure the visibility of the project to the target groups, as well as to the general public. It also aims to support:

1. The impact of SHIFT in preserving and enhancing cultural heritage with advanced digital technologies, investigating stakeholder needs regarding access to European cultural heritage (CH) for citizens and to identify the emerging and urgent demands identified by the representatives of European cultural institutions, organizations, networks and citizens.
2. Increasing brand awareness and popularizing on a large scale the technological solutions proposed by SHIFT.
3. Ensuring the transferability of the activities and results obtained and increasing the replication potential in other scientific, research, innovation contexts or in other geographical areas.





## 2.1. Communication and Dissemination Activities

### Summary of achievements in terms of communication & dissemination activities

As has already been outlined above, the partners used the first 6 months of the project to establish procedures and create the communication and dissemination infrastructure that will allow them to realize the project’s Communication and Dissemination strategy and plan. These included creating the project’s visual identity (SOM), starting to work on the establishment of a SHIFT website (SOM), agreeing on a strategy and the appropriate tools and means to realize it etc.

On top of the above, the project did undertake a number of activities, on a variety of levels, including reaching out to European decision makers, the general public and other stakeholders. The communication and dissemination activities undertaken in this time are summarized in the following table.

Table 2. Summary of achievements in terms of communication & dissemination activities

Type	Activity	Description	Period	Target groups	Partner
Face-to-face	National Conference of Public Librarians and Libraries BiblioPUBLICA "Green and Digital Libraries"	Introducing SHIFT to librarian community in Romania during the National Conference of Public Librarians and Libraries BiblioPUBLICA "Green and Digital Libraries" Executive Director of ANBPR gave a presentation entitled "ANBPR's transnational projects - know-how and innovation resources for libraries."	5-7.10.2022	>150 participants from library field, library (directors, presidents, librarians), NGOs representatives	ANBPR
Online	BMN website	Distribution of the SHIFT project launch announcement on the BNM website	10.10.2022.	BMN website visited by more than 1K users mostly heritage and museum professionals	BMN
Online	BMN Facebook	Distribution of the SHIFT project launch announcement on the BNM social media account	10.10.2022.	650 Reach 23 Reactions	BMN



				3 Comments 1 Shares	
<b>Online</b>	Press release distribution on partner websites	Distribution of the SHIFT project launch announcement on the ANBPR, HERITAGE etc. websites and social media accounts	01.11.2022	ANBPR website: 114,685 online users last year (general public, HERITAGE FB >6.5K users (mostly CH professionals) etc.	All partners
<b>Online</b>	ANBPR Facebook page	Distribution of the press release launching the SHIFT project on the ANBPR Facebook page	02.11.2022	Public audience: 2713 followers	ANBPR
<b>Online</b>	Private Facebook group of ANBPR	Distribution of the press release launching the SHIFT project on the private Facebook group of ANBPR	02.11.2023	Large professional audience - 2990 members	ANBPR
<b>Face-to-face</b>	PL2030 & MEP Breakfast at The European Parliament	Participation of ANBPR Executive Director, Ioana Crihana, at this event Objective: - Create a relationship with your MEP and increase visibility of libraries' activities in relation to EU policy priorities relating to non-formal education, digital and media literacy with a special focus on safety for children online.	09. 11. 2022	MEPs, Decision makers, top cultural and creative industry representatives: 38 participants all around Europe	ANBPR
<b>Online</b>	Advocacy & PR Activity	Specific activities related to SHIFT: Introducing SHIFT Project to Mr Stelios Kypmpouropoulos, MEP, Group of the European People's Party (Christian Democrats & Bilateral conversations with organizational participants and invited MEPs about the projects with a technological component from the participants' portfolio.	11.11.2022	MEP/ European Decision Maker	ANBPR   HERITAGE
<b>Radio Broadcast</b>	Radio Broadcasting- Radio Romania Cultural (iClasa show)	Radio Interview: Ioana Crihana, ANBPR Executive Director, and the radio producer Lidia Laic, from Radio Romania Cultural (iClasa show) about the SHIFT project, in which ANBPR is involved as a partner.	21.11.2022	General Public: 250,000 daily listeners nationwide. Radio Romania Cultural is the second national channel of the Romanian Broadcasting Corporation dedicated to cultural news in Romania	ANBPR



		Lidia Laic is the producer of iClasa on Radio Romania Cultural, a prestigious education show broadcast on Radio Romania Cultural every Saturday and Sunday at 2pm.			
<b>Radio Broadcast</b>	Radio Broadcasting- Radio Romania Cultural	SHIFT Interview broadcast on Radio Romania Cultural (Science 360 show) with Ioana Crihana, ANBPR Executive Director	06.12.2022	Public audience: 250,000 Daily listeners nationwide Radio Romania Cultural (RRC)	ANBPR
<b>Face-to-face</b>	Dissemination activities between European Projects	Presentation entitled " <i>ANBPR Romania - active player in the digital transformation of libraries and communities</i> " - SHIFT introducing in the context of the Open Minds - Free digital in Europe Project	13.12.2022	4 Franco-Romanian delegates representing Open Minds project coordinators (NGOs active in Open Access field in France and Romania) + 2 ANBPR representatives	ANBPR
<b>Online</b>	Newsletter	ALL DIGITAL Newsletter - Issue n.5/2022, which includes news about the SHIFT project	10.02.2023	Over 1,300 subscribers representing professionals with various qualifications in the field of librarianship, information science and documentation, representatives of various categories of telecentres at European level (libraries, museums, professional associations, SMEs, business organizations in the field of technology, middle and top management, facilitators, trainers, teachers in the ICT field, concerned with increasing digital skills and spreading the benefits of technology and educating communities	ANBPR
<b>Face-to-face</b>	BiblioNEXT National Conference	The conference was organized by the "Alexandru și Aristia Aman" County Library Craiova, in partnership with the National Association of Librarians and Public Libraries in Romania - ANBPR and SIMAVI's presentation related to SHIFT project: <i>ANBPR &amp; SIMAVI - The interface for the</i>	10-14. 5. 2023	CH Professionals (>=150 participants from library field) Decision Makers,	ANBPR   HERITAGE   SIMAVI



	"Public library - source of promotion and preservation of local memory", ANBPR and SIMAVI	<i>promotion and preservation of cultural heritage through projects. SHIFT – an innovative approach with the support of artificial intelligence.</i>			CSO representatives, business and industry figures.	
<b>Face-to-face</b>	BiblioNEXT National Conference "Public library - source of promotion and preservation of local memory",	The conference was organized by the "Alexandru și Aristia Aman" County Library Craiova, in partnership with the National Association of Librarians and Public Libraries in Romania - HERITAGE presentation related to SHIFT project: <i>"Public libraries in the culture of places. What does the future look like?"</i>	10-14. 2023	5.	CH Professionals (>=150 participants from library field) Decision Makers, CSO representatives, business and industry figures.	HERITAGE
<b>Online</b>	<b>Post LinkedIn ANBPR</b>	In the period 21-22 of March, the General Assembly took place in Budapest, including an workshop with local stakeholders from Hungary regarding the collection of feedback from professionals in the field of museums, but also end users on the needs assessment questionnaire from the Stakeholder User Requirements Study on Cultural Curation, Accessibility, Inclusion and Storytelling	22.03.2023		Public audience: 52 followers	ANBPR
<b>Online</b>	<b>ANBPR website</b>	<b>News about the</b> General Assembly which took place in Budapest, including an workshop with local stakeholders from Hungary regarding the collection of feedback from professionals in the field of museums, but also end users on the needs assessment questionnaire from the Stakeholder User Requirements Study on Cultural Curation, Accessibility, Inclusion and Storytelling	22.03.2023		Public audience: 114,685 online users in the last 365 days	ANBPR



<b>Online</b>	ANBPR's Youtube	Dissemination of the SHIFT interview by Radio Romania Cultural - in the framework of the show SHIFT RRC Radio Romania Cultural Ioana Crihana ANBPR	23.03.2023	Public audience: 466 subscribers	ANBPR
<b>Online</b>	ANBPR Facebook page	Dissemination of the SHIFT interview by Radio Romania Cultural - in the framework of the show SHIFT RRC Radio Romania Cultural Ioana Crihana ANBPR  <a href="https://www.facebook.com/dialog/share?app_id=87741124305&amp;href=https%3A%2F%2Fyoutube.com%2Fwatch%3Fv%3DmEplIrAP-z4%26feature%3Dshare&amp;display=popup">https://www.facebook.com/dialog/share?app_id=87741124305&amp;href=https%3A%2F%2Fyoutube.com%2Fwatch%3Fv%3DmEplIrAP-z4%26feature%3Dshare&amp;display=popup</a>	23.03.2023	Public audience: 2713 followers	ANBPR
<b>Online</b>	Ioana Crihana Facebook page	Dissemination of the SHIFT interview by Radio Romania Cultural - in the framework of the show SHIFT RRC Radio Romania Cultural Ioana Crihana ANBPR  <a href="https://www.facebook.com/ioana.crihana/posts/pfbid02GRswYJYMWJq3cz8HNNZPHbnNsjWm6PFWbg3FJGKZMW1GHYewH9WrLbo541JEunCol">https://www.facebook.com/ioana.crihana/posts/pfbid02GRswYJYMWJq3cz8HNNZPHbnNsjWm6PFWbg3FJGKZMW1GHYewH9WrLbo541JEunCol</a>	23.03.2023	Public audience: 2600 followers	ANBPR
<b>Face to Face</b>	Meeting with CH Stakeholders at the 1st Budapest Consortium Meeting	The consortium meeting of the SHIFT project consisted of the analysis of the activities already carried out and the planning of the future actions undertaken within the consortium of partners. During the meeting SOM organized a f2f session where consortium partners could meet with local (Hungarian) cultural heritage professionals to discuss the questions of the user surveys and to ask and receive feedback about it.	21.03.2023	SHIFT partners, SOM management representatives, museum employees, representatives of local Hungarian stakeholders (CH professionals, journalists, curators, museum professionals, etc.) gathered at the workshop organized on the collection of feedback from museum professionals, but also end users regarding the Needs Assessment Questionnaire within the	All partners



				"Stakeholder User Requirements Study on Cultural Curation, Accessibility, Inclusion and Storytelling".	
Online	Website/Newsletter/Social Media	Articles and social media posts on HERITAGE outlets <a href="https://heritagemanagement.org/highlights-202/">https://heritagemanagement.org/highlights-202/</a>	27.03.2023	>4000 CH Professionals (website visitors and newsletter subscribers, academics, decision makers, >35000 general public subscribers	HERITAGE
Online e-mail	BMN	<a href="#">Increasing the accessibility of museum contents and meanings</a>	March 2023	246 times readings	BMN
Online	BMN Facebook	<a href="#">Distribution of the questionnaire created for the purposes of the SHIFT project</a>	12.03.2023	Reach 247 Impressions 272 Interactions 6 Link clicks 3  More than 200 individual members	BMN Network
Online	BMN Facebook	<a href="#">The Shift Consortium meeting in Budapest, Hungary</a>	21.03.2023	Reach 396 Impressions 438 Interactions 16	BMN

More detailed description of achievements in terms of communication & dissemination activities M1- M6 (October 2022-March 2023) is available in **Annex 2**.



### 3. NEXT ACTIVITIES

This is a non-exclusive list of events where the results of the SHIFT project will be presented (conferences, journals, industry events, stakeholder workshops, forums) in the forthcoming period. Preliminary work has already started on the following:

The following table shows the future communication and dissemination activities that SHIFT can target in the remaining period until the completion of the project.

Table 3. List of Future Communication & Dissemination Activities

Action Type/ Channel	Activity	Description	Target groups	Estimated Period	Responsible
Online	ALL DIGITAL Weeks 2023	ALL DIGITAL Weeks 2023 Awareness campaign - in the context in which ANBPR is a national co-organizer in Romania, together with Education for an Open Society	With over 1,300 subscribers has the mission to raise awareness on the European level and beyond about the importance of digital skills and the benefits ICT can provide for educating local communities	17 April - 7 May 2023	ANBPR
Face-to-face	BiblioNEXT National Conference "Public library - source of promotion and preservation of local	The conference is organized by the "Alexandru și Aristia Aman" County Library Craiova, in partnership with the National Association of Librarians and Public Libraries in Romania and is based on the good tradition of public libraries to address the main current topics of the field.	150-200 participants (managers of public libraries, presidents of county branches of the National Association of Librarians and Public Libraries in Romania, librarians, NGO representatives)	10-14 May 2023	ANBPR





	memory", ANBPR				
Face-to-face event	Heritage Istanbul 2023 - International Pioneering Conservation, Restoration, Archeology, Museum, Librarianship Fair and Conference	SHIFT communication material will be provided to participants of the exhibition	Last fair information/ 2022 year Total number of visitors : 9345 Total number of exhibitors : 120 (including : 32 foreign exhibitors)	03-05 May 2023	HERITAGE
Face to Face	NEM Summit 2023 -	QMUL's Krishna Chandramouli presentation on the "Role of AI in promoting European Accessibility Policy" in which he also presented SHIFT	May 2023	NEM members including consumer electronics, broadcasting and telecoms, accessibility stakeholders, policy makers and experts from Europe and Beyond	QMUL
Face-to-face	IAFOR Conference Paris	The Paris Conference on Education is part of IAFOR's global conference series on education, in its broadest sense brings together teachers, researchers and distinguished professors from around the world to share their insights. The goal is to broaden awareness of different	Delegates from many different national, cultural and linguistic backgrounds, academics and practitioners, leaders working in different fields	16-19 June 2023	ANBPR (accepted abstract)





		contexts in the pursuit of synergies and solutions			
Scientific Article	arXiv.org e-Print archive	<p>Going Retro: Astonishingly Simple Yet Effective Rule-based Prosody Modelling for Speech Synthesis Simulating Emotion Dimensions F Burkhardt, U Reichel, F Eyben, B Schuller</p> <p>Abstract: We introduce two rule-based models to modify the prosody of speech synthesis in order to modulate the emotion to be expressed. The prosody modulation is based on speech synthesis markup language (SSML) and can be used with any commercial speech synthesizer. The models as well as the optimization result are evaluated against human emotion annotations.</p>	July 2023	Specialists on Audio and Speech Processing	audEERING
Face-to-face	ALL DIGITAL Summit, Zagreb September 2023	<p>ALL DIGITAL Summit is more focused on the present condition and lessons learnt from the recent past, focusing on Youth, Culture, Innovation and Education</p> <p>ANBPR Poster Presentation: The SHIFT project will be presented in the Marketplace which will be organized in the context of the ALL DIGITAL Summit 2023 in Zagreb @Algebra University.</p>	About 250 participants (ALL DIGITAL members, policymakers, stakeholders and experts from around Europe)	25-27 September 2023	ANBPR
Face-to-face event	ICOM VALENCIA The Triennial	<p><a href="https://icom-cc2023.org/register-icomcc-valencia">https://icom-cc2023.org/register-icomcc-valencia</a></p> <p>Stakeholders are planning to take</p>	Around one thousand professionals from all around the world, both ICOM and non-ICOM members)	18-22 September 2023	HERITAGE



	Conferences of the Committee for Conservation of the International Council of Museums	part in the upcoming conference. Nature of promotional activities TBC.			
<b>Face to face</b>	Meeting with target group stakeholders	SOM organized a meeting and mini workshop with students with mental disabilities	Erasmus+ Youth workers, , museum professionals, parents, educators and students with Down syndrome and on the autism spectrum could talk about the visitor experiences at the SOM and their needs when visiting a museum (40 persons)	19 September 2023	SOM
<b>Face to face</b>	Meeting with target group stakeholders	SOM organized a meeting and workshop with students with hearing impairments	Erasmus+ Youth workers, , museum professionals, parents, educators and students with Down syndrome and on the autism spectrum could talk about the visitor experiences at the SOM and their needs when visiting a museum (45 persons)	20 September 2023	SOM
<b>Online</b>	EUROPEAN HERITAGE DAYS: WEBINAR	Stakeholders have agreed to hold a webinar to coincide with the celebration of European Heritage Days in September. Its theme will be Heritage, accessibility and technology. The theme and details will be finetuned in the coming weeks.	About 150 stakeholders (scientists, CH managers, end users) attended Zoom webinar & over 100 people on recording webinar online (located SHIFT YouTube channel)	23 September 2023	HERITAGE
<b>Face-to-face</b>	White Night of Libraries 2023*	ANBPR' initiative, which aims to offer the public a pleasant alternative for spending free time, in a relaxed setting, where users have the opportunity to interact with library staff and experience	The number of visitors at the national level: over 23,000 visitors at the first edition, of which: 12 Bucharest libraries (excluding bookstores): 7,200 visitors - 43 Libraries in the rest of country (excluding bookstores and other institutions): 15,100 visitors - 11 Other institutions (estimated): 800	29-30 September 2023	ANBPR



		modern library services, less known to the general public.	visitors		
<b>Face-to-face</b>	The National ANBPR Autumn Conference 2023	BiblioPUBLICA Conference, Bucharest, "Mihail Sadoveanu" Metropolitan Library, Bucharest, on the theme <i>Libraries for inclusive communities</i>	150- 200 participants from the library field, important guests from the country and abroad, local officials concerned with the development of the communities they represent, as well as representatives of NGOs and the business environment.	18-19 October 2023	ANBPR
<b>Offline and online presentation</b>	MuseumDigit 2023 International Conference	The Hungarian National Museum organized the 10th MuseumDigit International Conference where the SHIFT project was presented in a hybrid form (offline by SOM and online by MD)	The audience of the conference comprised of museum professionals interested in digitisation and digitalisation issues, around cca. 100 persons	22 November 2023	SOM, MD
<b>Face-to-face</b>	IAFOR Conference Paris	The Paris Conference on Education is part of IAFOR's global conference series on education, in its broadest sense brings together teachers, researchers and distinguished professors from around the world to share their insights. The goal is to broaden awareness of different contexts in the pursuit of synergies and solutions	Delegates from many different national, cultural and linguistic backgrounds, academics and practitioners, leaders working in different fields	16-19 June 2023	ANBPR
<b>Face-to-face</b>	25th International Conference on Human-Computer Interaction in Copenhagen	Poster : A Framework for accessibility in XR environments Aikaterini Valakou, George Margetis, Stavroula Ntoa, Constantine Stephanidis, Greece	Run under the auspices of 21 distinguished international boards, hybrid conference for the dissemination and exchange of up-to-date scientific information on theoretical, generic and applied areas of HCI. Human-computer interaction experts	July 2023	FORTH
<b>Face-to-face</b>	IFLA WLIC Conference Rotterdam	"Let's work together, Let's Library" is the 2023 conference theme with the sub-theme of "Building a sustainable future through the SDGs	> over 3,500 participants from more than 120 countries	21-25 August 2023	ANBPR



<b>Face-to-face</b>	<p>Interspeech 2023: Inclusive Spoken Language Science and Technology – Breaking Down Barriers</p> <p><a href="https://interspeech2023.org/">https://interspeech2023.org/</a></p>	<p>Paper Presentation mentioning SHIFT : Spiesberger, A.A., Triantafyllopoulos, A., Tsangko, I., Schuller, B.W. (2023) Abusive Speech Detection in Indic Languages Using Acoustic Features. Proc.</p>	<p>August 2023</p>	<p>The world's largest and most comprehensive conference on the science and technology of spoken language processing.</p>	<p>UAU</p>
<b>Online</b>	<p>The Barcelona Conference on Education (BCE2023)</p>	<p>ANBPR representative presentation &amp; scientific article: „Public Libraries – Hubs for Recovering and Valuing Renewable and Immutable Knowledge"</p> <p>ANBPR – Banner's theme: Public libraries – resource centers for actioning the SDGs through public-private partnerships</p>	<p>Delegates from many different national, cultural and linguistic backgrounds, academics and practitioners, leaders working in different fields</p>	<p>19-23 September 2023</p>	<p>ANBPR</p>
<b>Face-to-face event</b>	<p>COMUSEUM Conference- Topic: Museums and Justice (GREECE)</p>	<p><a href="https://thecomuseum.org/">https://thecomuseum.org/</a> DEC 2023 TBC</p>	<p>Museum experts, represents of international networks &amp; associations of museum professionals, specialists from national associations, and individual museums</p>	<p>December 2023</p>	<p>HERITAGE</p>
<b>Face-to-face</b>	<p>BMN webinar on data repositories</p>	<p>Online training for heritage professionals explaining data management in the digitisation process to prepare the museums for SHIFT technologies</p>	<p>All interested CHI</p>	<p>February 2024</p>	<p>BMN</p>



<p><b>Face-to-face</b></p>	<p>eLSE 2024 - International Scientific Conference on eLearning and Software for Education Conference 2024</p>	<p>The eLSE 2024 - International Scientific Conference on eLearning and Software for Education Conference is dedicated to eLearning and other education technologies research outcomes, ideas and topics including: E- Content / Instructional design Pedagogy and psychopedagogy in new learning environments New trends in learning Management strategies and policies Serious games in theory and practice Computer science and new support technologies in learning Corporate e-learning and training Research in e-learning e-Learning Security International Review of Virtual Learning Environments - Modeling and simulation in ADL Serious games</p>	<p>Academic, researcher, specialists from corporate entities which boost the potential of technology and enhanced learning environments by providing a forum for exchanging ideas, research outcomes, business cases and technical achievements</p>	<p>April 2024</p>	<p>ANBPR</p>
<p><b>Face-to-face</b></p>	<p>BMN International Museum Conference "Meet, See, Do"</p>	<p>The topic of the 8th international museum conference will include the presentation of the SHIFT project</p>	<p>Museums and other CHI, heritage professionals</p>	<p>18-19 April 2024</p>	<p>BMN</p>
<p><b>Face-to-face</b></p>	<p>International Conference on Education and New Learning Technologies EDULEARN2</p>	<p>EDULEARN has become a globally known event after 15 years of providing a platform for professionals from all over the world to present their projects and share their knowledge on educational innovations.</p>	<p>Over 800 educational professionals from 80 different countries</p>	<p>1-3 of July 2024</p>	<p>ANBPR</p>



	4, Palma de Mallorca (Spain)				
<b>Face-to-face</b>	European Conference on Education Londra (ECE2024)	Some topics on Innovation & Technology: Design, Implementation & Assessment of Innovative Technologies in Education Nurturing Creativity & Innovation Knowledge Creation, Preservation & Access Curation, Librarianship, Information & Archival Science	ECE2024 London brings together more than 1000 delegates from different national, cultural and linguistic backgrounds to present new research and exchange ideas (speakers and specialists working in any field of education and related fields, from academics and theorists to policy makers and practitioners from both the private and public sectors)	11-15 of July 2024	ANBPR
<b>Face-to-face</b>	The European Conference on Information Literacy - ECIL Conference 2024	ECIL aims to bring together researchers, information professionals, media specialists, educators, policy makers and all other related parties from around the world to exchange knowledge and experience and discuss recent developments and current challenges in both theory and practice.	More than 800 researchers, information professionals, media specialists, educators, other academics and policy makers	September-October 2024	ANBPR
<b>Face-to-face</b>	MuseumDigit 2024 International Conference	The Hungarian National Museum will organize the 11th MuseumDigit International Conference where the SHIFT project will be presented	The audience of the conference comprised of museum professionals interested in digitisation and digitalisation issues, around cca. 100 persons	October 2024	SOM
<b>Face-to-face</b>	Spring National Conference of ANBPR 2024	The theme is to be decided	150- 200 participants from the library field, important guests from the country and abroad, local officials concerned with the development of the communities they represent, as well as representatives of NGOs and the business environment.	April - May 2024	ANBPR



<b>Face-to-face</b>	White Night of Libraries 2024	White Night of Libraries brings to the fore the interest in reading, the fascination of books and the exercise of visiting libraries, as a space for interaction and crystallization of cultural initiatives. By means of this nocturnal activation of the libraries, an escape from the daily routine is attempted and to combat the conservative perception of the mission and function of the public library in the permanent education of the public	The number of visitors at the national level: over 23,000 visitors at the first edition, of which: 12 Bucharest libraries (excluding bookstores): 7,200 visitors - 43 Libraries in the rest of country (excluding bookstores and other institutions): 15,100 visitors - 11 Other institutions (estimated): 800 visitors	September 2024	ANBPR
<b>Face-to-face</b>	Autumn National Conference of ANBPR, 2024	The theme is to be decided	150- 200 participants from the library field, important guests from the country and abroad, local officials concerned with the development of the communities they represent, as well as representatives of NGOs and the business environment.	October-November 2024	ANBPR
<b>Face-to-face</b>	INTED2025	The 18th International Technology, Education and Development Conference brings together researchers, lecturers, educational scientists, professors and technologists.		March 2025	ANBPR
<b>Face-to-face</b>	Spring National Conference of ANBPR 2025	The theme will be decided	150-200 participants from the library field, important guests from the country and abroad, local officials concerned with the development of the communities they represent, as well as representatives of NGOs and the business environment.	April - May 2025	ANBPR
<b>Face-to-Face</b>	ACM Multimedia	Paper Presentation mentioning SHIFT : Bruns, A., Spiesberger, A. A., Triantafyllopoulos, A., Müller, P., & Schuller, B. W. (2023, November). "Do touch!"-3D Scanning and	November 2023	ACM Multimedia is the premier international	UAU





		Printing Technologies for the Haptic Representation of Cultural Assets: A Study with Blind Target Users. In Proceedings of the 5th Workshop on analysis, Understanding and proMotion of heritAge Contents (pp. 21-28).		conference in multimedia.	
<b>Face-to-face</b>	Autumn National Conference of ANBPR	The theme will be decided	150- 200 participants from the library field, important guests from the country and abroad, local officials concerned with the development of the communities they represent, as well as representatives of NGOs and the business environment.	September 2025	ANBPR
<b>Face to face</b>	11th MuseumDigit Conference	International conference on digitisation and digitalisation issues	Museum professionals, CH professionals	November 2024	SOM
<b>Online</b>	Scientific Article	Scientific Journal Articles - Partners/ Stakeholders will prepare articles for publication in industry journals		TBC	All partners

\*NOTE ref. **ANBPR White Night of Libraries annual event:** The Library Night event is a reference event of the ANBPR, which has been taking place continuously since 2012. Such an event, on the established model of the "White Night" type events of museums and cultural institutes, usually has a large number of participants in a very short time (1 night). The Library Night campaign is part of the large family of similar European and global events, such as Word Book Night, which are organized annually in various GLAM spaces around the world. The concept is of American origin, it is already taken over by the majority of GLAM institutions and enjoys an impressive nocturnal activation, with great growth potential in the future.

