# GreenHeritage

**The impact of Climate Change on the Intangible Cultural Heritage**

## Deliverable D5.1
## GreenHeritage
## Dissemination Plan

Version: V 2.0

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| PU | Public | ● |

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## EXECUTIVE SUMMARY

This document contains the keys and guidelines for the correct dissemination of the GreenHeritage Project on and offline. It includes not only the goals and messages, but also the channels and actions to be implemented.

To elaborate it, the communication guidelines established by the Erasmus + program, as well as by the European Union, have been taken into account. The networks and channels of each of the partners involved and other reference websites in the field of European projects have also been viewed and followed.

The implementation of the plan is closely linked to the GreenHeritage project identity (see GreenHeritage deliverable D5.5), which has to be taken into account at all times for the development of the different actions and the implementation of the channels.

## 1. INTRODUCTION

### 1.1. Document organization

The present document is organized in the following sections:

Section 2: Goals, audiences and channels

Section 3: Actions

Section 4: Impact control and monitoring

Section 5: Communication contacts

### 1.2. Reference Documents

| Document name | Reference number |
|---|---|
| GreenHeritage – Annex 1: Description of Work | Grant Agreement nr. 101087596 |
| GreenHeritage Project Management Plan | GreenHeritage_D1.2 |
| GreenHeritage – Portfolio of dissemination material | GreenHeritage_D5.5 |

## 1.3. Acronyms and Abbreviations

| Acronym | Description |
|---------|-------------|
| ICH | Intangible Cultural Heritage |
| CC | Climate Change |
| CM | Community Manager |
| CMS | Content Management System |
| EU | European Union |
| MOOC | Massive Online Open Courses |
| PC | Personal Computer |
| PO | Project Officer |
| PhD | Doctor of Philosophy |
| QR | Quick Response |

## 2. GOALS, AUDIENCES AND CHANNELS

### 2.1 Goals

- Facilitate a successful communication and dissemination of the GreenHeritage project on line (communication via internet) and off line (communication actions that do not involve the Internet).

- To give as much visibility as possible to the project, its partners and the funding EU program that makes it possible.

- Contribute to a greater and better understanding of the impact of climate change on intangible cultural heritage both for technical experts and for a general audience.

### 2.2 Audiences

According to the technical proposal of the project, *GreenHeritage* is focused on four main audiences. In order to reach them, in all cases, a previous work will be required by each of the partners, aimed at identifying useful contacts.

- **Professionals (ethnographers, historians, scientists, archaeologists, documentalists, architects and researchers in general)**.

To communicate with these categories, direct, technical, clear and close communication is proposed, trying to involve them in the project activities and initiatives. Web and social networks will be used, especially LinkedIn, but also , and above all the presence of GreenHeritage project in fairs, on specialized media and on the newsletters of the participating entities. Each partner should make a list of 10 possible contacts - prescribers, with whom maintain a more direct relationship, useful also for advice and search for other contacts: at least 50 contacts per partner must be reached.

- **PhD Students:**

To reach this target sector, it is necessary the commitment of each partner and the search for universities and educational centers related and potentially interested to the needs and characteristics of the project. It is considered essential to achieve at least 5 contacts per partner. Once the centers of interest have been identified, information about the project through the usual channels and networks will be provided, and also workshops or face-to-face meetings as information sessions can be organized. In addition to the contact with universities or higher education centers, also middle schools or educational centers, as well as primary and secondary schools, will be considered to start raising awareness in the young generations and at the grassroots level.

- **Knowledge agents and local leaders:**

Engaging local leaders or actors, such as presidents of associations, local action groups, clubs, foundations, or other organizations and entities, among others that can work as ambassadors of GreenHeritage, is crucial for the success of the project.

It is proposed that each partner identifies a minimum of five local opinion leaders who will be informed about the project, via flyers or digital resources.

- **Administrations:**

Each partner will identify three local, regional, or national administrations to involve them in GreenHeritage initiatives. Direct, face-to-face and regular communication with them have to be maintained, making them aware of the project progress and results, involving them in its processes, and sharing with them its values and sustainability. Specific events or workshops can be planned to raise their awareness.

In addition to these four main audiences, three other interest groups are identified:

- **General Public and civil society:**

This target, will be reached through direct, clear, didactic and graphic communication, using channels such as the project website, social networks, press releases or presence at fairs and events of interest.

- **Media:**