In one night, around 20 counties, about 50-60 libraries of different sizes (national, county, municipal, city, communal) organize a series of actions and events aimed at attracting the largest possible audience and redefining the library space as a territory of experiment and innovation. Reading, culture, art, technology, but also networking, debates, creative workshops, technological demonstrations, shows and special guests.

The effect of a "white night" type event is usually a positive one, and the average frequency of visits increases significantly.

Target: Wide audience, predominantly aged between 25-35, but also professionally active adults, especially people with above-average incomes, with a high school or higher education level, with an appetite for culture, innovation and socialization.







Central message: Rediscover libraries. Near us library. The library - the third house. The library was reloaded. Share location @ BIBLIOTECA

Ever since the first edition, Nocturna Bibliotecilor had a national scope, attracting a large number of participating libraries and gathering the enthusiasm of librarians, partners and collaborators, and enjoying at the same time support of library management.

On September 29, 2023, on the occasion of the Night of Libraries 2023, in the Makerspace of the "Panait Istrati" Braila County Library, Braila county, the action called Robotics, programming and engineering for all children took place. On this occasion, ANBPR representatives, through the person of President Dragos-Adrian Neagu, brought to the attention of the participants the cause and objectives of the SHIFT project, in an attempt to familiarize the young public with the benefits of modern technologies and cultivate their interest in innovation and technological progress. The emphasis was placed especially on solutions based on Artificial Intelligence and the ever-increasing possibilities of developing software products with an assistive role for vulnerable people, especially people with visual impairments, but not only that. About 850 participants took part in the Nocturna Bibliotecilor 2024 campaign held in Braila county.



## 4. Main Stakeholders for SHIFT communication, dissemination & impact

The project brings together key stakeholders from the project's areas of interest, generally representing regional and national entities with wide networks of beneficiaries. Policy recommendations regarding accessibility, inclusion The SHIFT research and innovation initiative is based on the partnership between technology providers (SIMAVI, AUD, MDS) and cultural heritage organizations (BMN, SOM, SMB, ANBPR, HERITAGE), which enables thorough and multi-layered of the technological solutions to be developed, as well as grassroots testing and validation of the pilot demonstrative scenarios, y contributing to the high-quality customization and optimization of the solutions and functionalities of the SHIFT system, in terms of accessibility for all citizens, with a strong emphasis on the inclusion of people with disabilities.

### 4.1. SHIFT Stakeholder Mapping Process

#### **The process of developing the SHIFT Stakeholder Engagement Map**

Below we will summarize the process and stages of creating the SHIFT Stakeholder Engagement Map, a tool designed to provide an overview of the development of the database that contains information about the identified SHIFT stakeholders. This tool was created based on the previously created Stakeholder Matrix, and the results obtained were analyzed and synthesized to provide a comprehensive perspective on the distribution and influence of different categories of stakeholders on the evolution and future dynamics of the SHIFT project.

Following the analysis of the information collected by reviewing the specialized literature and putting together the expertise of the partners responsible for communication, dissemination and impact, the partners outlined a synthesis of the overall understanding regarding the importance of each category of stakeholders within the SHIFT project, as well as the mutual influence between project and stakeholders.



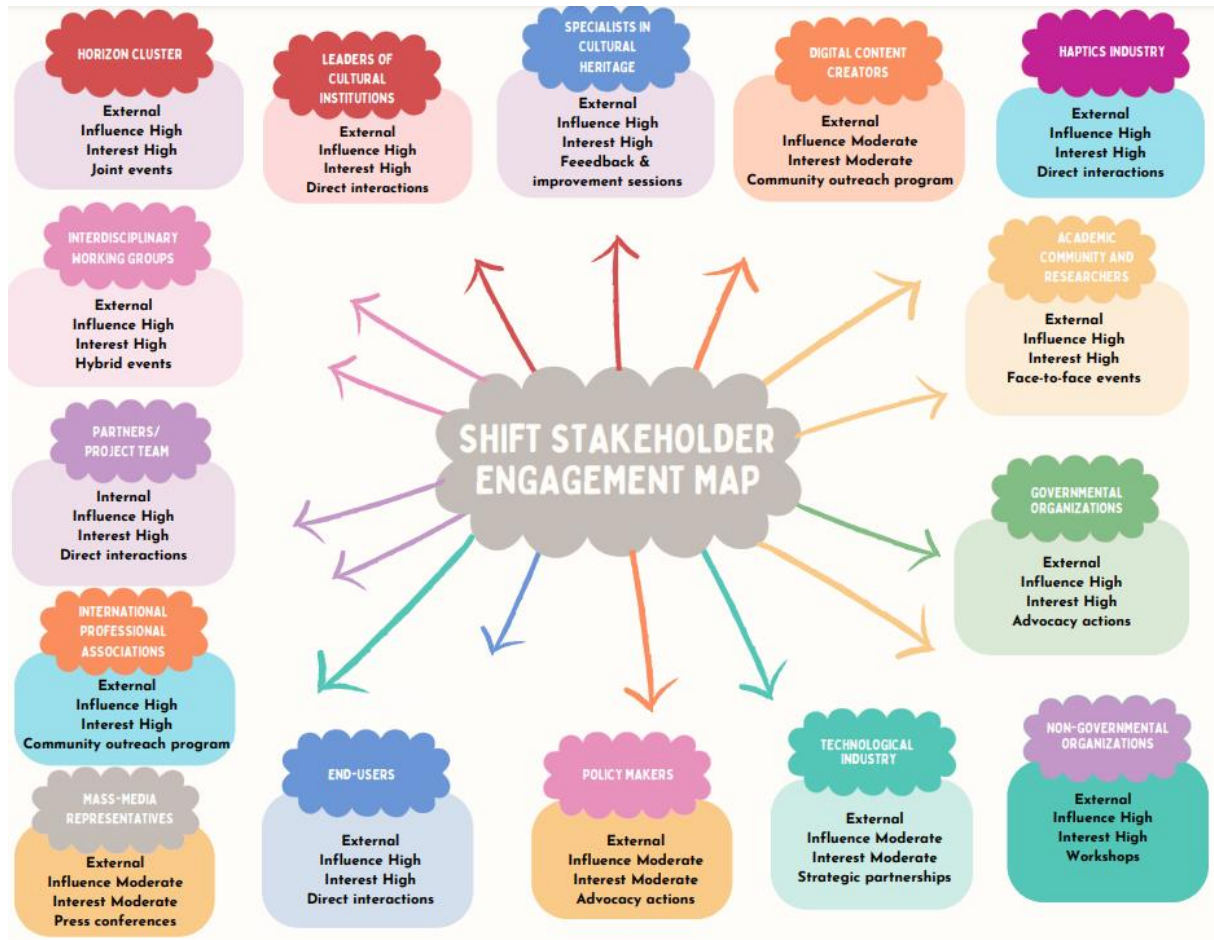


Figure 1. SHIFt Stakeholder Engagement Map

## Methodology and Taxonomy Used

The process of identifying and clustering the Stakeholders was an empirical one. As a methodology, the partners used the recording, systematization and interpretation of data by aggregating the common databases of the partners, but also by the desk research method, statistical data analysis, informal discussions, respectively the collection of information by the observation method.

Below was detailed the methodology used to identify and classify stakeholders, as well as the taxonomy used to create and validate the main pillars of the SHIFt Stakeholder Engagement Map. The steps of the process are described in a systematic way, clearly highlighting the steps taken to ensure the efficiency and scientific validity of the developed tool.

## Stakeholder identification and classification methodology

Identification of Stakeholder Categories:

Selection and identification of 15 distinct categories of stakeholders, reflecting the diversity of actors involved in the project.

Deep analysis of each category

Detailed description of each category of stakeholders, highlighting their particularities and influences on the SHIFT project.

### **Primary vs Secondary classification**

The division of stakeholder categories into two large classifications, Primary stakeholders and Secondary stakeholders, to highlight the importance of each one according to the impact on the continuity of the project.

## **Taxonomy on the SHIFT Stakeholder Engagement Map**

### **Structuring the Categories of Stakeholders**

Detailing each category of stakeholders according to the specific characteristics and particularities that define them, ensuring a complete coverage of the diversity of the groups identified.

### **Integration of End-User Groups**

Clarifying and differentiating between Regular visitors to ICH services and Current non-users of ICH services, to optimize communication and dissemination strategies for these distinct groups.

Segmentation of Mass Media Representatives:

Dividing media representatives into distinct categories, highlighting the specificities of each grouping, in order to develop personalized communication strategies.

Organization and Correlation of Internal and External Stakeholders:

Integrate project partners and interdisciplinary teams within the matrix, highlighting mutual connections and influences.

### **Scientific Validation of the Matrix**

Scientific review and validation of the matrix in accordance with the specialized literature and best practices in the field of communication and stakeholder involvement.

Therefore, the SHIFT Stakeholder Engagement Map is a comprehensive and well-grounded tool, benefiting from a rigorous methodology and a clearly defined taxonomy to ensure an accurate representation of the diversity and influences of stakeholders within the SHIFT project.

## **Consolidated databases as a resource for configuring the SHIFT Stakeholder Matrix**

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Stakeholder mapping efforts were important in the first stage of work leading to a detailed inventory of the main stakeholders, with formal or informal status - who have or can have an impact on the evolution and development dynamics of the SHIFT project. The SHIFT Stakeholder Map brings together a series of attributes that characterize the main Stakeholder categories and can be used as a tool to identify and contact new stakeholders in the future.

In order to centralize the main SHIFT Stakeholders, the project partners established consolidated databases, bringing together the main databases of partners, collaborators and third parties with whom the partners are in a collaborative relationship in their current activity. The stakeholders in the aggregated databases have or may have a role in the future both in identifying the concrete needs for the use of SHIFT solutions, as well as a possible direct or indirect contribution in solving the various problems or blockages identified in the implementation of the project. The common database is a dynamic tool in permanent updating that will grow organically as SHIFT advances in implementation.

Category	Subcategory	Name of the Public Entity	Manager / Director	Email Address
Cultural Establishmer	House of Culture	Cultural Institution House of Culture		
Cultural Establishmer	House of Culture	LIPATTI HOUSE OF ARTS		
Cultural center	House of Culture	THE COUNTY CENTER FOR THE CONSE		
Theatre	Municipal theatre	MIHAI EMINESCU CULTURAL CENTER		
Museum	National museum	NATIONAL MUSEUM OF DIMITRIE GU		
Museum	County museum	MUREŞ COUNTY MUSEUM		
Education Institution	Art school	BUCHAREST ART SCHOOL		
Library	National library	National Library of Romania		
Lybrary	County library	COUNTY LIBRARY I.G. BIBICESCU MEH		

Figure 2. Capture of the database selection

## 4.2. SHIFT Stakeholders' Matrix. Preliminary Analysis

The SHIFT Stakeholders' Matrix. Preliminary Analysis, proposed an approach based on the clear segmentation of different categories of stakeholders. The purpose of this auxiliary tool was to facilitate the alignment of the Communication Strategy with their specific profile leading to increased impact of dissemination actions, as well as to provide a structured framework for D 1.1 – SHIFT requirements, user evaluation guidelines and acceptance metrics.

The Stakeholder analysis was carried out by aggregating the know-how and the perspective of each partner, the Matrix-type supporting document finally summarizing the main categories of stakeholders identified within SHIFT , detailing each generic family of interested actors.



The segmentation was oriented on two basic principles: a common set of particularities that define and unite each category of stakeholders and the specific differences that justify their placement in distinct categories. Thus, 16 generic categories of stakeholders resulted, divided into two large groups, Primary Stakeholders and Secondary Stakeholders, reflecting the diversity of interested actors and their roles in defining the success of the SHIFT project.

Regarding the identification and analysis of end-users, special attention was paid to the differentiation between Regular visitors to Cultural Heritage Institution (CHI) services and Current non-users of ICH services. This clear distinction is essential for adapting the communication strategy to the specific needs of these two categories, both for the retention and loyalty of current users, and in the perspective of raising awareness and attracting those who still do not use the services offered or supported by the SHIFT project.

No.	Stakeholder	Role	SHIFT influence on Stakeholders	Stakeholders' influence on SHIFT
	<b>Leaders of Cultural Institutions:</b> <ul style="list-style-type: none"> <li>- Museums</li> <li>- Libraries</li> <li>- Archives</li> <li>- Cultural institutes</li> <li>- Memorial houses, etc.</li> </ul>	Primary beneficiaries	High	High
	<b>Specialists in Cultural Heritage:</b> <ul style="list-style-type: none"> <li>- Curators</li> <li>- Specialists in Heritage Conservation</li> <li>- Archivists</li> <li>- Librarians</li> <li>- IT Specialists from cultural institutions</li> </ul>	Primary beneficiaries	High	High
	<b>Digital Content creators and entertainment:</b> <ul style="list-style-type: none"> <li>- Culture Vloggers and YouTubers</li> <li>- VR and AR Content Creators</li> <li>- Cultural Podcasters and Digital Historiographers</li> <li>- Specialists in 3D Animation and Design</li> <li>- Educational Game Developers</li> <li>- Digital Artists and Illustrators</li> <li>- Experts in Translation and Digital Subtitling</li> <li>- Screenwriters and Digital Copywriters</li> <li>- Experts in Speech Recognition and Interaction</li> <li>- Specialists in Gamification and User Experience Design (UX)</li> <li>- Producers of Audio Content and Audiobooks, etc.</li> </ul>	Secondary beneficiaries	Medium	Medium
	<b>Haptics Industry:</b> <ul style="list-style-type: none"> <li>- Engineers in Tactile Haptics</li> </ul>	Primary beneficiaries	High	High
	<ul style="list-style-type: none"> <li>- Representatives of the Ministry of Culture</li> <li>- Decision-makers and Local Administrators</li> <li>- Legislators and Deputies</li> <li>- Heritage Advisory Councils</li> <li>- Representatives of International Organizations</li> <li>- Public and Private Funders in the heritage field</li> <li>- Representatives of the Education and Research Committees</li> <li>- Representatives of the Ministry of Technology and Innovation</li> <li>- Representatives of the Associations for the Protection of the Rights of Persons with Disabilities</li> <li>- Representatives of Non-Governmental Organizations (NGOs) for Culture and Heritage</li> </ul>			
	<b>End-Users:</b> <ul style="list-style-type: none"> <li>- <b>Regular visitors to ICH services</b> <ul style="list-style-type: none"> <li>- Citizens who are CHI service users (museums, libraries, archives, etc.), meaning CHI visitors and web communities</li> <li>- Members/patrons of cultural institutions and related professional Associations</li> <li>- Pupils and Students interested in discovering history and culture using modern technologies</li> <li>- Young adults</li> <li>- Visually Impaired persons connected to CHI</li> <li>- Other Vulnerable Persons connected to CHI</li> </ul> </li> <li>- <b>Current non-users of ICH services</b> <ul style="list-style-type: none"> <li>- Citizens who are not users of CHI services</li> <li>- Visually Impaired persons who have not yet accessed cultural services due to accessibility limitations</li> <li>- Other Vulnerable Persons not-connected to CHI services</li> <li>- Persons who felt excluded or insufficiently supported in traditional cultural services</li> <li>- Elderly people, who may need customized technological solutions to facilitate access and understanding of cultural heritage</li> </ul> </li> </ul>	Primary beneficiaries	High	High
	<ul style="list-style-type: none"> <li>- Haptic Device Manufacturers</li> <li>- Researchers in Haptics and Human-Machine Interaction</li> <li>- Haptic Experience Designers</li> <li>- Specialists in Haptic Technology Integration</li> <li>- Haptic Software Programmers</li> <li>- Representatives of Virtual and Augmented Reality (VR/AR) Companies</li> <li>- Consultants in Multisensory Experiences</li> <li>- Representatives of Associations for Haptic Technologies</li> <li>- Experts in Ergonomics and Human-Centric Design</li> <li>- Representatives of the Haptic Equipment and Materials Industry</li> </ul>			
	<b>Academic Community and Researchers:</b> <ul style="list-style-type: none"> <li>- Universities</li> <li>- Research Institutions in the field of cultural heritage and related</li> </ul>	Secondary beneficiaries	High	High
	<b>Governmental Organizations:</b> <ul style="list-style-type: none"> <li>- Ministry of Culture</li> <li>- Local and Regional Authorities</li> <li>- Other info-documentary professional bodies</li> <li>- Regulatory Bodies in the field of Copyright, etc.</li> </ul>	Decision-makers	High	High
	<b>Non-Governmental Organizations (NGOs):</b> <ul style="list-style-type: none"> <li>- Associations active in the cultural heritage preservation field</li> <li>- Organizations that promote inclusion of all citizens</li> <li>- Organizations for people with disabilities</li> <li>- Other NGO bodies that provides assistive solutions for vulnerable groups</li> <li>- Representatives of organizations that support people with disabilities, etc.</li> </ul>	Partners/Collaborators	High	High
	<b>Technological Industry:</b> <ul style="list-style-type: none"> <li>- Software developers</li> <li>- AI technology companies</li> <li>- Providers of IT Equipment and Solutions</li> </ul>	Potential beneficiaries	Medium	Medium
	<b>Policy Makers:</b>	Decision-makers	Medium	Medium
	<ul style="list-style-type: none"> <li>- Non-users belonging to different migrant or ethnic communities</li> <li>- Non-users who may have specific needs related to translation, decoding and cultural adaptation in the context of modern CHI specific technologies</li> <li>- Non-users due to lack of technological skills</li> <li>- Non-users with varying levels of knowledge and comfort in using technology</li> <li>- Digitally excluded non-users due to geographical isolation or various limitations of a social or economic nature</li> </ul>			
	<b>Mass media representatives:</b> <ul style="list-style-type: none"> <li><b>I. Traditional Media:</b> <ul style="list-style-type: none"> <li>- National and Local Televisions</li> <li>- Radio stations</li> <li>- Printed Publications</li> </ul> </li> <li><b>II. Online media:</b> <ul style="list-style-type: none"> <li>- Online News Platforms</li> <li>- Cultural Bloggers and Vloggers</li> <li>- Cultural Podcasts</li> </ul> </li> <li><b>III. Social Media:</b> <ul style="list-style-type: none"> <li>- Social Media Platforms (Facebook, Twitter, Instagram, etc.)</li> <li>- Online communities</li> </ul> </li> <li><b>IV. Specialized Media in Technology and Innovation:</b> <ul style="list-style-type: none"> <li>- Technology magazines</li> <li>- Technology Bloggers</li> </ul> </li> <li><b>V. Cultural and Arts Media:</b> <ul style="list-style-type: none"> <li>- Art and Culture magazines</li> <li>- Cultural TV channels</li> </ul> </li> </ul>	Secondary beneficiaries	Medium	Medium



<p><b>VI. Specialized Media in Education:</b></p> <ul style="list-style-type: none"> <li>- Online Educational Platforms</li> <li>- Education magazines</li> <li>- Academic publications</li> </ul>				<ul style="list-style-type: none"> <li>- <b>Experts in Accessibility &amp; Inclusion:</b> Responsible for ensuring that the developed solutions are adapted for all users, regardless of abilities</li> <li>- <b>Heritage Conservation Specialists</b></li> <li>- <b>Responsible for evaluating and improving the user experience</b> as a result of the development and implementation of SHIFT technological solutions</li> <li>- <b>Ethics experts, etc.</b></li> </ul>			
<p><b>International professional associations/federations and related:</b></p> <ul style="list-style-type: none"> <li>- EBUDA (European Bureau of Library, Information and Documentation Associations)</li> <li>- NAPLE (National Authorities on Public Libraries in Europe)</li> <li>- IFLA (International Federation of Library Associations and Institutions):</li> <li>- LIBER (Ligue des Bibliothèques Européennes de Recherche / Association of European Research Libraries)</li> <li>- Europeans</li> <li>- Public Libraries 2030</li> <li>- European Museum Forum (EMF)</li> <li>- European Network of Cultural Centres (ENCC):</li> <li>- Network of European Museum Organizations - NEMO</li> <li>- Europa Nostra</li> <li>- International Council of Museums (ICOM)</li> <li>- International Center for the Study of Conservation and Restoration of Cultural Property (ICGROM)</li> <li>- ASSOCIATION des Centres Culturels de Rencontre (ACCR Europe)</li> <li>- Culture Action Europe</li> <li>- European Network for Cultural Management and Policy (ENCATC), etc.</li> </ul>	Secondary beneficiaries	High	High	<p><b>Interdisciplinary working groups:</b></p> <p><b>Working Groups in Artificial Intelligence and Technology:</b></p> <ul style="list-style-type: none"> <li>- <b>AI Researchers:</b> Interested in the development and implementation of AI algorithms for the interpretation and accessibility of cultural content</li> <li>- <b>Software Developers:</b> Specialized in creating the applications and technological platforms needed for the project</li> </ul> <p><b>Accessibility Working Groups:</b></p> <ul style="list-style-type: none"> <li>- <b>Universal Design Experts:</b> Specialists in designing technology solutions to ensure accessibility for a diverse range of users</li> <li>- <b>Representatives of the Associations for the Rights of Persons with Disabilities:</b> Interested in ensuring that solutions comply with accessibility standards and the specific needs of visually impaired users</li> </ul> <p><b>Working Groups in the Conservation of Cultural Heritage:</b></p> <ul style="list-style-type: none"> <li>- <b>Museum Curators and Librarians:</b> Involved in defining and preserving cultural content in order to configure SHIFT technological solutions</li> </ul>	Secondary beneficiaries	High	High
<p><b>Partners/project team:</b></p> <ul style="list-style-type: none"> <li>- <b>Project Management Team</b></li> <li>- <b>AI Developers and Engineers:</b> Responsible for creating and implementing AI-based technological solutions</li> </ul>	Primary beneficiaries	High	High				
<ul style="list-style-type: none"> <li>- <b>Restoration Specialists:</b> Concerned with how modern SHIFT technologies can be integrated to support the restoration and conservation of cultural heritage assets</li> </ul> <p><b>Working Groups in Education and Research:</b></p> <ul style="list-style-type: none"> <li>- <b>Teachers and Educators:</b> Interested in integrating SHIFT technological solutions into educational processes, facilitating learning about cultural heritage</li> <li>- <b>Researchers in Cultural Studies:</b> Experts in evaluating the cultural impact of SHIFT technological solutions</li> </ul> <p><b>Working Groups in Ethics and Legality:</b></p> <ul style="list-style-type: none"> <li>- <b>Experts ref. AI ethics:</b> Specialists in ensuring an ethical development and implementation of AI-based solutions within SHIFT project</li> </ul>							
<p><b>Projects belonging to the same HORIZON Cluster</b></p>	Secondary beneficiaries	High	High				

Figure 3. Capture of SHIFT Stakeholders' Matrix

SHIFT Stakeholders' Matrix is available as **Annex 4**.

### 4.3. Preliminary conclusions on the SHIFT Stakeholder Matrix

As a result of the research undertaken, it was found that there was a significant diversity of stakeholders (different profiles and types depending on the legal typology (organizations/natural persons), the object of activity, amplitude, geographical location, interest in the cultural field, etc.). An important part of the stakeholders is represented by exponents of the working environment in the field of culture (Leaders of Cultural Institutions, Specialists in Cultural Heritage, Digital Content creators and entertainment. Another important sample is represented by the Haptics Industry, possibly interested in the evolution of the SHIFT project and of its value proposition in terms of innovation. A distinct segment of Stakeholders, with great influence and great impact, consists of the Academic Community and Researchers. From the perspective of decision-making institutions, with great influence and great impact, the most relevant actors refer to Governmental Organizations, which bring together entities of national or European relevance (Ministries of Culture from different countries, local and regional authorities, other info-documentary professional bodies, regulatory bodies in the field of copyright, etc.). In the economy of the project, a particular importance is granted to NGOs, especially associations active in the cultural heritage preservation field,





Organizations that promote inclusion of all citizens, organizations for people with disabilities, other NGO bodies that provide assistive solutions for vulnerable groups, representatives of organizations that support people with disabilities, etc.

To complete the Stakeholder inventory, the Technological Industry category (software developers, AI technology companies' providers of IT equipment and solutions) was also taken into account, a category that can also represent a potential competitor in terms of the technological offer. Another key branch of the Stakeholders' are the Policy Makers, who can critically influence the reception of SHIFT solutions, depending on the capital of support or opposition that they can show in relation to the value proposition of SHIFT.

A distinct level of Stakeholders is made up of end-users (citizens who are CHI service users - museums, libraries, archives, etc.), meaning CHI visitors and web communities, members/patrons of cultural Institutions and related professional associations, pupils and students interested in discovering history and culture using modern technologies, young adults, visually impaired persons connected to CHI, other vulnerable persons connected to CHI, but also current non-users of ICH service (citizens who are not interested or engaged with cultural heritage in general, not users of CHI services, visually impaired persons who have not yet accessed cultural services due to accessibility limitations, other vulnerable persons not-connected to CHI services, persons who felt excluded or insufficiently supported in traditional cultural services, elderly people, who may need customized technological solutions to facilitate access and understanding of cultural heritage ). A fairly consistent Stakeholder segment is made up of mass media representatives (traditional media, online media, social media, specialized media in technology and innovation, cultural and arts media, specialized media in education, etc.).

Although the large family of stakeholders presents a considerable variety, there is not a perfect balance between the different actors, both their influence and their impact on SHIFT being quite uneven, depending on the relevance of each category of Stakeholders, as well as according to the level of power institutionalized, professionalized or individual in the context of the implementation of the SHIFT project.

On the other hand, there is a notable asymmetry between the institutional stakeholders (here the European, regional, national or local administration is included), which has the role of managing relevant public policies that can have representative effects on SHIFT, and the smaller amplitude stakeholders (NGO representatives, natural persons, vulnerable groups, etc.).

Among the stakeholders with great relevance for the SHIFT project are also those institutional actors who can contribute to the production and transfer of know-how, expertise and information about SHIFT, such as international professional associations/federations and related (EBLIDA - European Bureau of Library , Information and Documentation Associations, NAPLE - National Authorities on



Public Libraries in Europe), IFLA - International Federation of Library Associations and Institutions), LIBER - Ligue des Bibliothèques Européennes de Recherche / Association of European Research Libraries), Europeana, Public Libraries 2030, Network of European Museum Organizations - NEMO, Europa Nostra, International Council of Museums - ICOM, etc.).

Perhaps at the very center of the SHIFT Stakeholder Matrix, under the aspect of importance and relevance, are interdisciplinary working groups (working groups in Artificial Intelligence and technology, working groups in the conservation of cultural heritage, working groups in education and research, working groups in ethics and legality), which can consistently influence the scope of action of the SHIFT project.

An extremely important segment for SHIFT stakeholders is represented by Partners/project team (Project Management Team, AI Developers and Engineers: Responsible for creating and implementing AI-based technological solutions, Experts in Accessibility & Inclusion: Responsible for ensuring that the developed solutions are adapted for all users, regardless of abilities, Heritage Conservation Specialists, Responsible for evaluating and improving the user experience as a result of the development and implementation of SHIFT technological solutions, Ethics experts, etc.).

## Consortium Partners

**Balkan Museum Network** (BMN) is an independent grassroots Non Governmental Organisation (NGO) that links museum professionals. The strapline of the Balkan Museum Network (BMN) is 'Join us in joining hands', an illustration of its grassroots positioning and its commitment to promoting incremental change from the bottom up. Applications of (radical) museum and heritage practice are grounded in the local experience and context of members and activists. As such, the BMN is advocate, connector, actor, agent of change and mentor, meaning that it sits on the margins of official museum structures that remain predominant throughout many of the former socialist states.

BMN continues to provide transformative programmes and international collaborations that significantly strengthen museums at a local level. The key support of the network is providing a safe space for learning and sharing personal experiences that resonate among colleagues across the borders. The BMN's importance is in creating a forum for the voice of middle managers and professionals.

**The MNM Semmelweis Orvostörténeti Múzeum (Semmelweis Museum, Library and Archives of the History of Medicine)** collects, preserves, and exhibits tools, documents and artifacts related to the history of disease, medicine and body.



The SOM (part of the Hungarian National Museum, MNM) is a national, specialized museum open to any real innovation that runs beyond the usual commercial IT solutions and provides accessibility to its visitors in an exhibition space where disabilities and inaccessibility issues of the past are regularly discussed. Our overall topic concerns any familiarly typical national narratives, in contrast it maintains and provides a new, unusual, almost unknown, yet universal focus of the history of Europe and the world.

**The National Museums in Berlin (Staatliche Museen zu Berlin - Preußischer Kulturbesitz)** , almost entirely housed in historical buildings, constitute a Universal Museum for the preservation, research and conveyance of treasures of art and culture of the entire history of humanity. Its collections, shared over 15 different museums and located all over the City of Berlin, embrace European and Extra-European Art, Archaeology and Ethnology, ranging from the first steps of mankind to contemporary fine arts, from Nefertiti in the Egyptian Museum to Josef Beuys in the National Gallery. Many of these Collections are ranking high among the world's most important museums. Museum Island was awarded World Cultural Heritage by UNESCO in 1999.

Operating under the legal umbrella of The Prussian Cultural Heritage Foundation (Stiftung Preußischer Kulturbesitz), SMB-PK is financed and counseled by the federal German government and all of the federal states collectively. It is regarded as a national institution of cultural federalism in Germany.

The executive board comprises different departments which are charged with the co-ordination of centralized services, conveyance and research in the museums as well as with public outreach. With its different departments and museums SMB-PK shall act as partner in the SHIFT project, always in close coordination with special collections, such as the Museum of Photography, the Gallery of Old Masters or the Pergamon Museum.

**The National Association of Public Librarians and Libraries in Romania (ANBPR)** is the most representative professional association of librarians in Romania, including over 3,300 members in 41 county branches and has promoted for the last 32 years the concept of a public library system at community level by providing services tailored to the current needs of library users. As an NGO interested in social inclusion of disadvantaged people, ANBPR is committed to widening participation in cultural education through links with local communities having experience in providing modern services. ANBPR is promoting a dialogue amongst main cultural "actors" in rural or urban areas of Romania: librarians, writers, artists, curators, teachers, educators or any other promoter of universal cultural values at local level, using as main `scenes` the Romanian public libraries. Since 1990, ANBPR has aimed to coagulate, in a form of association at national level, the current needs of the librarian profession, to promote a nationwide system of modern public libraries. Through its ANBPR has carried out a wide range of activities with the participation of its members, from national events, occupational



standards, public policies, advocacy initiatives and collaboration with different partners from civil society. According to its mission, ANBPR aims to coagulate and give voice to the expectations, needs and interests of those who, through their profession, concerns and duties, support the librarian profession, the development of librarianship and the sciences of information and documentation.

**HERITAGE** is one of the main stakeholders in terms of dissemination, communication and impact. The organization is focused on training the world's heritage managers to in managing cultural heritage in order transform the world's heritage assets from decaying objects of study to dynamic sources of learning, community identity and sustainable economic development. HERITAGE trains and empowers the world's heritage professionals to engage communities in stewarding their cultural assets for greater understanding, sustainability and economic development. It is on track to impact a quarter of global heritage sites by 2025. As a result, HERITAGE has a wide network of cultural heritage contacts professionals it can communicate the project to including a growing contact/subscriber list of cultural heritage professionals exceeding 4000 individuals around the world in March 2023.

Last but not least, a sub-group of Stakeholders very representative for the development interests of the SHIFT project consists of projects belonging to the same HORIZON cluster, which operates as a Secondary Beneficiary and can favorably influence the dynamics of the SHIFT project, contributing to the establishment of welcome intersections between different projects belonging to the same cluster.



## 4.4. Target User Groups and End-users Segmentation

Table 4. Target User Groups

Target user groups		
Target User Groups	Communication impact	Benefits for the main target group
Cultural Heritage Institutions (libraries, museums, archives, cultural institutes, etc)	The representatives of cultural and creative institutions will be informed about the objectives and results proposed by the SHIFT project and will have an improved image of the opportunities that technology opens up for cultural operators managing public heritage.	Thanks to the solutions provided by SHIFT, they will be able to increase the attractiveness of their collections and digital deposits with the support of technology and update their cultural offer based on the SHIFT suite of solutions with quantifiable benefits for end users.
Digital Content creators and entertainment	Content creators will be in contact with the latest technological solutions for heritage conservation and will have an optimized perspective on the use of modern technologies in the creation of "fresh", dynamic and technology-enriched cultural content	Content creators will be able to increase the attractiveness of their own cultural content for different categories of audiences, benefiting from the added value brought by the integration of modern SHIFT technologies in the preservation and renewal of cultural heritage.
Haptics Industry	The SHIFT project will generate an increased demand for sensory adaptation devices and solutions for disadvantaged audiences, being inspired by the remodeling capabilities of heritage assets with the support of SHIFT technology and solutions.	The renewed and sensory-enriched content will be able to be the subject of virtual reality (VR), augmented reality (AR), advertising, etc. experiences, particularly attractive and generating new audiences.

Table 5. End-users Segmentation

Targeted end-users		
End-user Groups	Communication aims, measures & channels	Benefits for the main target groups
<ul style="list-style-type: none"> <li>-Regular visitors to ICH services</li> <li>-Citizens who are CHI service users (museums, libraries, archives, etc.), meaning CHI visitors and web communities</li> <li>- Members/patrons of cultural Institutions and related professional Associations</li> <li>-Pupils and students interested in discovering history and culture using modern technologies</li> <li>-Young adults</li> </ul>	<p><b>Aim:</b> Attracting new segments of users by popularizing the competitive advantages of the SHIFT project</p> <p><b>Measures:</b></p> <p>Creating a strong communication infrastructure, including a website &amp; social media accounts</p> <ul style="list-style-type: none"> <li>- Creating some initial introductory materials, including a video, a flier, and a social media template</li> <li>- Distributing materials through its basic infrastructure, attempting to lay the foundations of introducing the general public to SHIFT</li> <li>- Organizing at least one public-facing event</li> <li>- Radio Broadcasting Interviews related to project's goals</li> <li>- Creating at least one social media campaign, possibly including</li> <li>- Advertising actions, to promote SHIFT or an event organized by the program or introduce the partners working on the program and, consequently, the program itself</li> </ul>	<p>Thanks to the SHIFT suite of tools, the heterogeneous multimedia content in terms of support types and the mix of techniques used, cultural heritage will be much more accessible and attractive to end-users (regular visitors to ICH services, members/patrons of cultural Institutions, pupils and students, young adults), and they will be able to improve their knowledge of the cultural values of the heritage</p>





	<p><b>Channels:</b></p> <p>Website, Facebook, Twitter, YouTube, aimed at reaching the general public and establishing initial contact</p> <p>Through these platforms partners will reach a good cross-section of the public depending on age, interests, and tech availability</p>	
<p>-Current non-users of ICH services</p> <p>-Citizens who are not users of CHI services</p> <p>-Non-users due to lack of technological skills</p> <p>-Non-users with varying levels of knowledge and comfort in using technology</p> <p>-Digitally excluded non-users due to geographical isolation or various limitations of a social or economic nature</p>	<p><b>Aim:</b> Increasing the interest of non-users by decoding the benefits of the SHIFT project and identifying possible intersections of interests between non-users and the proposed technological solutions</p> <p><b>Measures:</b></p> <ul style="list-style-type: none"> <li>- Capitalizing on opportunities to meet with non-users of cultural services in informal contexts</li> <li>- Creation of a set of hard-copy communication tools (leaflets, flyers, stickers, SHIFT promotional materials such as keychains, key rings, bookmarks, etc.) to arouse interest in the project field</li> <li>- Creation and distribution of SHIFT postcards with personalized messages that introduce the recipients to the field of the project and the ABC of AI technologies from the perspective of the benefits for the general public</li> </ul>	<p>Current non-users of ICH services will acquire a better appetite to come into contact with various expressions and forms of cultural heritage will show increased curiosity for the activities carried out in CHI and will increase their chances of becoming constant consumers of cultural goods.</p>





	<ul style="list-style-type: none"> <li>- Creating a partnership with popular vloggers to mediate the broadcast of short promotional videos about SHIFT made in a simplified and intuitive language</li> <li>- Creation of a creative storyboard with animated images to describe in an accessible and visually based manner the main benefits of SHIFT for non-specialists in order to be distributed in schools, parking zones, commercial centers, etc.</li> </ul> <p><b>Channels:</b> Meetings in person, interactions in public spaces and in environments that non-users tend to frequent, using postal services to send postcards, posting mini-videos by facilitating vloggers in networks and specific communities for podcasts and video content for non-specialists</p>	
<p><b>Vulnerable Groups</b></p> <ul style="list-style-type: none"> <li>- Visually Impaired persons connected to CHI</li> <li>-Other Vulnerable Persons connected to CHI</li> <li>-People with visual and auditory impairments who have not yet accessed cultural services due to accessibility limitations</li> <li>-Other Vulnerable Persons not-connected to CHI services</li> </ul>	<p><b>Purpose:</b> Attracting vulnerable users in the spaces of cultural institutions (libraries, museums, archives, etc.) to benefit from improved experiences with the help of assistive technologies incorporated in SHIFT solutions, thus making it possible to include these vulnerable categories among the consumers of cultural goods, alongside the users typical.</p> <p><b>Measures:</b></p> <ul style="list-style-type: none"> <li>- Capitalizing on the opportunities for face-to-face interaction with users with different disabilities, with special emphasis on visually impaired people explicitly targeted by SHIFT</li> <li>- Creation of a set of communication tools adapted to the disabilities of visually impaired users (leaflets, flyers, stickers, other SHIFT promotional materials such as brochures, posters, book signs, etc.) translated into Braille language in order to</li> </ul>	<p>Through the accessibility component of SHIFT solutions, people with disabilities will have access to services such as "Text to Speech", "Video to Text" and tactile detection that will favor the wider involvement and in an innovative way of vulnerable groups in the consumption of cultural content.</p>



<p>-Persons who felt excluded or insufficiently supported in traditional cultural services</p> <p>-Elderly people, who may need customized technological solutions to facilitate access and understanding of cultural heritage</p> <p>-Non-users belonging to different migrant or ethnic communities</p> <p>-Non-users who may have specific needs related to translation, decoding and cultural adaptation in the context of modern CHI specific technologies</p> <p>-Non-users of other kinds with little or no previous interest in cultural heritage</p>	<p>overcome the barriers of understanding and access to information</p> <ul style="list-style-type: none"> <li>- Initiating partnerships with organizations active in working with people with disabilities in order to organize specific events with these categories of beneficiaries, with the facilitation of communication specialists with experience in managing various disabilities</li> <li>- Organization of face-to-face or hybrid demonstrations regarding SHIFT technological solutions for vulnerable groups, especially people with visual impairments, with the participation of SHIFT technical exercises to answer the ambiguities expressed by people with disabilities</li> </ul>	
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## 5. INTRODUCING SHIFT PROJECT TO ITS MAIN AUDIENCES

SHIFT will step up its efforts to introduce the project to its main audiences in months 7-18. Beginning with the creation of a brand kit, followed by the further development of the project's website and exploitation of the social media accounts, the SHIFT consortium will leverage its extensive network of contacts within the heritage and technology sectors and within the communities SHIFT aims to serve.

Outreach efforts will continue with showcasing SHIFT to a variety of audiences attending/following industry events including conferences, exhibitions etc, reaching stakeholders and interested parties through articles in academic, professional and other publications, organizing webinars and Q&A sessions for targeted audiences, holding workshops and consultations with stakeholders and citizens etc.

At least two videos will introduce and describe the project.

The activities outlined above will be complemented by a robust effort to engage the media through targeted press releases, invitations to conferences, editorial articles etc.

## 6. INTERNAL COMMUNICATION PILLARS

To ensure communication within the SHIFT consortium, the partners used email communication, created a collective email address (shift@simavi.ro), used communication tools from the Google Drive/Google Docs suite for initiating, sharing, storing and distributing of collaborative documents, and created individual access accounts in the Alfresco collaborative platform (alfresco.simavi.ro), in which the SIMAVI consortium leader initiated a complex file structure, assigned roles and coordinated the entire creation, storage and sharing of documents within the project.

Through this suite of tools and storage spaces, the partners within the SHIFT project circulated working documents among themselves, received and transmitted updated information about the implementation of the project, received and resolved suggestions and comments, carried out various work tasks, etc.

The consortium leader scheduled periodic meetings on MicroSoft Teams with the participation of all partners and whenever needed and current communications within the team were carried out via email and WhatsApp. Internal communication



is a permanent transversal activity in which all partners participate throughout the duration of the project.

The communication relationship between the partners trained all the responsible parties and was based on the development and maintenance of good understanding and cooperation within the project team, but with the support of the extended teams within the organizations participating in the consortium.

The leader of the SIMAVI consortium permanently encouraged the dialogue between all the participating organizations on the principle of early sharing of any problems and the constant monitoring of the progress of the activities. For easy communication and cooperation between partners, the contacts of the managers were collected and permanently updated and backup contacts were offered in case of unforeseen situations, in compliance with the GDPR rules.

Another communication and collaboration option will be offered in the future by the website and a newsletter dedicated to the project issue, which will be distributed to local, national and international stakeholders. In addition, the partners will have a common point of view in the approach of media channels, including social and traditional media, in this respect being prepared and distributed press releases and periodic newsletters.

In order to keep all partners informed about the status of the activities, the connection and current use of one or more web-based collaboration applications (Google Drive/Basecamp), as well as one of the instant communication solutions such as Skype, has been agreed or WhatsApp), depending on the preferences of the majority. Internal communication within the project is regular, constant and oriented towards solving problems and the progress of activities.

Internal communication was carried out through online tools and was based on the exchange of opinions and guided discussions, in the spirit of good collaboration and listening to all opinions. The conclusions were synthesized and circulated and validated with all partners. Email notifications and reminders were also regularly used.

In conclusion, the facilitation of good cooperation & internal communication was ensured by:

- transnational management meetings with the participation of all partners, which were carefully prepared and productive (KOM online and General Assembly Meeting Budapest, Hungary). Each meeting had a well-defined purpose and led to the fulfillment of the expected results (discussed and preliminarily agreed upon with all partners).

- Online consultations (via Teams) whenever the situation requires it

The internal communication messages concerned:



Positioning and perspectives of the SHIFT project - these elements must be known and agreed by all partners in order to better understand their involvement and the connections they have available in the relationship with the stakeholders

The organizational role in the consortium - it is useful for each member of the SHIFT consortium to know their rights and responsibilities and, above all, to understand how their activity and attitudes influence the overall perception of the consortium, the quality of the work and the results of the project;

Media channels for internal information in the future will be:

- Printed materials (presentation maps, newsletters, leaflets, publications, flyers, etc.)
- Electronic means of communication (WhatsApp, Skype, Teams);
- Face-to-face/online discussions

## 7. PROJECT BRAND IDENTITY

The partners have agreed on a strong visual identity for the project, keeping its core values such as accessibility, inclusivity and intelligent solutions for enhanced visitor experience in the museum world which is often not too easy to achieve on one hand. On the other hand, the needs of our target groups, among them visually impaired visitors, had to be considered. Therefore, substantial effort and checking by our visually impaired partners and stakeholders were put into the design of the logo and in the visual identity of the project.

The concept was to show the strong technology component in the project, also the way it wants to make certain shortcuts to find the best technical solutions, and be visually easily accessible. Contrasting colors and easily identifiable objects were therefore incorporated into the final design of the project identity.

The visual identity and logotype of the project was eventually created by an external professional (graphic designer), based on instructions highlighting the essence of the SHIFT project mentioned above: accessibility, inclusivity and intelligent solutions for enhanced visitor experience in the museum world. The task was managed by the SOM.

The logo versions were tested on several users with hindered eyesight to gain confirmation that the developed ideas were well perceived and worked in practice. Following positive feedback, the project logo and visual design were approved and finalized. As for the design, simplicity was also a priority by request of visually impaired future users. The arrow ending of the letter T symbolizes the forward-thinking aim of the project, pointing towards the future, while the red dot (button) symbolizes the place where changes can be made digitally.



The selected, final logotype uses high contrast colors: dark blue (CYMK: 98-89-38-41 ; #282b4b) and white (CYMK: 0-0-0-0 ; #ffffff) colors are standing against each other, either being the positive or the negative. This is supplemented by a strong shade of red (CYMK: 0-100-100-0 ; #e30613), adding a unique, easy to identify colorful element to the visual design. Not only the colors, but the font type was also developed with accessibility in mind: it is made up of powerful, wide lines, sans serif, for easy recognition even when the eyesight of the viewer is blurred to a certain extent.

The project visual identity elements include:

- definition of colors to be used in the visual identity:
- logotype
- MS PowerPoint presentation template (for communication and dissemination)
- MS Word document template (for deliverables, etc.)
- roll-up (for communication and dissemination)
- flier
- video

The visual identity elements were applied through all communication assets of the project, ranging from the project website to social media sites – YouTube, Twitter, LinkedIn – to all printed materials.

Some pieces of the design materials can be seen here:

## Logo



*Presentation template:*

Presentation template (16:9)



*Roll-up*

A Roll-up was also planned (in two alternative versions) for use at the various events and public meetings they will participate in. This roll-up contains the identifying details of the project, brand identity elements and is designed in an attractive design manner to draw stakeholders' attention to the identity and solution offering of the SHiFT project.



**Funded by  
the European Union**

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement no 101060660.



## Roll-up



## Flier & Video

The visual identity was used to produce an introductory leaflet to the project as well as an introductory video to be distributed through social media, at events, etc. They both contain the identifying details of the project, brand identity elements and are designed in an attractive way to draw stakeholders' attention to the identity and solutions offered by SHIFT project. The video can be watched on the SHIFT project YouTube Channel:

<https://www.youtube.com/watch?v=jFJKixpEPlw>





# Metamorpho*S*is of cultural Herit*a*ge Into augmented hypermedia assets For enhanced accessib*l*iTy and inclusion



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement no 101060660



## #horizoneurope

SHIFT supports the adoption of digital transformation strategies and the uptake of tools within the creative and cultural industries (CCI). It is one of a cluster of six projects funded under HORIZON-CL2-2021-HERITAGE-01-04: Preserving and enhancing cultural heritage with advanced digital technologies.

### VISUAL TOOLKIT

AI and ML algorithms will enable automatic transcription of cultural heritage content. The toolkit will identify objects and actions which assist in transcribing the historical depictions at economies of scale.

### AUDITORY TOOLKIT

will deliver an emotional response to the audience by using advances in auditory synthesizers. Human-like correspondence will minimize barriers for effective interaction by people with sensory impairments.

### HAPTICS TOOLKIT

will enable multi-sensory interaction with digital objects, through a novel approach which delivers haptic feedback emulating the feeling of touch in a digital object.

### TEXTUAL TOOLKIT

will employ cutting-edge NLP to generate captivating descriptions, comprehensive summaries, and seamless translation, helping amplify the impact of cultural assets and fostering appreciation and accessibility.

### IPR TOOLKIT

to address the challenge of protecting the digital native content, SHIFT will adopt international standards on copyrights and digital protection of derivative copyrights.

### XR ACCESSIBILITY FRAMEWORK

harnessing SHIFT technologies under a single tool made available as a Unity 3D asset to be incorporated in XR application development, will enable inherent plug & play accessibility support.

## SHIFT PROJECT

- CULTURE
- ➔ CREATIVITY
- INCLUSIVE SOCIETY



[contact-shift@simavi.ro](mailto:contact-shift@simavi.ro) | [shift-europe.eu](http://shift-europe.eu)

SHIFT is leveraging advances in Artificial Intelligence (AI) and Machine Learning (ML) to improve cultural heritage access for European citizens experiencing sensory impairment.

It aims to enrich the experience of interacting with cultural assets through visual, auditory, and sensory modalities, e.g., using haptics.

SHIFT is also developing tools & methodologies to enable contemporary description of cultural assets through language evolution models.




## 8. SOCIAL MEDIA CHANNELS

The brand identity kit will be used to launch the project’s website and social media channels. The partners agreed to launch the following social media channels in Month 7: LinkedIn page, YouTube channel, X/Twitter profile.

These will eventually be complemented by a newsletter and channels on other social media such as Facebook.

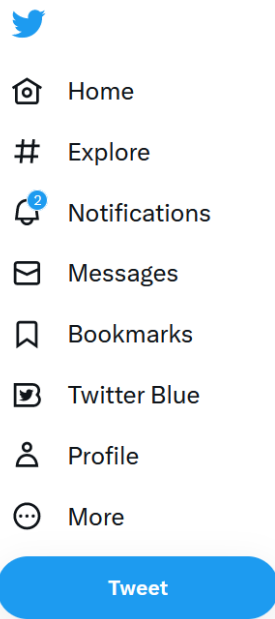
The existing social media channels run by the consortium partners will disseminate and amplify the message, attract more followers and complement efforts to introduce SHIFT to stakeholders, interested groups, citizens etc.

Table 6. Social Media Channels

Action type	Description
Social - Media	<p><b>LINKEDIN and TWITTER:</b>            The partners responsible for communication, dissemination and impact activities have created social media accounts dedicated to the SHIFT project on LINKEDIN and TWITTER, in order to use these channels as levers for the large-scale dissemination of project content and relevant information about research and innovation initiatives and other projects in the field of cultural heritage preservation.</p> <p>They are available as follows:  <b>LINKEDIN:</b>  <a href="https://www.linkedin.com/company/92538796/admin/">https://www.linkedin.com/company/92538796/admin/</a></p>  <p><b>TWITTER:</b>            On the other hand, these channels are an extraordinary bridge to an impressive base of external resources, including the social media</p>



pages of partners and stakeholders, who are encouraged to take over and distribute content from the social media pages of the SHIFT project.



## YouTube

<https://www.youtube.com/@PROJECTSHIFTHORIZONEUROPE>

The partners responsible for communication, dissemination and impact activities have created a YouTube channel dedicated to the SHIFT project's videos.

YouTube is thought of as a dynamic and permanently updatable video archive that would connect the content aggregated in the context of the SHIFT project with other similar or complementary initiatives, through the YouTube subscriber bases and other platforms that distribute video content. In perspective, the partners intend to populate SHIFT's YouTube and TikTok accounts with relevant video tutorials, mini-documentary pieces on cultural assets or important historical landmarks relevant to the SHIFT project, to share filmed mini-interviews with various influential people in the field science, etc.



## 9. SHIFT WEBSITE

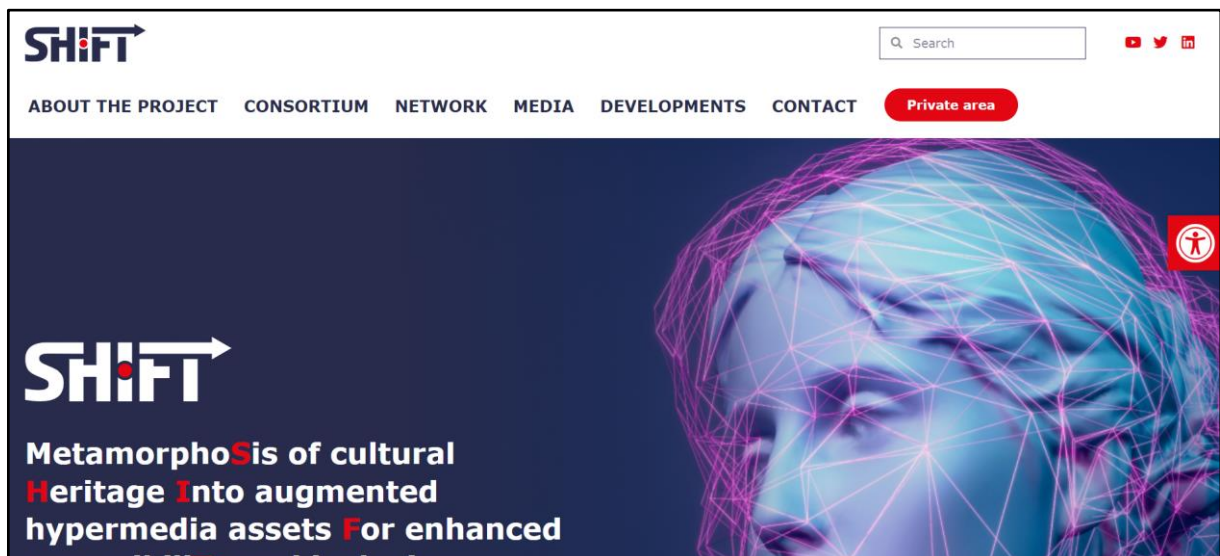
In the period of M1-M6, the project partners went through an extensive consultation process regarding the configuration and development of the content structure and functionalities of the SHIFT project website.

The organizational structure of the SHIFT website was co-created by the partners responsible for communication and dissemination and was subject to the validation of all the project partners, finally incorporating all the suggestions and optimizations proposed by them. In addition, it was considered, from the design stage, that the SHIFT website should fully meet the web accessibility requirements that would make it accessible to people with disabilities.

Following these agreements, the SOM acquired the domain of the SHIFT website, contracted the technical realization of the website platform, and initiated the work on the selection and structuring of information about the project and the relevant resources for the project domain.

The structure of the SHIFT website below was agreed, which reflects the agreement of the partners regarding the distribution, organization and highlighting of the main information & promotion components.

The website was built up with the following structure:



- *About the project*: This section describes the mission of the project, gives a general overview of the project, lists the objectives and the work packages of the project. A video presentation with subtitles and a sign language interpreter is also included here.
- *Consortium*: Lists and describes the participating members of the project consortium.

- *Network*: provides links to the related projects: Mementoes, Perceive, Premiere, MuseIT and Memorise.
- *Media*: Includes all the news, press releases of the project.
- *Developments*: The section was created to release information about the project results. This is to be filled up continuously as the project moves forward with technical solutions (new developments), pilot exhibitions in the participating museums etc.
- *Contact*: the e-mail address of the project through which anyone can contact the consortium.
- *Private area*: links to the Sharepoint site of the project, is accessible only to consortium members.

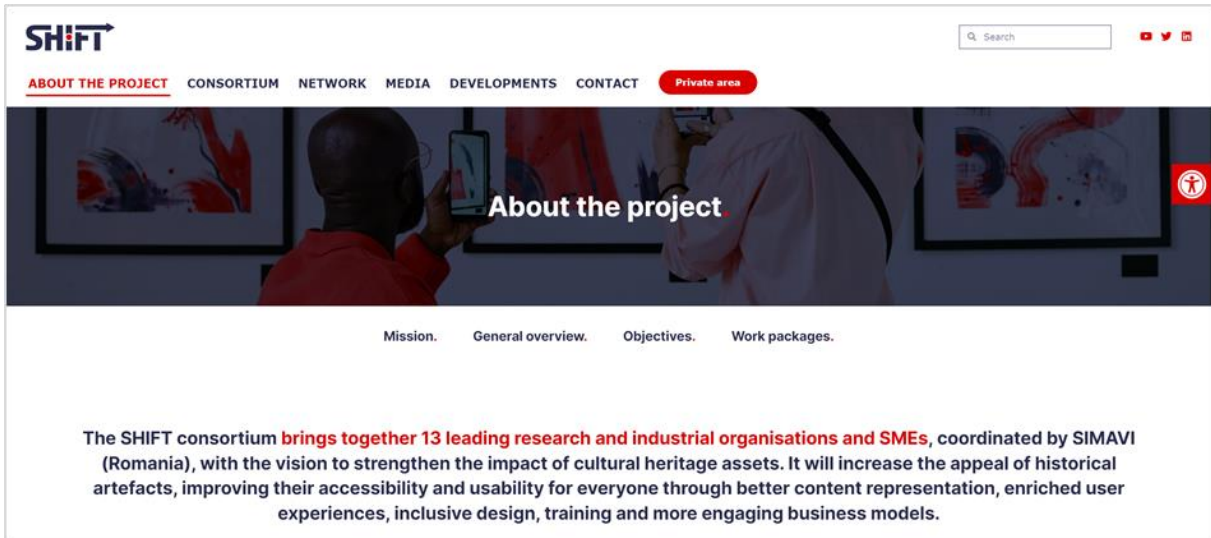
In addition to these, a search field was added to browse through contents more easily; links to social media sites are added with icons. And, what can be mentioned as a rather exclusive additional feature, an icon on the right side of the site opens an accessibility toolbox, to make the contents of the website more accessible for all visitors, in line with the project's objectives. The main data of the project, and the EU funding logo and statement appear in the footer of each section. The project is hosted in Hungary, and hosting and maintenance will be provided by the selected supplier as required by the Grant Agreement of the project.

The Accessibility toolbar offers the following features:

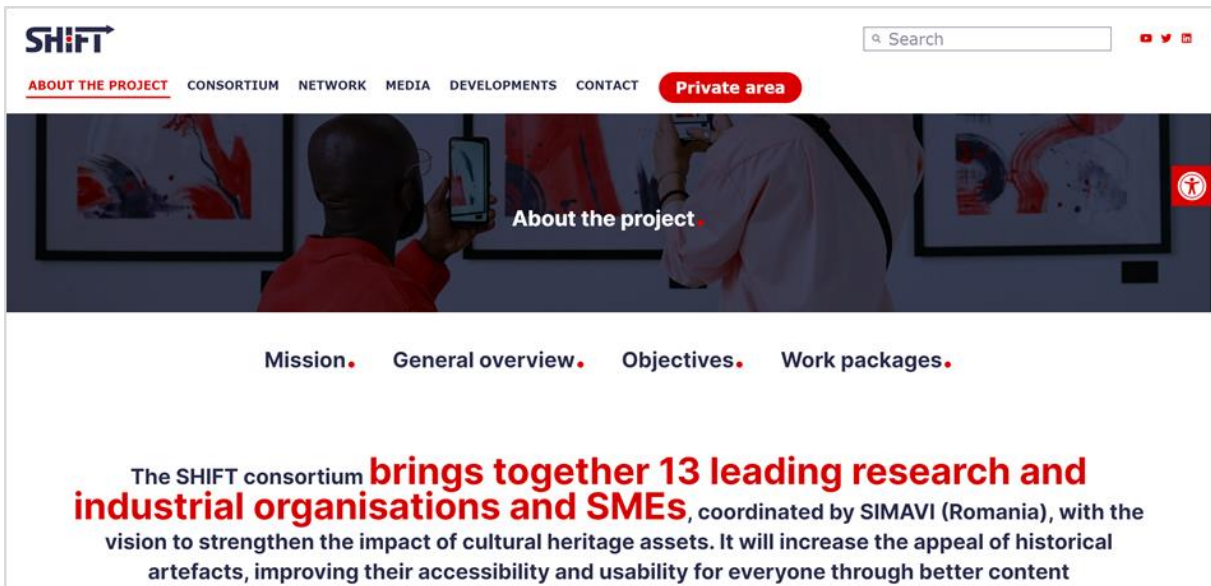
- Quickly resize font (increase/decrease)
- Activate grayscale mode
- Implement negative contrast
- Opt for high contrast
- Switch to a light background
- Underline links for better visibility
- Ensure a readable font

Regular view of the website:





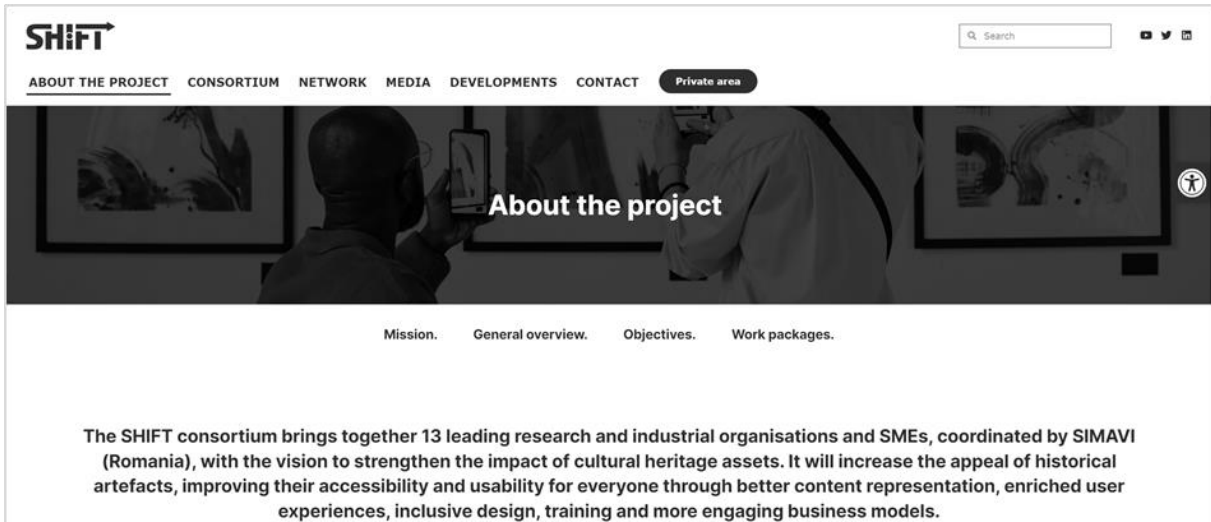
Increase text feature:



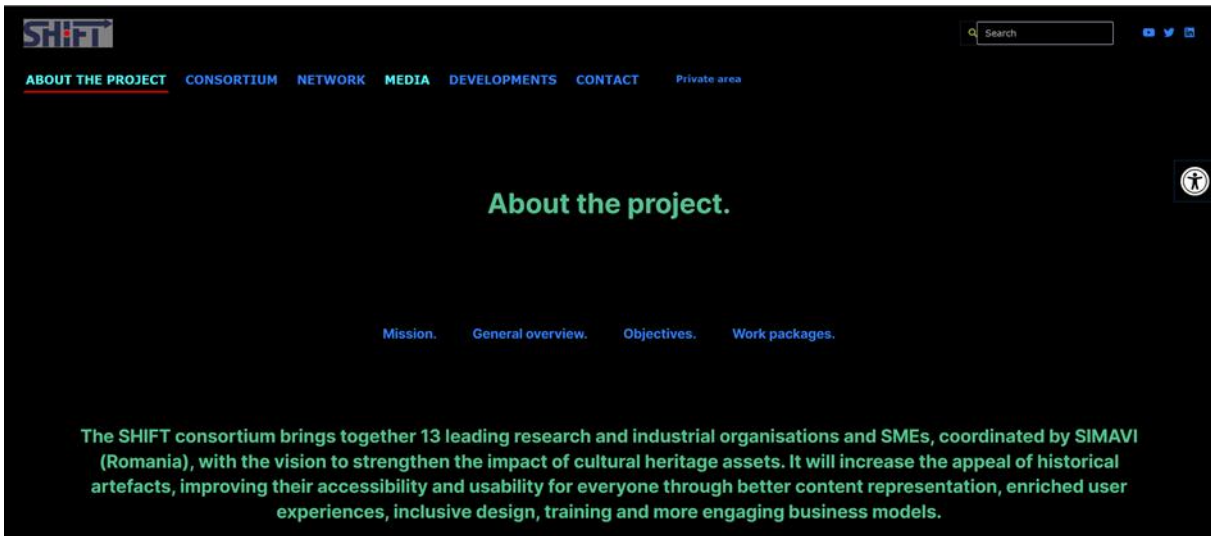
Grayscale feature:





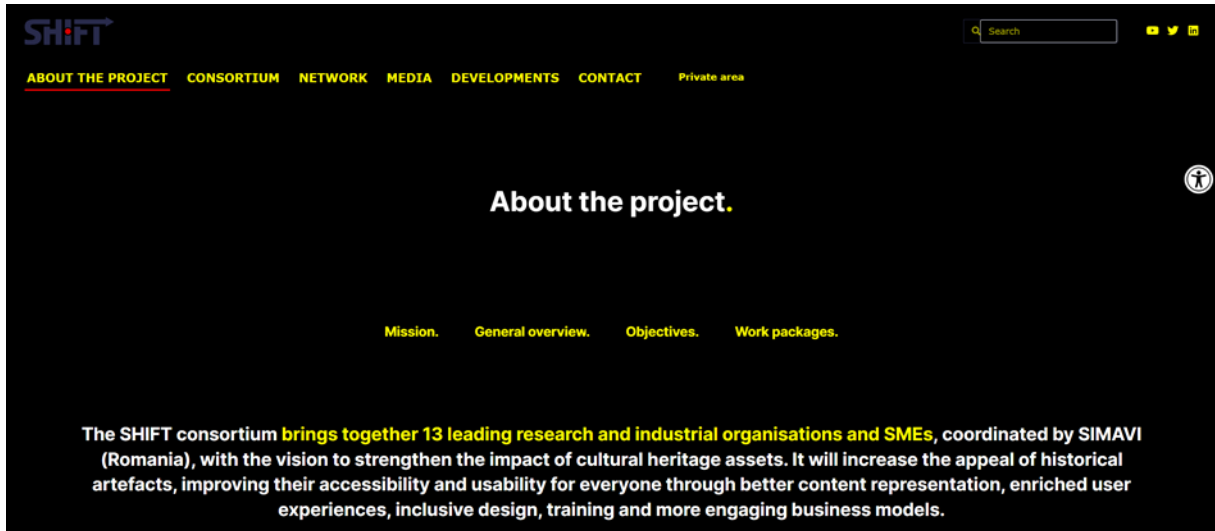


High contrast feature:

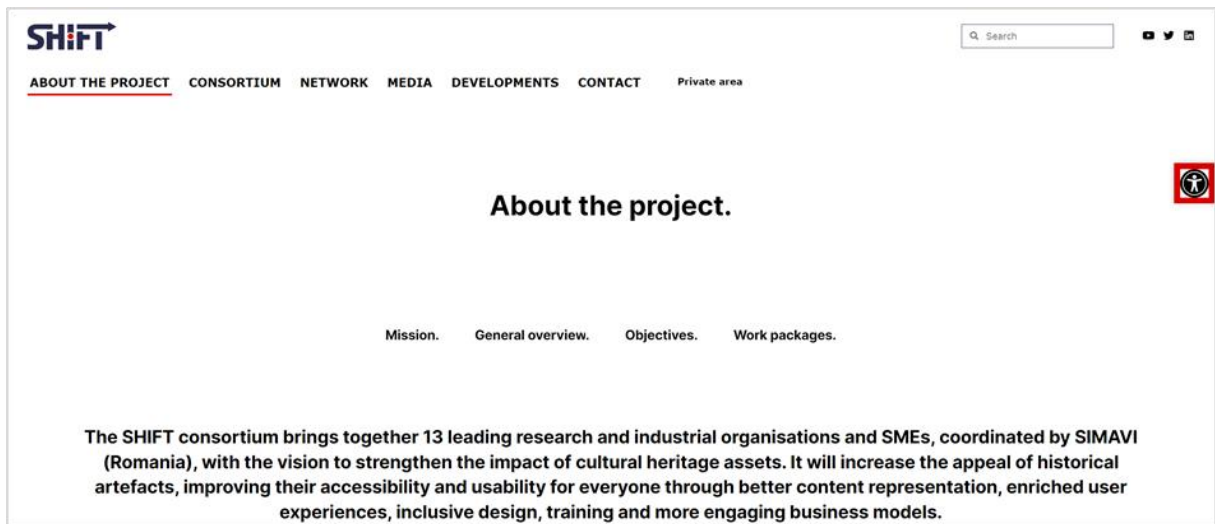


Negative contrast feature:



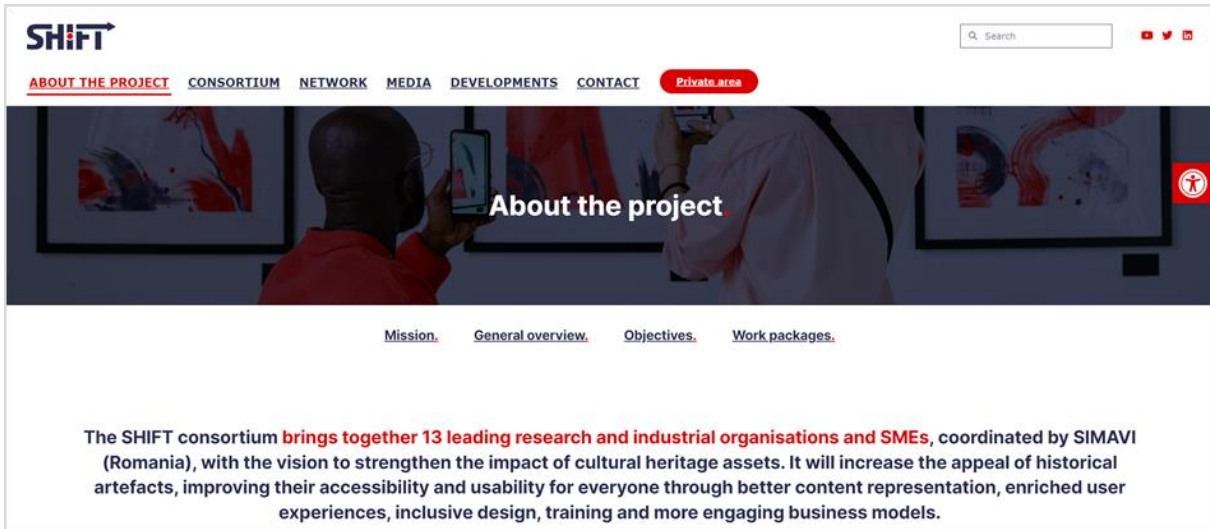


Light background feature:

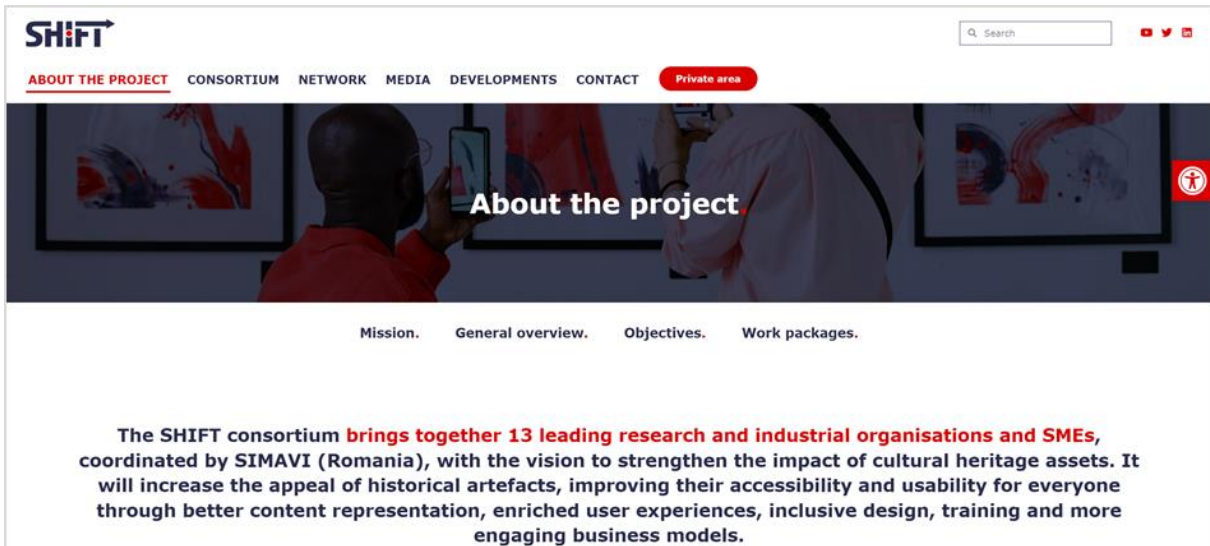


Links underline feature:





Readable font feature:



Each partner contributed to the selection and aggregation of the initial content for the SHiFT website and is encouraged to periodically update the content. The website was launched in M7.

The website is undergoing continuous development throughout the project's lifetime. In January 2024, the project website was updated with a pop-up box that invites visitors to subscribe to the newsletter. The newsletter is managed by HERITAGE, and is based on the MailChimp service. It is part of the project team's efforts to continuously update and upgrade its communication tools. Based on user feedback, the accessibility toolkit button was enlarged by 150%, as a small part of maintaining a project website that fits user needs. The site is continuously updated with the latest news about the project, and as the project progresses, will be updated with descriptions of the SHiFT developments, too. All partners involved in communication and dissemination contributed to the creation of the website,



and all partners contributed to the contents made public on the website, along with social media sites linked on the website. (WP6: Dissemination and exploitation is led by HERITAGE.)

Performance will be measured using Google Analytics.



## 10. FOLLOW UP AND DURABILITY OF RESULTS

The SHIFT project consortium is committed to ensuring the long-term continuity of the project's results and impact by:

- collecting and keeping up to date the information about the project and the permanent updating of the content of the SHIFT website
- maintaining the communication portal in working condition throughout the life of the project and at least 2 years post-implementation
- analysis of the fulfillment of performance indicators and measurement of the continuous impact of SHIFT activities
- building and permanently expanding the SHIFT resource base and the CRM type IT solution that manages the relationship with current and prospective stakeholders
- applying a coherent strategy to support a European community of stakeholders in the field of active and participatory cultural and creative industries
- ensuring the active participation of SHIFT stakeholders in the dynamics of the project, testing and validating technological solutions in the real work environment among heritage institutions



## 11. ANNEX 1

# Communication and Dissemination Strategy and Plan

## WP6





**TECHNICAL REFERENCES**

Document ID:	Dissemination and Communication Strategy and Plan: Oct 2022 - September 2025 (M1 - M36)
Version date:	19/01/2024
Total number of pages:	51
Abstract:	The communication and visibility strategy defines the objectives of the SHIFT communication and Dissemination efforts, identifies targeted audiences to be reached using the communication plan and outlines the tools used and the content that will be produced to achieve these goals.
Keywords	Communication, Dissemination, Impact, Awareness, Planning, Brand Identity

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## 11.1. SUMMARY

**SHIFT's** Communication and Dissemination Strategy is aimed at increasing the project's visibility by raising awareness of its activities for all interested and relevant external parties including end-users, policy makers, businesses, the wider CH community, and the general public.

The aim is to identify and structure the activities leading to the promotion of SHIFT activities, results, and impact to facilitate the achievement of SHIFT's goal to make CH more accessible, inclusive and appealing through technology.

The Communication and Dissemination Plan included in this strategy defines target groups, key messages, media channels, and responsibilities. N.B. Project partner internal communication policies are outlined in the project handbook.

Besides dissemination to sector policy makers and stakeholders (end users, businesses, cultural heritage professionals and institutions, members of the public facing accessibility issues etc.), WP6 also includes an element of communication, aimed at the general public as rendering cultural heritage more accessible and appealing for all is a core SHIFT project and European policy objective.

The scope of this document is to outline the SHIFT communication and dissemination strategy and how it will be implemented through a Communication and Dissemination Plant during the project, in the framework of WP6, under the responsibility of HERITAGE.

The contents of these documents will be revised throughout the SHIFT implementation period. This will allow partners to fine-tune it to the project's needs and development.



## 11.2. DISSEMINATION & COMMUNICATION STRATEGY

### 11.2.1. Objectives and Approach

SHIFT's main objective is to deliver, by advancing beyond the state-of-the-art, a set of loosely coupled technological tools that offers cultural heritage institutions (CHI) the impetus to stimulate growth and communicate new experiences to all citizens (including people with disabilities) by embracing the latest technological innovations in AI, Machine Learning, Multi-modal data processing, digital content transformation methodologies, semantic representation, linguistic analysis and use of haptic interfaces.

The project emphasizes the opportunities increasingly on offer to extend cultural heritage accessibility and inclusivity through the use of technological advancements and is part of Horizon Europe's Culture, Creativity, and Inclusive Society Cluster, Destination: Innovative Research On The European Cultural Heritage And The Cultural And Creative Industries. The latter offers opportunities for networking and synergies both in terms of technological and research advances and in terms of communication and dissemination efforts.

**The objective of this communication and dissemination strategy** is to raise awareness about the project as well as the outcomes and the developments that have been achieved, with a special focus on the toolkit that the project will produce, to ensure wider adoption by the CH community, market opportunities, opportunities for collaboration etc. All partners will be involved in the communication and dissemination efforts in order to maximize their impact, especially bearing in mind the fact that partners come from a variety of sectors (academia, business, CH institutions, CSOs) and thus have a central role to play in the communication and dissemination of project needs, work and results.

Our communication efforts will also highlight the work of our sister-projects in the CH cluster and the SHIFT communication team will try to forge connections with the relevant communications teams to ensure reciprocity and synergies for our communications efforts.

Finally, communication is not a one-way street. It is vital that the general public, end users, and stakeholders contribute to the success of SHIFT and communication and dissemination are ideally placed not only to ask them to contribute but also to communicate these contributions to the SHIFT team.

### 11.2.2. Diversity, Equality, and Inclusion (DEI)

Special care will be taken to ensure DEI in our communication and dissemination efforts, including taking advantage of all available technological advancements (for example, creating an accessible website, using alt text whenever it is available to describe images etc.), assistive technologies, and following principles of the Universal design.

Partners representing or regularly working with groups affected by accessibility and inclusion issues (DBRV, BMN, ANBPR) will be regularly called upon to assess



our communication and dissemination materials and comments and contributions will always be welcomed.

### 11.2.3. Objectives

The communication and dissemination activities will have the following objectives:

- assist the work of the project teams for the duration of the project in any manner necessary (e.g. publicizing calls for survey participation etc.),
- to ensure compliance with EU requirements on publicity and information,
- communicate and disseminate project results to the general public, end users, and stakeholders
- create opportunities for the exploitation of project results,
- create opportunities to collaborate and synergies with sister projects in the CH cluster, other EU-funded projects as well as other scientific and business endeavors,
- publicize the project's creative dimensions, with the objective of making them available for the wider public and through the project make cultural heritage more appealing to said wider public
- promote European CH.
- specially focused on communicating and disseminating SHIFT and its activities to stakeholders and groups that represent people who face all types of accessibility and inclusivity issues when accessing cultural heritage (for example sight, hearing or movement impairment, representation challenges etc.),
- receive feedback and contributions from stakeholders and the general public and ensure that they are communicated to the SHIFT team.

The Communication Plan outlined below is a detailed plan for the implementation of the strategy and is valid for the duration of the project. It will be reviewed and revised regularly at the end of every year by the WP6 partners in consultation with consortium partners and updated accordingly.

It contains guidelines for using official logos and visual identity elements of the project and provides templates and formats for public materials such as official letters, PowerPoint presentations, press releases etc. It also outlines the responsibilities SHIFT has when communicating and disseminating information as a project funded through the European Commission's Horizon Europe program.

Moreover, the Communication Plan will explain how project indicators will be monitored throughout the project, set deadlines and methodology for reporting on the status of these indicators.

Aimed at a variety of audiences, the plan features the design of a visual identity, the development of the project website, and the establishment of a social media presence. Newsletters, news releases and other printed and digital and printed materials will also be produced to achieve project objectives.



These materials and actions won't just promote the project's actions but will feature different types of news around CH, technological advances, European initiatives and actions, accessibility and inclusion issues and of course news related to SHIFT's sister projects in the cluster.

The wider aim is to create a community of researchers , CH professionals, policy makes, users and other stakeholders, interested in the themes explored and promoted by the project, cluster and actions, that will feed at first on general news on the topics at hand and during the duration of the project will be ready to receive and share the updates and toolkit produced by the project itself and contribute to its development.

Offline activities will also be carried out in the framework of the dissemination and communication strategy, prominently in the form of event participation including conference, meeting, and workshop participation. SHIFT partners and the project will also organize SHIFT-related events.

Finally, a closing event will be organized to mark the end of the project, in a location to be later specified, as a one-day event held to disseminate the final outputs of the SHIFT project. The event will be targeted at a variety of audiences, with the focus to be determined in the last 12 months of the project by the partners according to the criteria laid out in the project proposal and grant agreement.



### 11.3. Key Dissemination and Communication Activities

The key activities performed by SHIFT in the framework of WP6 are hereby presented in a very schematic way. Each one will be analyzed in more detail in the following sections of the present document.

Tool   Action	Description
<b>Logo and visual identity</b>	A logo and visual identity will be developed for the SHIFT project, keeping in mind its themes, objectives and distinctive characteristics.
<b>Website</b>	The first and hopefully repeat point of contact for the project, researchers stakeholders, the media and the wider public. It will provide a description of the project and consortium and will act as the hub to distribute non-confidential content and results (articles, press releases, newsletter, open calls etc.). It will also allow users to sign up for the newsletter and create an account to access the private area.
<b>Presentation Materials</b>	Presentation materials will be designed to facilitate the consolidation of the project visibility and will be available online and/or offline. They'll comprehend the project flier, a video presentation and possibly other materials such as posters.
<b>Newsletters</b>	They will be released from M15 onwards on a regular or ad hoc basis, to share information about SHIFT's progress as well as key news and events from partners. The newsletter will be developed through a publishing platform and sent via email, to the individuals who will actively opt-in via registration on the project website.
<b>Press releases</b>	Press releases will be produced and distributed at appropriate times to draw attention to milestones and the most significant project achievements. Their distribution will happen primarily via web, by publication on news multipliers as well as sector multipliers.
<b>Video</b>	Small videos will be produced during the 36 months of the project to showcase the project, its results and activities. The video will be made accessible via the project website and/or social media.
<b>Social media</b>	SHIFT will create social media accounts and will also exploit channels already in existence by the consortium partners. Social media activity will be the initial focus on LinkedIn and Facebook where partner WP6 leader HERITAGE has already established communities. A hashtag will be identified to group and track all the interactions. (#shiftprojecteu)



<b>Events Organization</b>	<p>SHIFT and its consortium partners will organize events of different kinds: stakeholders’ meetings, webinars, workshops and encounters, presentation of results, public events and a final closure event, most likely a conference to achieve the goals of this strategy. The final or other events may be organized in cooperation with cluster partners.</p>
<b>Publications</b>	<p>Articles or Publications in magazines or relevant scientific journals</p>
<b>Social Media &amp; Online Advertising</b>	<p>The project will take advantage of advertising options offered by social media platforms and Google ads.</p>
<b>Cluster Opportunities</b>	<p>SHIFT will take advantage of the opportunities and synergies offered by its sister projects in the CH Cluster.</p>
<b>Internal coordination meetings (C&amp;D)</b>	<p>HERITAGE’s business Zoom account will serve as the internal communication tool suitable for all issues related to WP6. From M12 regular meetings will be held by WP6 partners on the first Wednesday of each month.</p> <p>Special emphasis would be given to coordination meetings with sister projects</p>
<b>Exhibitions</b>	<p>3 exhibitions featuring use cases will be organized by the relevant partners</p>

## 11.4. Management of Communication and Dissemination Efforts

### WP Leader

HERITAGE, as WP6 Leader, is there to provide coordination and support for WP activities including Communication and Dissemination which involves coordinating the relative strategy to ensure the the activities outlined in this document are delivered in an appropriate and consistent manner. Task leaders are responsible for the delivery of the relevant tasks.

### WP6 Task Leaders & Partners

The WP6 partners will cooperate to achieve WP’s goals and may choose to amend the way the work is divided and seek assistance from other partners or external associates.

### All SHIFT Consortium Partners

Meanwhile, all consortium partners are responsible for contributing ideas for the effective communication and dissemination of SHIFT project activities and results, initiating and taking part in communication and dissemination activities and



ensuring that SHIFT project activities are also communicated through their organization’s social media accounts and other communication and dissemination channels.

All partners are expected to create event-specific communication and dissemination materials but to ensure they adhere to the SHIFT project brand identity and the regulations stipulated by the Horizon Europe program, it is recommended in case of doubt that they share said materials with WP6 partners for a final check before they are made public.

### Cluster Partners – Relationship management

The relations between SHIFT and its cluster partners are the responsibility of the Project Coordinator SIMAVI. To facilitate the maximization of communication and dissemination efforts results, SHIFT will work with cluster partners by for example organizing common dissemination events or sharing each other’s social media posts. To better achieve this, a representative of WP6 attends meetings as recommended by the Project Coordinator and WP6 leader HERITAGE will establish relationships with other cluster project Communication and Dissemination Managers.

Update: The cluster has already established a communication and dissemination team that met for the first time in early M16 and is considering joint efforts including a common event to present our results at the end of the project.

Accountability of SHIFT communication and dissemination efforts at a glance is presented as follows:

Partner	Responsibility and Involvement
<p><b>HERITAGE</b></p>	<ul style="list-style-type: none"> <li>● WP6 Leader</li> <li>● Main point of contact for the dissemination and communication efforts</li> <li>● Strategic guidance to dissemination and communication activities</li> <li>● Production of content to be published on the project website and newsletter, with the contribution of all the potential partners &amp; collaborators.</li> <li>● Production and distribution of periodic e-Newsletters</li> <li>● Designing &amp; Publication of promotional material</li> <li>● Production of videos, photos &amp; visual material.</li> <li>● Establish contact with the Communication and Dissemination team of sister projects EU-funded projects</li> <li>● Coordinating continuous reporting efforts.</li> </ul>



<p><b>ANBPR</b> <b>Task Leader</b> <b>6.2</b></p>	<ul style="list-style-type: none"> <li>● Creation of Communication and Dissemination Plan (M6)</li> <li>● Designing &amp; Publication of promotion material related to dissemination</li> <li>● Production of content to be published on the project website and newsletter, with the contribution of all the potential partners &amp; collaborators</li> <li>● Delivery of regular updates of the communication and dissemination plan based on the project's emerging dissemination and communication requirements.</li> <li>● Designing &amp; Publication of promotional material, especially regarding the dissemination</li> <li>● Identification, customization and implementation of communication &amp; dissemination actions such as public participation in televised shows and podcasts with a large audience on the topic of SHIFT and related</li> <li>● Organization of events such as information sessions etc for a variety of audiences inducing beneficiaries of libraries</li> <li>● Initiating and/or participating in online advertising and emailing campaigns for the activation and loyalty of SHIFT stakeholders</li> </ul>
<p><b>SOM</b> <b>Task Leader</b> <b>6.1</b></p>	<ul style="list-style-type: none"> <li>● Creation of SHIFT project visual brand identity (logo, materials)</li> <li>● Creation, updating and maintenance of SHIFT project website</li> <li>● Creation, updating, and maintenance of Social Media accounts</li> <li>● Production of content to be published on the project website and newsletter, with the contribution of all the potential partners &amp; collaborators;</li> <li>● Delivery of regular updates of the communication plan based on the project's emerging dissemination and communication requirements.</li> <li>● Designing &amp; Publication of promotional material</li> </ul>
<p><b>All partners</b></p>	<ul style="list-style-type: none"> <li>● Help identify target audiences</li> <li>● Production of content to be published on the project website, social media, newsletter etc.</li> <li>● Updating of Communication and Dissemination log with details and photos</li> <li>● Participation and organization communication and dissemination events</li> <li>● Contribution to maximizing the impact of communication and dissemination efforts.</li> <li>● Input to the content of the project website, articles, press releases newsletter;</li> <li>● Where possible, facilitating contact with sector stakeholders or sister EU-funded projects to enlarge the SHIFT community and widely disseminate the SHIFT project results</li> <li>● Contribute to continuous reporting of Communication and Dissemination efforts</li> </ul>



## 11.5. DISSEMINATION & COMMUNICATION TARGETS

### 11.5.1. Identification of targets

SHIFT's target audience is wide and diverse which poses great challenges while offering great opportunities to reach a variety of stakeholders including the general public. Recognising the need to continuously ensure that the right audiences are targeted and that the messages addressed to them are fine tuned, targets identified in this document will be reviewed regularly including in M16 (Janey24) to ensure maximum impact, always in consultation and cooperation with partners working in WP1 for the delivery and updating of D1.1..

Originally, CH organizations and CH professionals of all kinds, members of the general public facing accessibility and inclusion issues, as well researchers and others working on innovation and technology and/or CH will be the main targets of our efforts.

A Stakeholder Matrix will be created and continually updated to identify relevant stakeholders who will then be targeted by SHIFT communication and dissemination efforts.

One of the great ambitions of SHIFT is to increase the appeal of CH for all, the public at large is an important target for SHIFT communication efforts from day one. However, the partners recognize that it will be hard for the public to initially visualize the proposed tools to be produced by SHIFT and their effect. As a result, efforts to communicate and disseminate results to the general public will start by mostly consecrating the means to reach this audience in the first 12 Months (setting up social media channels for example) of the project and as the project progresses and more tangible results are available for review and showcase, efforts to communicate them to the general public will intensify. Commencing on M16 the SHIFT consortium will work on breaking down the communication and dissemination needs to address the general public. Policymakers, academics and the media will also be targeted according to the project's evolving needs and priorities.

It is worth noting here the challenges posed by the wide opportunities that SHIFT project results and toolkits are expected to offer.

Specifically, the end-users include numerous and diverse groups, from CH organizations to the creative industries, to social groups facing accessibility issues to anyone that could potentially be interested in accessing cultural heritage. These numerous end-users are also included in the wider stakeholder target group, which further includes a multitude of others: policymakers, academics, the Creative Industries, businesses, and CSOs.

The public (general or sections of it especially including those that do not regularly visit/attend CH), policymakers, CSOs, academia, the creative industries and businesses) will be the focus of communication activities as well as the media.



On the other hand, end-users that are cultural heritage professionals, researchers and those working in fields/projects/businesses that could take advantage of SHIFT results, along with academics, will be the focus of the project's dissemination activities. The consortium will extend dissemination efforts to groups representing members of the public with accessibility and inclusion issues.

In the following chapter, a more detailed overview is given about how SHIFT proposes to reach each of them and how the actions and media employed are to be implemented because of the target approach.

### 11.5.2. Approach for each target

Although most communication channels will be suitable to reach a variety of targets, some of them are better suited to be targeted to a more specific audience. The following table summarizes how SHIFT plans to target the communication channels that will be implemented throughout the project.



TOOLS	Target						
	Public	CH Profs CH Orgs	Researchers Academics Tech People	Policy Makers	Disabilit y CSOs	CCI's Artists	Biz
<b>Website</b>	√	√	√	√	√	√	√
<b>Present. materials</b>	√	√	√	√	√	√	√
<b>Newsletters</b>	√	√	√	√	√	√	√
<b>Press releases</b>	√	√	√	√	√	√	√
<b>Videos</b>	√	√	√	√	√	√	√
<b>Social Media</b>	√	√	√	√	√	√	√
<b>Specialist Events</b>		√	√	√	√		
<b>General Public Facing Events</b>	√	√	√	√	√	√	





<b>Scientific Publications</b>		√	√	√	√		
<b>Exhibitions</b>	√	√	√	√	√	√	√

## Quantitative KPIs - Target Audiences <sup>1</sup>

Target Audience	Indicator	Means of verification
50,000 members of the public will be reached with Website, Presentation materials, Newsletters, Press releases, Videos, Social Media, Public Facing Events and exhibitions from use cases	50.000 members of the public will access our content	Statistics from the website and social media about the number and composition of visitors; Dissemination and attendance lists; Followers and audience; Press clipping
3000 CH professionals and CHI will be reached with Website, Presentation materials, Newsletters, Press releases, Videos, Social Media and Public Facing Events, Specialist Events and Scientific Publications	200 CH professionals and CHI will gain an understanding the importance of using new technologies	Platform analytics, event signings and signups, attendance lists etc.
100 Researchers and Academics will be	20 Researchers and academics	Bibliographical data; Conference

<sup>1</sup> This table will be reviewed in M17-18 following the review of D1.1. and extensive analysis by the WP1 team in M16. The review will also attempt to establish a grading system that will offer some qualitative indication on the type of reach achieved.

Target Audience	Indicator	Means of verification
reached with Website, Presentation materials, Newsletters, Press releases, Videos, Social Media and Public Facing Events, Specialist Events and Scientific Publications		programme; Event sign ups or sign ins
1000 Policy Makers will be reached with Website, Presentation materials, Newsletters, Press releases, Videos, Social Media and Public Facing Events, Specialist Events and Scientific Publications	1000 Policy Makers	Event participants, mailing list participants, press clippings, direct communications.
5+ Vulnerable people CSOs at least per partner country and hopefully beyond will be reached with Website, Presentation materials, Newsletters, Press releases, Videos, Social Media and Public Facing Events, Specialist Events and Scientific Publications	At least 50 organizations/CSOs representing people facing accessibility and inclusion issues will be reached in order to establish a two-way relationship that will allow them to better enjoy CH because of SHIFT results and at the same time contribute to the creation of SHIFT tools	Event participants, mailing list participants, press clippings, direct communications.
50 CCIs and Artists will be reached with Website, Presentation materials, Newsletters, Press releases, Videos, Social Media and Public Facing Events	50 CCI	Event participants, mailing list participants, press clippings, and direct communications.
100 Businesses will be reached with Website, Presentation materials, Newsletters, Press	100 Businesses	Event participants, mailing list participants, press clippings, and



Target Audience	Indicator	Means of verification
releases, Videos and Social Media		direct communications.

The website and the project’s social media will be the first points of contact between the project and all targets, proposing content that will allow both a general understanding of the project’s activities as well as an occasional in-depth understanding of project results by specialized parties.

The other materials will not be, for the most part, as generic in approach but will target one or more target audiences and special care will be given to the messaging and presentation to ensure that these are appropriate for said audiences.



## 11.6. DISSEMINATION & COMMUNICATION TOOLS

### 11.6.1. Visual Identity & Website

The design of a visual identity for the SHIFT project started with the initial consideration of the project's target and objectives, alongside an analysis of the main themes and the concepts more apt to be represented visually.

The logo, visual identity and all the other materials that the project produced and approved in M6 and uses for its communication and dissemination are presented more thoroughly in the Communication Toolkit in the [Sharepoint folders](#).

The website will serve as the first point of contact for all audiences throughout the project. It is accessible to all using the latest accessibility tools and will be regularly reviewed and updated to ensure content relevance, ease of access etc.

### 11.6.2. Communication Materials

A number of materials will be produced by all partners in the framework of dissemination and communication activities. These include banners, flyers, posters, videos and more. For the purpose of the present document, they have been divided into two main categories, digital and printed.

All materials, as stated before, shall be designed taking as a starting point the visual identity of the SHIFT project. Each of them will communicate coherently both the visual identity and the key messages of the project. To avoid missteps, when in doubt or producing brand new types of materials, partners will ask the advice of WP6 partners or bring the new materials for review by the consortium or appropriate partners.

### 11.6.3. Printed Materials

In the production of its materials, the SHIFT project aims to rely mostly on electronic information tools due to their better scalability, ease of update and sustainability issues.

However, undoubtedly some printed materials will be needed for in-person events, notably posters, banners, flyers etc. to better engage participants and publicize the project. Notably, posters are often a feature of scientific conferences.

The focus of the printed materials will depend upon the occasion, but all will follow brand guidelines and EU visibility rules.

HERITAGE-designed SHIFT project introductory flier (M12) will facilitate partners' communication dissemination efforts; all partners can print and distribute according to the foundations laid in this document.



A roll-up designed by the SOM will serve as a promotional background in scientific and other public events.

#### 11.6.4. Digital Materials

Digital materials of the SHIFT project will include different formats and will be produced and updated throughout the duration of the project. Before the production or update of materials, the target audiences should be considered.

HERITAGE- produced materials to include:

- a generic constantly reviewed social media template for the main SHIFT social media accounts that partners can also should they wish to as well as an initial introductory video for the project.
- an introductory video (M6-8) for the SHIFT YouTube page and website to be shared across project social media accounts repeatedly throughout the duration of the project.

HERITAGE will create a template for the project newsletter in M16 and SOM along with HERITAGE will prepare and send out the newsletter on an ad hoc basis but at least once every quarter from M15 onwards, using an interactive publishing platform (Mailchimp). The newsletter will be shared with all users registered on the website. All partners will be expected to produce material for the newsletter.

## 11.7. CONTENT PRODUCTION

### 11.7.1. Public web communication

A website has been developed to promote and present the project and its results and activities. It can be found at <https://shift-europe.eu/>. The website will be updated with all suitable content produced for the project, results, partner activity information etc.

### 11.7.2. Press releases

Throughout the duration of the project a number of press releases will be produced and distributed, some on behalf of the project itself and others by the partners. ANBPR produced a press release to announce the launch of the project, a press release was produced to announce the project's first webinar etc.

Press releases will be issued by the relevant partner but in any case, the WP6 team will have to be notified in advance. They will be distributed to the most effective channels and news multipliers for each press release and partners will be encouraged to disseminate press releases through their corporate channels.



At a minimum, three consortium press releases will be produced, at M3, M24 and M36 to mark the beginning and end of the project and give some idea of the progress achieved (M24).

### 11.7.3. Social media

SHIFT's presence on social media has multiple objectives: to introduce the project to general and specialist audiences, create a community that will be involved in contributing to the development and then exploitation of the tools SHIFT will produce, publicize results, communicate and disseminate knowledge, outcomes and activities.

The main social media accounts were created by SOM and some by HERITAGE. More accounts will be created according to project needs and tech evolution. For example, an Instagram account may be created from M20 onwards and possibly a TikTok account to communicate and disseminate the new tools to the wider public and contribute to making cultural heritage more accessible and inclusive.

SOM is responsible for the production of content for social media with all partners playing a supporting role. The type of content (image, video, text), the social medium and the timing of publication will be decided on a case-by-case basis to achieve each action's desired outcome.

SHIFT will aim to post weekly if possible across social media platforms.

### 11.7.4. Publications

**Scientific publications:** Partners will publish their work in the appropriate scientific publications and notify the WP6 team to communicate this and include it in the continuous reporting.

Bibliographical information about produced scientific publications will be available on the project's website with relevant links. Publications would be promoted as part of the communication plan for social media.

**Public deliverables:** documents will be published on the project's website and key findings summarized in an article.

### 11.7.5. Events

The activities related to events will be both active and passive. SHIFT partners will take part in events to accumulate knowledge and network to achieve SHIFT's mission and goals. They will also take an active part in events to present, SHIFT and communicate and disseminate the work and results of the project. Furthermore, the consortium will organize a host of events throughout the duration of the project. When we say events we mean both generalist and specialist events, both public-facing and one's concentrated on the participation of experts.

All relevant events will be promoted on the project's website and/or social media, in order to maximize reach.





At least one consortium event will take place per year. The consortium planned the first event as a webinar to commemorate European Heritage Days, held annually in September. The second consortium event is expected to take place by M24 and the third by M36.

### 11.7.6. Newsletter

Starting in M16 to M36 one newsletter will be published quarterly communicating in a user-friendly style the main achievements and results of the project. The SHIFT newsletter will also include interesting opportunities from other projects and organizations.

The newsletter subscription list will be segmented so that newsletters can, if the partners consider it appropriate, be sent to specific audiences. However, the quarterly newsletter will be sent out to all subscribers, irrespective of the target audience they belong to. Subscribers will be signed on the website, during online and face-to-face events organized by the SHIFT consortium and during events attended by SHIFT partners where the facility to sign them up is available (for example the European Tech Conference in M13 with SHIFT occupying a stall there.)

The content presented in the Newsletter will also be available on SHIFT website.

## 11.8. REPORTING

All activities in the communication and dissemination framework are planned and organized in order to simplify and facilitate the collection of reporting data and the measurement of relevant parameters for the evaluation of the success of the C&D strategy.

The reporting techniques are mainly divided into two big categories: online and offline activities. The first category generally offers a very wide variety and detail in data, therefore one of the main challenges is the choice and interpretation of parameters to be considered; the second category on the other hand relies on a generally less detailed array of data, but in many cases can offer a much more significant insights into the actual achievements of the C & D activities.

SHIFT partners will ensure continuous reporting of Communication and Dissemination activities with the results used to update the Communication and Dissemination Strategy and Plan accordingly.

## 11.9. ACTIVITIES

Data related to the performances of online C&D activities will be collected from the very start, where possible through a variety of automated tools, that will ensure continuity, completeness and, in the end, a full understanding of the success of the different media employed.

### 11.9.1. Online Activities & KPIs



Activity	Measurement tool	Main parameters	KPIs
Website	Google Analytics	Pageviews, visitors, most viewed pages, etc.	>=5K Visitors by M36
Presentation Materials	Produced, Distributed, Views		2 main video (intro/outro) 1 main flier + 1 review (M24) 7 flyers one for each toolkit (M25-36) Banners for partner use 3x mini videos for general public Mini videos for target audiences (TBC M18-M36)
News dissemination	Multipliers analytics Archives	Pageviews/visitors, total outreach, take-ups	>=6 PR >=8 reports or I/V in at least 4 countries >=1 Media appearance per partner
Social Media	Platform analytics	Number of followers, reach, posts, viewers, external outreach	> 100 posts on each of LinkedIn, Facebook, twitter  > 3000 followers across platforms
Newsletter	Platform Analytics	Subscribers, delivered, open rate, Clicks	5 from M16 onwards 1 every quarter
Video	Platform analytics	Number of subscribers, views	5 minimum (1 intro (achieved), 1 outro, 3 mini videos for general public, a number of videos for specialist audiences TBC)
Online Events	Platform analytics	Participation, reach	At least 3 online event organized and attended by at least 100 people each (1 achieved M12)

In the Final report, on Dissemination and Communication activities all data will be presented in a well organized report that will aim at giving not only an overview of the activities and achievements of the project communication and dissemination, but also an interpretation and understanding of the online outreach of information.

### 11.9.2. Offline activities

The reporting of offline activities will not be carried out through automated tools, therefore the project will rely on our efforts to collect relevant and complete data.

The main activities to be considered are events organized by the consortium and SHIFT partners, participation in external events and publication in peer-reviewed journals.

Collection of data will happen mainly through a shared spreadsheet in Sharepoint with partners filling in reports or sending the information over to WP6 partners to update accordingly.

Activity	Main parameters	Aims
<b>Consortium Events</b>	Attendance, engagement of participants, dissemination of relative documents/proceedings.	At least 3 offline consortium events organized per year but more on KPIs in comprehensive table
		At least 1 dissemination event to be organized in each country
<b>External events participation</b>	Type of intervention, public type, attendance	At least 3 per year by at least 2 partners At least one involving the general public and t least one involving stakeholders/end users
<b>Scientific publications</b>	Type of journal, magazine, reach	At least 2 per year

## 11.10. KEY PERFORMANCE INDICATORS

SHIFT is going to rely on quantitative targets set for events and other promotional activities. When referring to online activities SHIFT will mostly rely on platform analytics to assess the performance of the consortium efforts in communicating and disseminating the project. For face-to-face activities, partners will rely on organizer data and in addition will try to ensure that they collect enough data by for example signing people into the event or up for our newsletter etc, depending on occasion.

For more details please refer to the table below setting out the project timeline

### 11.10.1. Communication Plan **TIMELINE** with KPIs

The following chart illustrates the project timeline with a view to the tasks indicated in the Description of Action.

Tool   Action	Description	KPIs
<b>Logo and visual identity</b>	A logo and visual identity will be developed, keeping in mind SHIFT themes, objectives and distinctive characteristics.	M1-M6 Visual ID produced
<b>Website</b>	<p>First point of contact with the project for all target audiences. It will provide a description of the project and distribute content (articles, press releases, newsletter, open calls etc.)including content targeted to the general public. A simple registration facility will allow users to sign up for the newsletter.</p> <p><b>Accessibility:</b> SHIFT is committed to accessibility, inclusivity and diversity and as a result has undertaken to ensure its website is fully accessible to all. The website</p>	<p><b>M1-M12</b> M6 Website produced M12 Accessibility for all</p> <p><b>M13-M24</b> Website visitors 1K by M18 Review Website re: Accessibility, Easy of Use, etc. Website Visitors 2K by M24</p>

	<p>will be reviewed at regular intervals to ensure it is up to date with accessibility and inclusion best practices.</p>	<p><b>M25-M36</b> Website Visitors 5K+ M36</p>
<p><b>Social Media (inc. social media advertising)</b></p>	<p>The project will create social media accounts on platforms used extensively by the general public including Facebook and Twitter and will produce material to feature in these platforms. Through social media, the public will be called upon to contribute to shaping SHIFT by commenting on our activities and taking part in surveys, questionnaires, etc.</p> <p>The project will also take advantage of the great opportunities offered for wide and well-targeted communication and dissemination activities offered by social media platform advertising.</p>	<p><b>M1-M12</b></p> <ul style="list-style-type: none"> <li>• Over 300 followers M12 (ok)</li> <li>• 1 Social Media Campaign all audiences (run 2 a) meet the partners still ongoing,</li> <li>• b) webinar all audiences)</li> </ul> <p><b>M13-M24</b></p> <ul style="list-style-type: none"> <li>• Over 1000 followers M18</li> <li>• Review Platforms and possibly add accounts</li> <li>• Posts for results/toolkits, at least 10</li> <li>• 2&gt;= targeted social media campaigns [one to regard surveys for end-user requirements]</li> </ul>



		<p><b>M25-M36</b></p> <ul style="list-style-type: none"> <li>• Over 3000 followers M36</li> <li>• Over 100 posts in total</li> <li>• Results Campaign (at least 7 posts, at least 10000 views)</li> <li>• Advertising campaign to promote results (over 50K reached)</li> </ul>
<p><b>Presentation Materials</b></p>	<p>The Presentation materials, designed especially to appeal to the general public, including a video, flier, roll-up, etc. will facilitate project visibility and will be available online and/or offline.</p>	<p><b>M1-36</b></p> <ul style="list-style-type: none"> <li>• 1 main video + 1 review(M24)</li> <li>• 1 main flier + 1 review (M24)</li> <li>• 7 flyers one for each toolkit (M25-36)</li> <li>• Banners for partner use</li> <li>• 3x mini videos for general public</li> <li>• Mini videos for target audiences (TBC M18-M36)</li> </ul>
<p><b>Newsletters</b></p>	<p>They will be released on a quarterly basis, from M16 onwards and will be accessible to the general public. They will share information about the project’s progress and information on key sector news and events.</p>	<p>Begin to Send Quarterly Post M16</p> <p><b>M13-M24</b> First newsletter sent M16 &gt;=500 subscribers</p> <p><b>M24-36</b> M36 &gt;=1500 subscribers</p>



<b>Press releases and Media</b>	<p>Press releases will be produced to ensure the media brings SHIFT to the attention of the general public and dedicates content/time to explain and promote the work and objectives and aims of the project.</p>	<p><b>M1-M12 (achieved all)</b></p> <ul style="list-style-type: none"> <li>• &gt;=2 PR (one kickoff)</li> <li>• &gt;=2 I/V (ok ANBPR Radio and TV)</li> </ul>
		<p><b>M13-24</b></p> <ul style="list-style-type: none"> <li>• &gt;=2PR</li> <li>• &gt;=3 media reports in &gt;=2 countries</li> </ul>
		<p><b>M24-36</b></p> <ul style="list-style-type: none"> <li>• 3+ PR, 1+ about results, 1+ wrapping project</li> <li>• 5+outlet in 3+ countries to feature SHIFT</li> </ul>
<b>Video</b>	<p>Over the duration of the project, short videos will be produced during the 3 years of the project to promote SHIFT and explain its aims and objectives to the General Public. The videos will be made accessible via the project website.</p>	<p><b>M1-12</b></p> <ul style="list-style-type: none"> <li>• 1 Main as above (ok)</li> </ul> <p><b>M12-24</b></p> <ul style="list-style-type: none"> <li>• review main video</li> <li>• 3+ mini videos</li> </ul>
<b>Publications</b>	<p>SHIFT partners will publish a number of articles/reports etc. These include a number of tailor-written materials that will target the general public and will be featured in as many outlets as possible including the website, SHIFT partner blogs and publications etc.</p>	<p><b>M1- M36</b> At least 4 Scientific publications per calendar year.</p>

		<p><b>M13-M24</b></p> <ul style="list-style-type: none"> <li>• 2+ opinion pieces for website and partner sites</li> </ul> <p><b>M25-36</b></p> <ul style="list-style-type: none"> <li>• 2+ opinion pieces for website and partner sites</li> <li>• 1 report re: project results for closure on each partner’s site.</li> </ul>
<p><b>Events</b></p>	<p>SHIFT and partners will organize a number of public-facing events both online and face-to-face targeting a variety of audiences including the general public.</p> <p><b>Target Audiences</b></p> <p>SHIFT Partners will participate in a mix of events addressings all target audiences as set out in Task 1.1 and according to the amendments made to the end users in the review D1.1</p> <ul style="list-style-type: none"> <li>• General public</li> <li>• End Users (including CH/GLAMS organizations and professionals, tech industry, academia, biz)</li> <li>• Stakeholders (policy makers, academia, tech industry and more)</li> <li>• Public with Disabilities</li> </ul>	<p><b>M1-M12</b> <b>General Public</b></p> <ul style="list-style-type: none"> <li>• <math>\geq 1</math> pubic facing event</li> </ul> <p>(ok, ANBPR White Nights, HERITAGE EHD Webinar)</p> <p><b>End Users /Stakeholders</b></p> <ul style="list-style-type: none"> <li>• <math>\geq 2</math> workshops for partners to explore options (realized SOM &amp; BNM M6 + M9)</li> <li>• <math>\geq 1</math> event for users that belong to the public’s section with accessibility issues (realized by DBSV M12)</li> <li>• Active participation in <math>\geq 2</math> scientific conferences (realized, ANBPR, FORTH, AUG, QMUL, HERITAGE etc)</li> </ul>



		<p><b>M13 - M24</b></p> <p><b>General Public</b></p> <ul style="list-style-type: none"> <li>• <math>\geq 1</math> public facing event</li> </ul> <p>(ok, ANBPR White Nights, HERITAGE EHD Webinar)</p> <p><b>End Users /Stakeholders</b></p> <ul style="list-style-type: none"> <li>• <math>\geq 2</math> workshops for partners to explore options (realized SOM &amp; BNM M6 + M9)</li> <li>• <math>\geq 1</math> event for users that belong to the public's section with accessibility issues (realized by DBSV M12)</li> <li>• Active participation in <math>\geq 2</math> scientific conferences (realized, ANBPR, FORTH, AUG, QMUL, HERITAGE etc)</li> </ul>
		<p><b>M25 - M36</b></p> <p>Events organized and attended to address all 4 categories of target audiences</p> <p><b>General Public &amp; all stakeholders</b></p> <ul style="list-style-type: none"> <li>• 1+ public facing events</li> <li>• 1+ public facing events re: results</li> </ul> <p><b>End Users</b></p> <p><math>\geq 2</math> tailor made events to including one presenting training options</p>



## 11.11. INTERNAL COMMUNICATION GUIDELINES

Internal communication's main goal is to ensure coordination among SHIFT partners and as such is in the remit of project coordinators SIMAVI.

### 11.11.1. CLUSTER ACTIVITIES

The SHIFT Project consortium

- will take part in all cluster meetings organized by the EC and cluster members themselves,
- regularly promote communication and dissemination activities of other cluster members (at least 5 posts per quarter from M9 onwards),
- establish communication avenues to ensure that sister projects in the cluster also share SHIFT C & D activities,
- organize in M13-M24 at least one event with the participation of cluster members.

### 11.11.2. EU VISIBILITY

All recipients of EU funding have a general obligation to acknowledge the origin and ensure the visibility of any EU funding received.

The visibility obligations apply equally, regardless of whether the actions concerned are implemented by the European Commission, through grants and procurement contracts, or partners through indirect management.

### 11.11.3. EU Emblem

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. Apart from the emblem, no other visual identity or logo may be created or used to highlight EU support, unless previously agreed with the European Commission.

SHIFT, like all recipients of EU funding, must therefore use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground. The EU emblem must be correctly and prominently displayed.



When the EU is the sole donor, the EU emblem must appear where it will be most prominently visible. In actions and activities where there are multiple donors, the EU emblem must be at least as prominently displayed as those of the other financial partners, and the positioning of emblems must be determined in agreement with all the donors.

When the EU emblem is reproduced in any graphic representation, it must be used in its entirety, without any alterations or additions. The display or reproduction of the emblem may not incorporate any flag or symbol of another country, donor, agency, or organization. The graphic representation of any such partners must be displayed separately.

The EU emblem and other visual elements can be found in [the Download Centre for Visual Elements](#). Please consult 'The use of the EU emblem in the context of EU programmes 2021-2027: Operational Guidelines for Recipients of EU funding' for detailed guidelines on the use of the EU emblem.

#### 11.11.4. Funding Statement

The EU emblem should be accompanied by a funding statement mentioning the EU's support. The funding statement 'Funded by the European Union' or 'Co-funded by the European Union' (as appropriate) shall always be spelt out in full in the operational language of the EU programme and relevant local language(s) and be placed next to the emblem.

Both the EU emblem and the funding statement are essential to acknowledge EU support. As a rule, they always go hand in hand and must not be separated.

#### 11.11.5. Horizon Europe Funding Statement

SHIFT being a Horizon Europe project, the EU emblem and main funding statement will be followed by a secondary funding statement as follows.



**Funded by  
the European Union**

This project has received funding from  
the European Union's Horizon Europe  
research and innovation programme under  
grant agreement no 101060660.



**Funded by  
the European Union**

This project has received funding from  
the European Union's Horizon Europe  
research and innovation programme under  
grant agreement no 101060660.

## 11.12. Calendar 2024 V. 1 Jan 2024 (TBU 1 Feb 2024)

### January

Meet the Partners Campaign  
Newsletter Signup Campaign  
First Newsletter  
Cluster - 1st cluster comms meeting Jan 18

### February

Meet the Partners Campaign  
Newsletter Signup Campaign

### March

European Research & Innovation Days March 20-21 2024  
<https://projects.research-and-innovation.ec.europa.eu/en/events/upcoming-events/research-innovation-days>  
MuseumNext Digital Summit 25-26 March  
<https://www.museumnext.com/events/museum-digital-summit/>  
INTED2024, Valencia, Spain 4-6 March 2024 The 18th International Technology, Education and Development Conference brings  
<https://iated.org/inted/>  
<https://www.facebook.com/iated>

### C.R.E.A. Cultura Festival 2024

This festival, organized by the CRHACK LAB FOLIGNO 4D, promotes and celebrates cultural heritage, digital technologies and creative thinking.  
<https://www.socialhackademy.it/creacultura/>

### April

2nd Newsletter  
BMN International Museum Conference Meet, See, Do "Safeguarding Cultural Heritage in Times of Crisis", Tivat, Montenegro, 18-19 April 2024  
<https://www.bmuseums.net/category/meet-see-do-3/>

### May

Digital Storytelling Festival returns for two days of talks and workshops on 21 and 22 May 2024 - <https://pro.europeana.eu/page/digital-storytelling-festival>

Consortium Meeting 23-24 May

LAM - Libraries, Archives, Museums Conference, Cetinje, Montenegro

Museum4punkt0





Help museums throughout Germany develop suitable digitalization strategies and expand their digital outreach.

<https://www.museum4punkt0.de/>

## June

XR Summit Museum Next 26 - 27 June 2024

<https://www.museumnext.com/events/museum-digital-summit/>

## July

3rd Newsletter

## August

## September

25th Interspeech Conference, September 1st to 5th, 2024, in Kos Island, Greece.

<https://interspeech2024.org/>

BAM (Libraries, Archives, Museums) Conference, Sarajevo, Bosnia and Herzegovina

## October

4th Newsletter

EUROPEANA Conference (Dates TBC)

<https://pro.europeana.eu/page/events>

## November

EVA Conference

<https://eva-berlin-conference.de>

## December

CoMuseum Conference

<https://thecomuseum.org/>



## 12. ANNEX 2 - COMMUNICATION & DISSEMINATION PLAN FOR GENERAL PUBLIC

<b>Document ID:</b>	<b>SHIFT – TARGETED C&amp;D PLANS: General Public</b>
<b>Version date:</b>	12th January 2024
<b>Total pages:</b>	
<b>Abstract:</b>	SHIFT aims to make cultural heritage more accessible, inclusive, and appealing for all. This document is a communication plan aimed at reaching out to a specific target audience, the public at large, with all the challenges that accompany efforts to reach such a wide and varied population across Europe.
<b>Keywords</b>	general public, SHIFT Project, Cultural Heritage

### Authors

Name	Organisation	Role
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Name	Organisation	Role
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### VERSION HISTORY

Version	Description	Date
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<b>1</b>	1 <sup>st</sup> complete draft	12/01/2024
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## TARGETED C&D PLANS: General Public

### INTRODUCTION

SHIFT aims to make cultural heritage more accessible, inclusive, and appealing for all. Consequently, possibly the most important target audience of the project's Communication and Dissemination efforts consists of the general public, including those who regularly attend and enjoy Cultural Heritage Organizations and Assets and those that do not, irrespective of reason, with special attention being paid to the segments of the general public that face accessibility and inclusion issues. Members of the general public currently not engaged with culture/cultural heritage are of particular significance for the SHIFT project. The SHIFT consortium will finetune its strategy with this particular public in mind when it has the first results that will enable it to test its toolkits (expect to do this from M18 onwards).

The following is the first of a possible number of communication plans aimed at reaching out to specific target audiences. In this case the target audience is the public at large, with all the challenges that accompany efforts to reach such a wide and varied population across Europe.

Throughout the project, the European public, as a significant stakeholder and end user of SHIFT, will be called upon not just to find out more about the project and the results and materials it produces, but it will also contribute actively to its development, especially in the fine tuning of the materials produced. The public will be called up on to offer its opinion on the issues SHIFT is trying to address and the tools it is working on producing through a variety of means including but not limited to : reactions to social media posts, surveys, focus groups, and questionnaires.

#### *Main Message (version 1, M1-M18):*

*\* The SHIFT project is working to make cultural heritage more accessible, inclusive, and appealing for all*

#### *Main Message (version 2, M19-M36):*

TBC with partners following completion of work on D1.1, appraisal of results etc.

### TOOLS

\*

To reach the General Public, SHIFT will use the following tools:

D6.1 Communication, Dissemination & Impact - first version | Page | 108



**Funded by  
the European Union**

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement no 101060660.

Tool   Action	Description	KPIs
<b>Logo and visual identity</b>	A logo and visual identity will be developed, keeping in mind SHIFT themes, objectives and distinctive characteristics.	Visual ID produced
<b>Website</b>	First point of contact with the project for all target audiences. It will provide a description of the project and distribute content (articles, press releases, newsletter, open calls etc.) including content targeted to the general public. A simple registration facility will allow users to sign up to the newsletter.	Website produced Website visitors 1K by M18 Website Visitors 2K by M24 Website Visitors 5K+ M36



**Social Media  
(inc. social media  
advertising)**

The project will create social media accounts in platforms used extensively by the general public including facebook and twitter and will produce material to feature in these platforms. Through social media the public will be called upon to contribute to shaping SHIFT by commenting on our activities, and taking part in surveys, questionnaires etc

The project will also take advantage of the great opportunities offered for wide and well targeted communication and dissemination activities offered by social media platform advertising.

**M1-M12**

Over 300 followers M12 (ok)

1 Social Media Campaign (run 2 a) meet the partners still ongoing, b) webinar)

**M13-M24**

Over 1000 followers M18

Review Platforms and possibly add accounts Posts for results/toolkits, at least 10

**M25-M36**

Over 2000 followers M24

Results Campaign (at least 7 posts, at least 10000 views)

Advertising campaign to promote results (over 1M reached)



<p><b>Presentation Materials</b></p>	<p>Presentation materials especially designed to appeal to the general public, including a video, flyer etc. will facilitate project visibility and will be available online and/or offline.</p>	<p><b>M1-36</b>          1 main video + 1 review(M24)          1 main flyer + 1 review (M24)          7 flyers one for each toolkit (M25-36)</p>
<p><b>Newsletters</b></p>	<p>They will be released on a quarterly basis from M16 onwards and will be accessible to the general public. They will share information about the project's progress and information on key sector news and events.</p>	<p>Begin to Send Quarterly Post M16  <b>M13-M24</b>          First newsletter sent M16          &gt;=500 subscribers  <b>M24-36</b>          M36 &gt;=1500 subscribers</p>





<p><b>Press releases and Media</b></p>	<p>Press releases will be produced to ensure the media brings SHIFT to the attention of the general public and dedicates content/time to explain and promote the work and objectives and aims of the project.</p>	<p><b>M1-M12 (achieved all)</b></p> <ul style="list-style-type: none"> <li>• 2 PR (one kickoff)</li> <li>• 1 I/V (ok ANBPR Radio and TV)</li> </ul> <p><b>M13-24</b></p> <ul style="list-style-type: none"> <li>• 1+ PR- 2 media reports in - 2 countries</li> </ul> <p><b>M24-36</b></p> <ul style="list-style-type: none"> <li>• 3+ PR, 1+ about results, 1+ wrapping project</li> <li>• 3+outlet in 3+ countries to feature SHIFT</li> </ul>
<p><b>Video</b></p>	<p>Over the duration of the project, short videos will be produced during the 3 years of the project to promote SHIFT and explain its aims and objectives to the General Public. The videos will be made accessible via the project website.</p>	<p><b>M1-12</b></p> <ul style="list-style-type: none"> <li>• 1 Main as above (ok)</li> </ul> <p><b>M12-24</b></p> <ul style="list-style-type: none"> <li>• review main video</li> <li>• 3+ mini videos</li> </ul>



<p><b>Publications</b></p>	<p>SHIFT partners will publish a number of articles/reports etc. These include a number of tailor-written materials that will target the general public and will be featured in as many outlets as possible including the website, SHIFT partner blogs and publications etc.</p>	<p><b>M13-M24</b></p> <ul style="list-style-type: none"> <li>• 2+ opinion pieces for website and partner sites</li> <li>• 2+ opinion pieces for website and partner sites</li> </ul>
<p><b>Events</b></p>	<p>SHIFT and partners will organize a number of public facing events both online and face to face targeting a variety of audiences including the general public.</p>	<p><b>M1-M12</b></p> <ul style="list-style-type: none"> <li>• <math>\geq 1</math> public facing event (ok, ANBPR White Nights, HERITAGE EHD Webinar)</li> </ul> <p><b>M13 - M24</b></p> <ul style="list-style-type: none"> <li>• <math>\geq 2</math> public facing events</li> </ul> <p><b>M25 - M36</b></p> <ul style="list-style-type: none"> <li>• 1+ public facing events</li> <li>• 1+ public facing events re: results</li> </ul>



## WORK OUTLINE

### M1-M24

Partners will spend the first 6-8 months creating its infrastructure communication, including a website and social media accounts (facebook, twitter, youtube) aimed at reaching the general public and establishing initial contact. Between them these three platforms reach a good cross-section of the public depending on its age, interests and tech availability.

Between **M1-M12** the project will have:

- created some initial introductory materials including a **video**, a **flyer** and a **social media template** and
- distribute said materials through its basic infrastructure. These materials will attempt to lay the foundations of introducing the general public to SHIFT.
- Partners will go through with the organization of at least one public facing event and
- aim attempt to reach the public by issuing at least two **press releases** (on introducing the project and another on a separate subject to be agreed by the partners) and to
- give at least one **interview** to a European media outlet outlining the project and its goals.
- SHIFT will create at least one **social media campaign**, that will possibly include advertising to promote SHIFT or an event organized by the program or introduce the partners that are working on the program and consequently the program itself.

### M12 – M24

Between **M12 – M24** SHIFT will expand on these initial efforts by

- continuing to work on distributing content across its social media channels and engaging with the press
- organizing public facing events (at least 2) and taking part in public facing events organized by others. It will also
- start creating social media content based on the results produced by SHIFT including videos and posts (aim to start showcasing our work from M17 onwards).
- Send the first of its quarterly newsletters (M16) that will be addressed to anyone signing up through our website and events
- Engage the press and media to raise the issue of CH appeal, accessibility and inclusion. The project will aim to issue at least one press release highlight the tools produced by SHIFT and ideally the press release should result in at least two reports (press, broadcast) in at least two European Countries.



- SHIFT consortium partners will write at least two opinion pieces to be featured in the website, those of at least one other partner and in any other outlet, on issues directly related to the SHIFT project.
- By M24 the SHIFT team will create an updated video for the project featuring some of the results.
- By M24 the SHIFT team will create at least 3 mini videos/interviews with SHIFT partner representatives explaining what they are working on in terms that the general public will be able to understand. At least one of these videos will be addressed to a segment of the public with accessibility issues.

### REVIEWING FOR SUCCESS

The SHIFT consortium will take stock of the C&D work that took place in the first 24 months of the project and the results in order to fine tune both the work and the messages addressed to the general public. In any case the partners will intensify their efforts to showcase the project's work and stoke general public interest in it. To achieve this they will among other activities during

### M25-M36:


- Publish at least two press releases, at least one of which will be highlighting project results.
- Ensure that at least 3 media outlets in at least 3 countries feature an article/piece about SHIFT aimed at the general public.
- One of these articles should regard the project closure/final results.
- Organize at least one public facing event (online and/or offline).
- At least one event should present SHIFT results to the general public
- Organize a social media campaign to promote SHIFT results.
- Organize an online advertising campaign to promote SHIFT results
- Create at least 4 short videos promoting SHIFT toolkits/results to the general public
- SHIFT partners are expected to write at least two opinion pieces to be featured in the website, those of at least one other partner and in any other outlet, on issues directly related to SHIFT results/toolkits produced.

### CLUSTER PROJECTS


The SHIFT team is committed to using its C&D efforts to promote the work of all cluster projects to the general public. As a results it undertakes to regularly share social media posts and other material for its sister projects while the WP6 team will establish working contact with the rest of the cluster C&D teams to ensure they do the same and that thi



### 13. ANNEX 3 Detailed description of achievements in terms of communication & dissemination activities M1- M6 (October 2022-March 2023)


Crt no.	Communication dissemination activities	Description	Date	Target groups
1	<a href="#">Distribution of the SHIFT project launch announcement on the BNM website</a>	<p>“We are happy to inform you that BMN is one of the partners in a three year project titled SHIFT – «MetamorphoSis of cultural Heritage Into augmented hypermedia assets For enhanced accessibiliTy and inclusion” led by the <u>SOFTWARE IMAGINATION &amp; VISION SRL</u> from Romania and funded through Horizon EU program”.</p> <p>SHIFT has started on Oct 1</p> <p><small>OCTOBER 10, 2022 / / NEWS AND ACTIVITIES</small></p> <p>We are happy to inform you that BMN is one of the partners in a three year project titled SHIFT – «MetamorphoSis of cultural Heritage Into augmented hypermedia assets For enhanced accessibiliTy and inclusion” led by the <u>SOFTWARE IMAGINATION &amp; VISION SRL</u> from Romania and funded through Horizon EU program.</p> 	10 October 2022	More than 1K user visited BMN website, mostly heritage and museum professionals
2	<a href="#">Distribution of the SHIFT project launch announcement on the BNM Facebook</a>	We are happy to inform you that BMN is one of the partners in a three-year project titled SHIFT – «MetamorphoSis of cultural Heritage Into augmented hypermedia assets for enhanced	10 October 2022	Reach on Facebook is 650 Reach 23 Reactions 3 Comments



		<p>accessibility and inclusion" led by the SOFTWARE IMAGINATION &amp; VISION SRL from Romania and funded through Horizon EU program.</p> 		1 Shares
3	<a href="#">Distribution of the SHIFT project launch announcement on the ANBPR website</a>	<p>SHIFT introducing to librarian community in Romania within the National Conference of Public Librarians and Libraries BiblioPUBLICA "Green and Digital Libraries" (5-7.10.2022)</p> <p>ANBPR made a short presentation of the SHIFT project during the National Conference of Public Librarians and Libraries BiblioPUBLICA "Green and Digital Libraries", which took place in Târgu Jiu on 5- 7 October 2022, on which occasion the Executive Director of ANBPR gave a presentation entitled "ANBPR's transnational projects - know-how and innovation resources for libraries. The conference was organized by the County Library "Christian Tell" Gorj and EUROPE DIRECT Gorj, in partnership with the National Association of Librarians and Public Libraries in Romania and addressed the main current topics in the field of libraries in front of an audience of over 200 participants.</p>	01 November 2022	200 participants





				
4	Meeting between Ioana Crihana, ANBPR Executive Director, and the radio producer Lidia Laic, from Radio Romania Cultural (iClasa radio broadcast)	<p>Prepare the radio interview about the SHIFT project, in which ANBPR is involved as a partner.</p> <p>Lidia Laic is the producer of iClasa (iClassroom) on Radio Romania Cultural, a prestigious education radio programme broadcast on Radio Romania Cultural every Saturday and Sunday at 2pm.</p> <p>The documentation and preparation of the interview consisted of an extensive producer-interviewee dialogue about the context of the launch of the SHIFT project, the presentation of the objectives and expected results, the importance of the implementation of the SHIFT project for the educational and scientific community in Romania and how the project will produce beneficial changes in the perception and understanding of cultural heritage with the support of technology and cultural and creative institutions, especially from the perspective of public libraries.</p>	21 November 2022	Radio Romania Cultural (RRC) is the second national channel of the Romanian Broadcasting Corporation dedicated to cultural news in Romania, with a net daily audience of over 250,000 listeners nationwide.
5	<u>Dissemination of the press release related to launching the SHIFT project on the</u>	"ANBPR - partener in implementarea proiectului SHIFT - Metamorfoza patrimoniului cultural în active hipermedia augmentate pentru accesibilitate sporită și incluziune, recent lansat oficial în cadrul programului Horizon Europe 2021-2027".	02.11.2022	Public audience of ANBPR Facebook page: 2713 followers



	ANBPR Facebook page			
6	<a href="#">Dissemination of the press release launching the SHIFT project on the private Facebook group of ANBPR</a>		02.11.2022	
7	Participation of the Executive Director of ANBPR, Ioana Crihana, at the event "PL2030 & MEP Breakfast at The European Parliament"	<p>PL2030 Breakfast at the European Parliament Briefing for participants from PL2030 network  Date: Wednesday November 9 th - 08.30 - 09.30 Place: European Parliament, Building Altiero Spinelli, Room SPINELLI 5G1 (BRU)  Hosted by: MEP Catharina Rinzema (NL/Renew) Format: - Seated breakfast at one round table of 40 persons - The PL2030 library representatives invite one MEP from their country - Short programme of speakers to stimulate the debate  Objective: - Create a relationship with your MEP and increase visibility of libraries' activities in relation to EU policy priorities relating to non-formal education, digital and media literacy with a special focus on safety for children online.</p>	09.11.2022	MEPs, Decision makers, top cultural and creative industry representatives: 38 participants all around Europe



		<p><b>Programme:</b></p> <ul style="list-style-type: none"> <li>- Welcome and Introduction by Host MEP Catherina Rinzema</li> <li>- "The STEM Cologne festival - driving digital, climate and sustainability engagement in the library" - Hannelore Vogt, PL2030 board member and director of Cologne Public Library</li> <li>- Input speech - Rosanna Di Gioia, European Commission, Joint Research Center, E3 Cyber &amp; Digital Citizens' Security Unit</li> <li>- Bilateral conversations</li> </ul> <p>During the bilateral conversations section, informal discussions were held with the organizational participants and invited MEPs about the projects with a technological component in the participants' portfolio. The Executive Director of ANBPR engaged in discussions with participants on ongoing ANBPR projects in the field of digital skills, including the recently launched SHIFT research and innovation initiative with library participation. The main theme of the dialogue focused on the need to expand access to culture and creativity for people with disabilities.</p> <div data-bbox="801 790 896 821" style="text-align: center;"> </div> <p><b>PL2030 Breakfast at the European Parliament</b>  <b>"Boosting digital and media literacy in the public library"</b></p> <p><b>Date:</b> Wednesday November 9<sup>th</sup> - 08:30 - 09:30  <b>Place:</b> European Parliament, Building Altiero Spinelli, Room SPINELLI 501 (BRU)</p> <p><b>Hosted by:</b> MEP Catherina Rinzema (NL, Renew)  <b>Format:</b> Seated breakfast with 40 participants, European library leaders and MEPs</p> <p><b>Background:</b>      From digital upskilling and literacy to supporting the green transition and boosting democratic life and civic engagement, libraries can play a key role in achieving EU objectives. We aim to put a special focus on the topic of online safety for children and their public libraries contribute to increasing the digital literacy for children. As the new strategy of the European Commission for a better internet for kids will be adopted in the European Parliament, the aim is to discuss the contribution of public libraries in this field in more depth with European library leaders and members of the European Parliament during the breakfast meeting.</p> <p><b>Programme:</b></p> <ul style="list-style-type: none"> <li>- Welcome by Irena Kisk, Director of PL2030</li> <li>- Introduction by Host MEP Catherina Rinzema</li> <li>- "The STEM Cologne festival - driving digital, climate and sustainability engagement in the library"</li> <li>- Hannelore Vogt, PL2030 board member and director of Cologne Public Library</li> <li>- Rosanna Di Gioia, European Commission, Joint Research Center E3 Cyber &amp; Digital Citizens' Security Unit</li> <li>- Bilateral conversations</li> </ul> <p><small>Public Libraries 2030 is a European project and advocacy organisation working with innovative lightHouse libraries all over Europe.  <a href="https://publiclibraries2030.eu/">https://publiclibraries2030.eu/</a></small></p>		
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		<p>PL2023 Meeting 03 November 2022 at Brussels 4 November 2022 Participants List</p> <table border="1"> <thead> <tr> <th>PL2023 Member</th> <th>Member</th> <th>Title</th> <th>Organisation</th> <th>Country</th> </tr> </thead> <tbody> <tr><td>1</td><td>Edi</td><td>Director</td><td>Library Consortium</td><td>Poland</td></tr> <tr><td>2</td><td>Ernest</td><td>Library Director</td><td>Education and Research Library of Warsaw Region</td><td>Poland</td></tr> <tr><td>3</td><td>Ernest</td><td>Library Director</td><td>Library of Warsaw Region</td><td>Poland</td></tr> <tr><td>4</td><td>Ernest</td><td>Library Director</td><td>Public Library De Westhoek</td><td>Belgium</td></tr> <tr><td>5</td><td>Ernest</td><td>Library Director</td><td>Library of Warsaw Region</td><td>Poland</td></tr> <tr><td>6</td><td>Ernest</td><td>Library Director</td><td>Library of Warsaw Region</td><td>Poland</td></tr> <tr><td>7</td><td>Ernest</td><td>Library Director</td><td>Library of Warsaw Region</td><td>Poland</td></tr> 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8	<p>Correspondence with Mr Stelios Kypouropoulos,</p>	<p>Correspondence with Mr Stelios In attention of: Mr Stelios Kypouropoulos, MEP Group of the European People's Party (Christian Democrats)</p>																																																																																																																																																																																																									



Funded by the European Union

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<p>MEP Group of the European People's Party (Christian Democrats) ref. SHIFT project, 2023-2026 EU Work Plan for Culture &amp; equal access to art and culture for persons with disabilities</p>	<p>I am contacting you as a result of our joint participation in the PL2030 Breakfast at the European Parliament on Wednesday, 09.11.2022, coordinated by Public Libraries 2030 and hosted by MEP Catharina Rinzema (NL/Renew), on increasing visibility of libraries' activities in relation to EU policy priorities.</p> <p>I represent the National Association of Public Librarians and Libraries in Romania - ANBPR, the most representative professional association in the field of librarianship in Romania (<a href="http://www.anbpr.org.ro">www.anbpr.org.ro</a>).</p> <p>Currently, ANBPR is a partner in the project entitled SHIFT: MetamorphoSis of cultural Heritage Into augmented hypermedia assets For enhanced accessibiliTy and inclusion, funded under Horizon Europe 2021- 2027, aiming at bringing prominent advances in technologies to facilitate universal access of cultural heritage archives and assets.</p> <p>Beyond its very ambitious research objectives, the SHIFT project will adopt inclusion by design methodologies to allow all citizens (including people with disabilities) to experience interaction with cultural heritage assets.</p> <p>In the context of the negotiations for the new EU Work Plan for Culture (2023-2026), we believe that it is critically important that people with disabilities are considered in terms of access to art and culture in general. Even if it is a discussion about Arts &amp; Health, unfortunately no mention of disability exists. This is despite the specific recommendation from the European Commission that broadening access to people with disabilities should be included.</p> <p>In this sense, we would be happy if you would support us in raising awareness of the following aspects:</p> <ul style="list-style-type: none"> <li>- The 2023-2026 European Work Plan for Culture should include actions to tackle the lack of access to culture by</li> </ul>		
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		<p>disabled people as audiences, as arts professionals and as artists.</p> <ul style="list-style-type: none"> <li>- We are joined in this demand by dozens of specialist arts organizations across Europe - including those represented by the European Arts &amp; Disability Cluster.</li> <li>- This is also the recommendation of the European Commission, which noted in its report on the current work plan that broadening access to culture and creativity to people with disabilities should be a priority in the next work plan.</li> </ul> <p>We kindly ask you to facilitate an urgent amendment to the current draft program. The amendment should include:</p> <ul style="list-style-type: none"> <li>- One of the priorities of the work plan should be broadening access to culture and creativity to people with disabilities</li> <li>- Dedicated actions should be envisaged to support the professional development and internationalization of artists with disabilities</li> <li>- Dedicated actions should be envisaged to reach audiences of people with disabilities who have long been marginalized from cultural institutions</li> <li>- An Open Method of Coordination (OMC) Working Group on Arts &amp; Disability should be established - mirroring the great work of the OMC Arts &amp; Gender Working Group.</li> </ul> <p>Research should be commissioned into:</p> <ol style="list-style-type: none"> <li>a) % current European cultural audiences who identify as disabled</li> <li>b) % of European cultural workforce who identify as disabled</li> <li>c) provision for disabled students at Europe's Arts &amp; Culture Higher Education institutions (Theatre Schools, Conservatoires, Film Schools, Dance Academies, Art Colleges, etc.).</li> </ol>		
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		<p>Thank you very much for your interest in the topic of libraries and cultural institutions in general and we count on your support in addressing the above requests regarding the inclusion of people with disabilities in the 2023-2026 European Work Plan for Culture.</p> <p>Yours faithfully, Ioana Crihana Executive Director ANBPR</p>		
9	<a href="#">Press release posted on the HERITAGE website</a>	<p>SHIFT – Cultural Heritage transformation project kicks off under Horizon Europe [HERITAGE is focused on training cultural heritage managers and as a result has an extensive contacts list and network that is able to directly reach over 4000 heritage professionals in their mailboxes and over 35000 followers of its social media which include many heritage managers]</p> <p>* HERITAGE is focused on training cultural heritage managers and as a result has an extensive contacts list and network that is able to directly reach over 5000 heritage professionals in their mailboxes and over 35000 followers of its social media which include many heritage managers and its website is visited by over 5000 people, mainly Cultural Heritage Managers each month.</p>	28.11.2022	>5000 CH Managers visit the website monthly in Europe and beyond visit the HERITAGE website each month
10	<a href="#">Post on HERITAGE Facebook</a>	<p>NEW PROJECT HERITAGE is happy to announce its participation in a major new Research and Innovation Action (RIA) that held its kick off meeting on 18 and 19 October. The “SHIFT: MetamorphoSis of cultural Heritage Into augmented hypermedia assets For enhanced accessibiliTy and inclusion” project supports the adoption of digital transformation strategies and the uptake of tools within the creative and cultural industries (CCI), by bringing together 13 world-leading research, industrial and SME organizations,</p>	28.11.2022	>6500 followers, mostly CH managers across HERITAGE social media accounts




		coordinated by SIMAVI (Romania), with the vision to strengthen the impact of cultural heritage assets.		
11	<a href="#">Post on HERITAGE LinkedIn</a>	SHIFT, a major new <a href="#">hashtag#horizoneurope</a> Research and Innovation Action (RIA) for cultural heritage held its General Assembly in Budapest this week (21st & 22nd March) and a workshop with local Stakeholders on User Requirements for Cultural Curation, Accessibility, Inclusion, and Storytelling.	N/A	>7152 followers (mainly CH managers)
12	<a href="#">Post on HERITAGE LinkedIn</a>	Cultural heritage professionals: help the SHIFT project enhance accessibility and inclusion: fill in our questionnaire on Stakeholder Requirements re: Cultural Curation, Accessibility, Inclusion, and Storytelling  <a href="https://lnkd.in/dTE_Rnck">https://lnkd.in/dTE_Rnck</a>	N/A	>7152 followers (mainly CH managers)
13	<a href="#">HERITAGE Instagram Posts</a>	HERITAGE is happy to announce its participation in a major new Research and Innovation Action (RIA) that held its kick off meeting on 18 and 19 October.	28.11.2022	>35000 followers including many CH managers but mostly <u>general public</u>
14	SHIFT Interview broadcast on Radio Romania Cultural	SHIFT Interview broadcast on Radio Romania Cultural - as part of the show Science 360, hosted by Lidia Laic	06.12.2022	Public audience: 250,000 daily listeners nationwide.  Radio Romania Cultural is the second national channel of the Romanian Broadcasting Corporation dedicated to cultural news in Romania
15	Dissemination activities between European Projects	Presentation entitled " <i>ANBPR Romania - active player in the digital transformation of libraries and communities</i> " - SHIFT introducing in the context of the Open Minds - Free digital in Europe Project	13.12.2022	4 Franco-Romanian delegates representing Open Minds project coordinators (NGOs active in Open Access field in France and

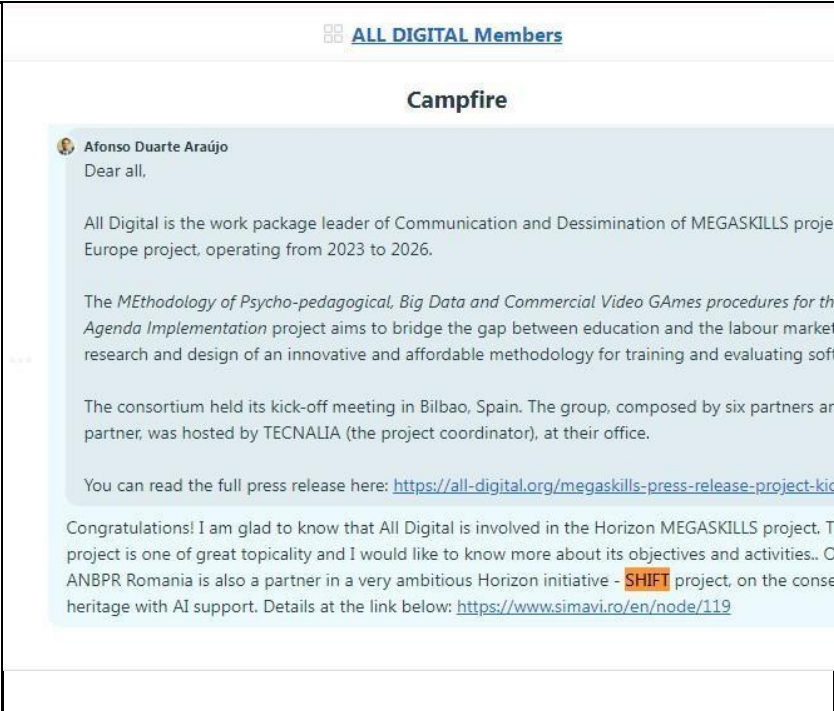


				Romania) + 2 ANBPR representatives
16	<a href="#">News highlights posted on the HERITAGE blog</a>	SHIFT: Metamorphosis of cultural Heritage Into augmented hypermedia assets For enhanced accessibility and inclusion supports the adoption of digital transformation strategies and the uptake of tools within the creative and cultural industries (CCI)	27.12.2022	>5000 CH Managers visit the website monthly
17	<a href="#">Heritage Newsletter</a>	HERITAGE announced its participation in a major new European Research and Innovation Action (RIA). SHIFT: Metamorphosis of cultural Heritage Into augmented hypermedia assets For enhanced accessibility and inclusion supports the adoption of digital transformation strategies and the uptake of tools within the creative and cultural industries (CCI), where progress has been lagging.	N/A	>3500 CH Managers and Decision Makers subscribe
18	<a href="#">Heritage Newsletter</a>	SHIFT – Cultural Heritage transformation project kicks off under Horizon Europe	N/A	>3500 CH Managers and Decision Makers subscribe
19	<a href="#">Post on HERITAGE LinkedIn</a>	HERITAGE Highlights 2022	N/A	>7152 followers (CH Managers, Academics, Decision Makers)



20	<a href="#">Post on HERITAGE Facebook</a>	HERITAGE Highlights 2022	N/A	>6500 followers inc CH managers, Decision Makers, Academics, General Public
21	<a href="#">ALL DIGITAL Newsletter</a>	<p>- <a href="#">ALL DIGITAL Newsletter</a> - Issue n.5/2022 (December 2022), which includes a news about the SHIFT project (mail from 10.02.2023</p> 	10.02.2023	With over 1,300 subscribers has the mission to raise awareness on the European level and beyond about the importance of digital skills and the benefits ICT can provide for educating local communities
23	<a href="#">Press release Dissemination on All Digital Basecamp</a>	Dissemination of the Press release regarding Kick off meeting on All Digital Basecamp	13.02.2023	With over 1,300 subscribers has the mission to raise awareness on the European level and beyond about the importance of digital skills and the benefits ICT can provide for educating local communities




				
24	<a href="#">Post on HERITAGE Facebook</a>	Cultural heritage professionals, stakeholders, citizens! Help SHIFT enhance accessibility and inclusion: fill in our questionnaire on Stakeholder Requirements re: Cultural Curation, Accessibility, Inclusion, and Storytelling	21.03.2023	>6500 followers inc CH managers, Decision Makers, Academics, General Public
25	<a href="#">Distribution of the SHIFT project launch announcement on the BMN Facebook</a>	<a href="#">Distribution of the questionnaire created for the purposes of the SHIFT project</a>	12.03.2023	Reach 247 Impressions 272 Interactions 6 Link clicks 3



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26	<a href="#">Distribution of the SHIFT project info questionnaire via the BMN Newsletter</a>	<p>Increasing the accessibility of museum contents and meanings</p>  <p>Considering the increase in the use of digital technologies in the last years, we would kindly ask you to help us investigate how many museum members of the BMN are using digital technologies for the purpose of increasing their accessibility of museum contents and meanings. Please fill in this survey until 18 March. The activity is part of "SHIFT" project funded by the EU.</p> <p>Considering the increase in the use of digital technologies in the last years, we would kindly ask you to help us investigate how many museum members of the BMN are using digital technologies for the purpose of increasing their accessibility of museum contents and meanings. Please fill in this survey until 18 March. The activity is part of "SHIFT" project funded by the EU. <a href="https://forms.gle/K8oWFA6g4tcd5Ucn7">https://forms.gle/K8oWFA6g4tcd5Ucn7</a></p>	March, 2023	246 opened
27	<a href="#">Distribution of the SHIFT project launch announcement on the BNM Facebook</a>	<p>Consortium meeting of the SHIFT project is taking place ... in Budapest.</p>	21.03.2023	Reach 396 Impressions 438 Interactions 16



28	<a href="#">Post on LinkedIn ANBPR ref. GA in Budapest</a>	Post on LinkedIn ANBPR ref. GA in Budapest, March 21, 22, 2023: <a href="https://www.linkedin.com/posts/asociatia-anbpr-9a121082_shift-metamorphosis-of-cultural-heritage-activity-7044381732673867776-AY_3?utm_source=share&amp;utm_medium=member_desktop">https://www.linkedin.com/posts/asociatia-anbpr-9a121082_shift-metamorphosis-of-cultural-heritage-activity-7044381732673867776-AY_3?utm_source=share&amp;utm_medium=member_desktop</a>	21-22.03.2023	Public audience: 52 followers
29	<a href="#">Post on ANBPR website ref. GA in Budapest</a>	Post on ANBPR website ref. GA in Budapest	21-22.03.2023	Public audience: 114,685 online users in the last 365 days



		 <p>Proiectul SHIFT a cristalizat o echipă de specialiști în domeniul adopării strategiilor de transformare digitală și a instrumentelor specifice acestui proces în cadrul institutiilor culturale și creative (ICC). Menit să ofere institutiilor de</p>		
30	<a href="#">Dissemination ANBPR YouTube channel of the SHIFT interview</a>	Dissemination ANBPR YouTube channel of the SHIFT interview conducted by Radio Romania Cultural – within the Science 360 radio broadcast (23.03.2023)	23.03.2023	Public audience: 466 subscribers
31	<a href="#">SHIFT RRC Radio Romania Cultural</a>	SHIFT RRC Radio Romania Cultural interview by Ioana Crihana ANBPR	23.03.2023	Public audience: 466 subscribers
32	Dissemination on ANBPR Facebook	Dissemination on ANBPR Facebook of the SHIFT interview conducted by Radio Romania Cultural – within the Science 360 radio broadcast <a href="https://www.facebook.com/dialog/share?app_id=87741124305&amp;href=https%3A%2F%2Fyoutube.com%2Fwatch%3Fv%3DmEplIrAP-z4%26feature%3Dshare&amp;display=popup">https://www.facebook.com/dialog/share?app_id=87741124305&amp;href=https%3A%2F%2Fyoutube.com%2Fwatch%3Fv%3DmEplIrAP-z4%26feature%3Dshare&amp;display=popup</a>		
33	Dissemination on ANBPR Facebook	Dissemination on Ioana Crihana Facebook of the SHIFT interview conducted by Radio Romania Cultural – within the Science 360 radio broadcast <a href="https://www.facebook.com/ioana.crihana/posts/pfbid02GRswYJYMWJq3cz8HNNZPHbnNsjWm6PfWbg3FJGKZMW1GHYewH9WrLbo541JEunCol">https://www.facebook.com/ioana.crihana/posts/pfbid02GRswYJYMWJq3cz8HNNZPHbnNsjWm6PfWbg3FJGKZMW1GHYewH9WrLbo541JEunCol</a>	23.03.2023	
34	Dissemination on Romanian Coalition for Digital Education Facebook of the SHIFT interview conducted by Radio Romania Cultural –	Dissemination on Romanian Coalition for Digital Education Facebook of the SHIFT interview conducted by Radio Romania Cultural – within the Science 360 radio broadcast Transcription into English of the SHIFT interview: Reporter: SHIFT is a European research and innovation initiative that aims to bring the values of cultural heritage closer to the public. The project brings together the activity of 13 European		



<p>within the Science 360 radio broadcast</p>	<p>organizations from countries such as Sweden, Germany, Greece, Spain, United Kingdom, Bosnia Hertegovina, Hungary and Romania. More information about this project from Ioana Crihana, Executive Director of the National Association of Public Librarians and Libraries in Romania.</p> <p>Ioana Crihana: Our association, as a partner in the SHIFT project consortium, has the responsibility of surveying the needs of the public in the knowledge of cultural heritage through activities such as focus groups, meetings, debates. ANBPR and partners will identify the specific requirements of the audience in Romania and partner countries regarding the accessibility of cultural heritage with the participation of libraries and museums from the countries involved, and, based on these identified needs, a series of tools and methodologies will be created through which cultural heritage will be decoded, it will be animated, it will get a new life through cutting-edge technological tools in the field of artificial intelligence, machine learning and similar, so that, for example, statues, paintings of old books from the library heritage will get a new destiny and will be brought closer to the understanding of current users.</p> <p>Reporter: Therefore, people will be able to more easily access these heritage values, these cultural assets...</p> <p>Ioana Crihana: And easier and more nuanced because there will be different ways to come into contact with elements of the cultural heritage either through gamification or animation, other multi-sensory techniques, through which users will become part of the process of understanding and interpretation of cultural heritage.</p> <p>Reporter: Have you thought about the use of the digitized heritage thus brought closer to the user and as a working method in the classroom and as a learning tool, as a working tool for teachers and students?</p>		
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		<p>Ioana Crihana: For sure, the results of the project have extremely high valorisation potential, including in the area of education. Once produced, these deliverables will be able to be used by teachers, other education staff, as well as other types of mentors, instructors will be able to use these intellectual products to diversify their training offer for their students and trainees in this very complex issue of cultural heritage.</p> <p>Reporter: How will the results of this project be available, how will they reach the end users, how will we be able to find them?</p> <p>Ioana Crihana: The results of the project will be available both on the project website and integrated as dedicated pages in the partners' websites, and all the props of the intellectual products of the SHIFT project will become a common good and will be able to be used uncensored and non-exclusively by anyone who is interested in the field and issues of the project.</p> <p>Reporter: So far you have identified some of the topics of interest, what exactly would those with whom you came into contact want to see transposed in this way, what exactly from the cultural heritage?</p> <p>Ioana Crihana: We proposed the inclusion of a pilot exhibition on Romanian history and customs explained to digital natives. We propose to involve at least 10 public libraries in Romania in order to recompose and revitalize their own presentations and book collections, as well as the portfolios of cultural objects that they coordinate, so that the generation of digitally born citizens can more easily come into contact with these elements of cultural heritage.</p> <p>Reporter: Digitization, technology, does it reflect which the public demands now, is it what especially young people, pupils, students expect from a library?</p> <p>Ioana Crihana: Yes, I tend to believe that this is the reality of our days, let's just think that those who were born digital, the recent generations, have different expectations than those of our</p>		
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		<p>generation and are practical in order to be loyal, to be brought to the library spaces they need a strong motivation, they need to feel this dynamic of the libraries and we cannot afford to be left behind.</p> <p>Reporter: Regarding the physical book, the classic one, on paper, is it still required?</p> <p>Ioana Crihana: Surprisingly, the approach to technology does not in any way overshadow the users' interest in the printed book, let's say that other needs are born, in the sense that the younger generations are attracted to e-books, devices, connections, and collaborative work. That is why we are concerned with creating a friendly working environment and trying to gain the loyalty of our public by bringing modern library services to our libraries' offerings.</p>		
35	<p><a href="#">Press release related to 1st General assembly Meeting</a> on SOM website and social media</p>	<p>Press release about the objectives of the project and the summary of the 1st General assembly Meeting, Budapest, Hungary</p>	25.03.2023	Public audience: 25000 website, 275000 social media channels





## 14. ANNEX 4 - SHIFT Stakeholders' Matrix

No.	Stakeholder	Role	SHIFT influence on Stakeholders	Stakeholders' influence on SHIFT
	<b>Leaders of Cultural Institutions:</b> <ul style="list-style-type: none"> <li>- Museums</li> <li>- Libraries</li> <li>- Archives</li> <li>- Cultural institutes</li> <li>- Memorial houses, etc.</li> </ul>	Primary beneficiaries	High	High
	<b>Specialists in Cultural Heritage:</b> <ul style="list-style-type: none"> <li>- Curators</li> <li>- Specialists in Heritage Conservation</li> <li>- Archivists</li> <li>- Librarians</li> <li>- IT Specialists from cultural institutions</li> </ul>	Primary beneficiaries	High	High
	<b>Digital Content creators and entertainment:</b> <ul style="list-style-type: none"> <li>- Culture Vloggers and YouTubers</li> <li>- VR and AR Content Creators</li> <li>- Cultural Podcasters and Digital Historiographers</li> <li>- Specialists in 3D Animation and Design</li> <li>- Educational Game Developers</li> <li>- Digital Artists and Illustrators</li> <li>- Experts in Translation and Digital Subtitling</li> </ul>	Secondary beneficiaries	Medium	Medium



	<ul style="list-style-type: none"> <li>- Screenwriters and Digital Copywriters</li> <li>- Experts in Speech Recognition and Interaction</li> <li>- Specialists in Gamification and User Experience Design (UX)</li> <li>- Producers of Audio Content and Audiobooks, etc.</li> </ul>			
	<p><b>Haptics Industry:</b></p> <ul style="list-style-type: none"> <li>- Engineers in Tactile Haptics</li> <li>- Haptic Device Manufacturers</li> <li>- Researchers in Haptics and Human-Machine Interaction</li> <li>- Haptic Experience Designers</li> <li>- Specialists in Haptic Technology Integration</li> <li>- Haptic Software Programmers</li> <li>- Representatives of Virtual and Augmented Reality (RV/RA)</li> </ul> <p>Companies</p> <ul style="list-style-type: none"> <li>- Consultants in Multisensory Experiences</li> <li>- Representatives of Associations for Haptic Technologies</li> <li>- Experts in Ergonomics and Human-Centric Design</li> <li>- Representatives of the Haptic Equipment and Materials Industry</li> </ul>	Primary beneficiaries	High	High
	<p><b>Academic Community and Researchers:</b></p> <ul style="list-style-type: none"> <li>- Universities</li> <li>- Research Institutions in the field of cultural heritage and related</li> </ul>	Secondary beneficiaries	High	High
	<p><b>Governmental Organizations:</b></p> <ul style="list-style-type: none"> <li>- Ministry of Culture</li> <li>- Local and Regional Authorities</li> <li>- Other info-documentary professional bodies</li> <li>- Regulatory Bodies in the field of Copyright, etc.</li> </ul>	Decision-makers	High	High
	<p><b>Non-Governmental Organizations (NGOs):</b></p> <ul style="list-style-type: none"> <li>- Associations active in the cultural heritage preservation field</li> </ul>	Partners/Collaborators	High	High



	<ul style="list-style-type: none"> <li>- Organizations that promote inclusion of all citizens</li> <li>- Organizations for people with disabilities</li> <li>- Other NGO bodies that provides assistive solutions for vulnerable groups</li> <li>- Representatives of organizations that support people with disabilities, etc.</li> </ul>			
	<p><b>Technological Industry:</b></p> <ul style="list-style-type: none"> <li>- Software developers</li> <li>- AI technology companies</li> <li>- Providers of IT Equipment and Solutions</li> </ul>	Potential beneficiaries	Medium	Medium
	<p><b>Policy Makers:</b></p> <ul style="list-style-type: none"> <li>- Representatives of the Ministry of Culture</li> <li>- Decision-makers and Local Administrators</li> <li>- Legislators and Deputies</li> <li>- Heritage Advisory Councils</li> <li>- Representatives of International Organizations</li> <li>- Public and Private Funders in the heritage field</li> <li>- Representatives of the Education and Research Committees</li> <li>- Representatives of the Ministry of Technology and Innovation</li> <li>- Representatives of the Associations for the Protection of the Rights of Persons with Disabilities</li> <li>- Representatives of Non-Governmental Organizations (NGOs) for Culture and Heritage</li> </ul>	Decision-makers	<b>Medium</b>	<b>Medium</b>
	<p><b>End-Users:</b></p> <p><b>Regular visitors to ICH services</b></p> <ul style="list-style-type: none"> <li>- Citizens who are CHI service users (museums, libraries, archives, etc.), meaning CHI visitors and web communities</li> </ul>	Primary beneficiaries	High	High



	<ul style="list-style-type: none"> <li>- Members/patrons of cultural Institutions and related professional Associations</li> <li>- Pupils and Students interested in discovering history and culture using modern technologies</li> <li>- Young adults</li> <li>- Visually Impaired persons connected to CHI</li> <li>- Other Vulnerable Persons connected to CHI</li> </ul> <p><b>Current non-users of ICH services</b></p> <ul style="list-style-type: none"> <li>- Citizens who are not users of CHI services</li> <li>- Visually Impaired persons who have not yet accessed cultural services due to accessibility limitations</li> <li>- Other Vulnerable Persons not-connected to CHI services</li> <li>- Persons who felt excluded or insufficiently supported in traditional cultural services.</li> <li>- Elderly people, who may need customized technological solutions to facilitate access and understanding of cultural heritage</li> <li>- Non-users belonging to different migrant or ethnic communities</li> <li>- Non-users who may have specific needs related to translation, decoding and cultural adaptation in the context of modern CHI specific technologies</li> <li>- Non-users due to lack of technological skills</li> <li>- Non-users with varying levels of knowledge and comfort in using technology</li> <li>- Digitally excluded non-users due to geographical isolation or various limitations of a social or economic nature</li> </ul>			
	<p><b>Mass media representatives:</b></p> <p><b>I. Traditional Media:</b></p>	<p>Secondary beneficiaries</p>	<p>Medium</p>	<p>Medium</p>



	<ul style="list-style-type: none"> <li>- National and Local Televisions</li> <li>- Radio stations</li> <li>- Printed Publications</li> <li><b>II. Online media:</b></li> <li>- Online News Platforms</li> <li>- Cultural Bloggers and Vloggers</li> <li>- Cultural Podcasts</li> <li><b>III. Social Media:</b></li> <li>- Social Media Platforms (Facebook, Twitter, Instagram, etc.)</li> <li>- Online communities</li> <li><b>IV. Specialized Media in Technology and Innovation:</b></li> <li>- Technology magazines</li> <li>- Technology Bloggers</li> <li><b>V. Cultural and Arts Media:</b></li> <li>- Art and Culture magazines</li> </ul>			
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	<ul style="list-style-type: none"> <li>- Cultural TV channels</li> </ul> <p><b>VI. Specialized Media in Education:</b></p> <ul style="list-style-type: none"> <li>- Online Educational Platforms</li> <li>- Education magazines</li> <li>- Academic publications</li> </ul>			
	<p><b>International professional associations/federations and related:</b></p> <ul style="list-style-type: none"> <li>- EBLIDA (European Bureau of Library, Information and Documentation Associations)</li> <li>- NAPLE (National Authorities on Public Libraries in Europe)</li> <li>- IFLA (International Federation of Library Associations and Institutions):</li> <li>- LIBER (Ligue des Bibliothèques Européennes de Recherche / Association of European Research Libraries)</li> <li>- Europeana</li> <li>- Public Libraries 2030</li> <li>- European Museum Forum (EMF)</li> <li>- European Network of Cultural Centres (ENCC):</li> <li>- Network of European Museum Organizations - NEMO</li> <li>- Europa Nostra</li> <li>- International Council of Museums (ICOM)</li> </ul>	<p>Secondary beneficiaries</p>	<p>High</p>	<p>High</p>





	<ul style="list-style-type: none"> <li>- International Center for the Study of Conservation and Restoration of Cultural Property (ICCROM)</li> <li>- ASSOCIATION des Centres Culturels de Rencontre (ACCR Europe)</li> <li>- Culture Action Europe</li> <li>- European Network for Cultural Management and Policy (ENCATC), etc.</li> </ul>			
	<p><b>Partners/project team:</b></p> <ul style="list-style-type: none"> <li>- <b>Project Management Team</b></li> <li>- <b>AI Developers and Engineers:</b> Responsible for creating and implementing AI-based technological solutions</li> <li>- <b>Experts in Accessibility &amp; Inclusion:</b> Responsible for ensuring that the developed solutions are adapted for all users, regardless of abilities</li> <li>- <b>Heritage Conservation Specialists</b></li> <li>- <b>Responsible for evaluating and improving the user experience</b> as a result of the development and implementation of SHIFT technological solutions</li> <li>- <b>Ethics experts, etc.</b></li> </ul>	<p>Primary beneficiaries</p>	<p>High</p>	<p>High</p>
	<p><b>Interdisciplinary working groups:</b></p> <p><b>Working Groups in Artificial Intelligence and Technology:</b></p> <ul style="list-style-type: none"> <li>- <b>AI Researchers:</b> Interested in the development and implementation of AI algorithms for the interpretation and accessibility of cultural content</li> <li>- <b>Software Developers:</b> Specialized in creating the applications and technological platforms needed for the project</li> </ul>	<p>Secondary beneficiaries</p>	<p>High</p>	<p>High</p>



	<p><b>Accessibility Working Groups:</b></p> <ul style="list-style-type: none"> <li>- <b>Universal Design Experts:</b> Specialists in designing technology solutions to ensure accessibility for a diverse range of users</li> <li>- <b>Representatives of the Associations for the Rights of Persons with Disabilities:</b> Interested in ensuring that solutions comply with accessibility standards and the specific needs of visually impaired users</li> </ul> <p><b>Working Groups in the Conservation of Cultural Heritage:</b></p> <ul style="list-style-type: none"> <li>- <b>Museum Curators and Librarians:</b> Involved in defining and preserving cultural content in order to configure SHIFT technological solutions</li> <li>- <b>Restoration Specialists:</b> Concerned with how modern SHIFT technologies can be integrated to support the restoration and conservation of cultural heritage assets</li> </ul> <p><b>Working Groups in Education and Research:</b></p> <ul style="list-style-type: none"> <li>- <b>Teachers and Educators:</b> Interested in integrating SHIFT technological solutions into educational processes, facilitating learning about cultural heritage</li> <li>- <b>Researchers in Cultural Studies:</b> Experts in evaluating the cultural impact of SHIFT technological solutions</li> </ul> <p><b>Working Groups in Ethics and Legality:</b></p>			
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	- <b>Experts ref. AI ethics:</b> Specialists in ensuring an ethical development and implementation of AI-based solutions within SHIFT project			
	<b>Projects belonging to the same HORIZON Cluster</b>	Secondary beneficiaries	High	High



## 15. ANNEX 5 - Summary TABLE regarding the adjustments made on D6.1 as a result of the Review Report

<p><b>Clearly differentiate between different target groups and explain the rationale for the taxonomy employed.</b></p>	<p>In order to further clarify and detail the different target groups identified and addressed in the context of the configuration of the communication, dissemination and impact actions within the SHIFT project, the project partners revisited the stages of the preliminary documentation work and aggregated a clarifying support document, called <b>SHIFT Stakeholders' MATRIX. Preliminary Analysis</b>. Based on the research work and the complementary expertise of the consortium members, this document is meant to synthesize and cluster the main existing and potential categories of stakeholders of the SHIFT project.</p> <p>Thus, each generic family of Stakeholders was defined and detailed, taking into account the belonging of each type of stakeholder to a certain wider segment of stakeholders, based on a common set of particularities, resulting in 16 generic categories of Stakeholders. In turn, these stakeholders were divided into two large categories (<b>Primary stakeholders &amp; Secondary Stakeholders</b>), in which <b>Primary stakeholders</b> represent those groups without whose participation the SHIFT project cannot continue (for example, customers, suppliers and financiers/investors, etc.) while <b>Secondary stakeholders</b> represent those groups who have mutual influence with the SHIFT project, but are neither critical for the continuation of the project and meeting its objectives and nor do they engage in transactions with it (e.g. experts, skeptics, extreme users, misusers, early adopters, etc.)(see <a href="#">Glossary</a>)</p> <p>Regarding End-users, the SHIFT partners have made a clear differentiation between <b>Regular visitors to ICH services</b> and <b>Current non-users of ICH services</b>, because it is critically important that the SHIFT communication &amp; dissemination strategy takes into account both the loyalty and retention of current users, as well as the awareness and attraction to the cause and objectives of the SHIFT project of current non-users, those persons who are not interested in or who are not aware of the offer of SHIFT technological solutions and the benefits derived from them.</p>
<p><b>Clearly explain how planned communication events map to different target users.</b></p>	<p>SHIFT partners have created a Communication and Dissemination Strategy and Plan plan for the project that clearly sets out how planned communication activities including face-to-face and online events, social media activities etc map to different users. The document, which does not represent a deliverable in itself, has been included as Annexes to D 6.1. It is accompanied by a Communication and Dissemination plan targeting the General Public. These are dynamic work tools that will support successive adjustments, depending on the evolution of the project and the new</p>



	<p>communication and dissemination interests identified along the way. The next review of these documents is expected in M18 following the review of the D1.1 deliverable and further work done in Task 1.1.</p> <p>Following the Review Report the partners worked on finding ways to reach out to interested parties, in a much more structured, clearer and more transparent way. Starting from the previously developed tool (SHIFT Stakeholder MATRIX. Preliminary Analysis), described in point 1, the project partners developed and started to update a working tool called SHIFT Stakeholder Engagement Map. This Engagement Map is a graphic representation that summarizes the diverse typology of SHIFT Stakeholders and establishes the level of influence and interest in relation to the SHIFT project, as well as the methods and techniques for activating these groups of Stakeholders.</p>												
<p><b>In particular, describe a comprehensive communication plan to engage directly with the public.</b></p>	<p>The SHIFT consortium has put together a specific Communication and Dissemination Plan for the General Public that can be found in <b>Annex 2</b>. The plan will be continually updated and will be reviewed fundamentally in M18 after the completion of work to review Task 1.1.</p>												
<p><b>Describe and justify detailed specific, quantified communication metrics for specific user groups.</b></p> <p><b>Some potentially important components (eg. the project web site) were not fully developed when the report was submitted, although</b></p>	<p>Specific and quantified communication and dissemination metrics have been established and included in both the reviewed Communication and Dissemination Strategy and Plan for SHIFT and the specific Communication and Plan for the General Public. Both documents are included as annexes while the KPIs outlined are also included in the following tables of this document (D6.1)</p> <table data-bbox="533 882 1977 1134"> <tr> <td>Table 1 - SHIFT Communication and Dissemination Plan</td> <td>13</td> </tr> <tr> <td>Table 2 - Summary of achievements in terms of communication &amp; dissemination activities M1- M6</td> <td>21</td> </tr> <tr> <td>Table 3 - List of Future Communication &amp; Dissemination Activities M7-M36 (April, 2023- September, 2025)</td> <td>30</td> </tr> <tr> <td>Table 4 - Target User Groups</td> <td>49</td> </tr> <tr> <td>Table 5 - End-users Segmentation</td> <td>50</td> </tr> <tr> <td>Table 6 - Social Media Channels</td> <td>63</td> </tr> </table>	Table 1 - SHIFT Communication and Dissemination Plan	13	Table 2 - Summary of achievements in terms of communication & dissemination activities M1- M6	21	Table 3 - List of Future Communication & Dissemination Activities M7-M36 (April, 2023- September, 2025)	30	Table 4 - Target User Groups	49	Table 5 - End-users Segmentation	50	Table 6 - Social Media Channels	63
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<p><b>they are now operational.</b></p> <p><b>Thus the report does not provide a fully fair and comprehensive picture of SHIFT communication and dissemination activities at the time of the first project review. The achieved activities described are fairly minimal and do not reflect the full extent of work undertaken thus far.</b></p>	<p>These KPIs as well as the general strategy will be reviewed by M18 to take into account the new stakeholder matrix as well as reviews of Task 1.1 and relevant deliverables.</p> <p>The partners will also undertake to create targeted communication plans for specific stakeholder/end user communities as well as sections of the general public to optimize communication and dissemination in the last year of the project when this is deemed appropriate.</p> <p><b>The main KPIs of SHIFT</b></p> <p>SHIFT partners have established differentiated KPIs for the website, social media and newsletters, aiming to constantly measure the success of its communication activities, dissemination &amp; impact for different categories of user groups.</p> <p><b>Delivering the SHIFT value proposition</b></p> <p>KPIs for presentation materials, press releases and public events measure the impact of the information on the public and the relevance of the project in the target community.</p> <p>The project’s visual identity was successfully created, and using its elements, the website was also launched in M7 with embedded accessibility features, following the start of the social media channels (see above, Chapters 7-8-9.). The website will be constantly monitored and updated with the latest accessibility solutions for all possible target groups.</p>
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## The Members of the SHIFT Consortium:

Organizations	Country	Role
<b>SIMAVI</b> - SOFTWARE IMAGINATION & VISION	Romania	Coordinator
<b>FORTH</b> - IDRYMA TECHNOLOGIAS KAI EREVNAS	Greece	Partner
<b>MDS</b> - MASSIVE DYNAMIC SWEDEN AB	Sweden	Partner
<b>AUD</b> - audEERING GmbH	Germany	Partner
<b>UAU</b> - UNIVERSITAET AUGSBURG	Germany	Partner
<b>SOMKL</b> - MAGYAR NEMZETI MÚZEUM – SEMMELWEIS ORVOSTÖRTÉNETI MÚZEUM	Hungary	Partner
<b>ANBPR</b> - THE NATIONAL ASSOCIATION OF LIBRARIANS AND PUBLIC LIBRARIES IN ROMANIA	Romania	Partner
<b>SPK</b> - STIFTUNG PREUSSISCHER KULTURBESITZ	Germany	Partner
<b>BMN</b> - THE BALKAN MUSEUM NETWORK	Bosnia and Herzegovina	Partner
<b>HERITAGE</b> - HERITAGE MANAGEMENT	Greece	Partner
<b>ERC</b> - ETICAS RESEARCH AND CONSULTING	Spain	Partner
<b>DBSV</b> - GERMAN FEDERATION OF THE BLIND AND PARTIALLY SIGHTED	Germany	Partner
<b>QMUL</b> - QUEEN MARY UNIVERSITY OF LONDON	United Kingdom	Associated Partner

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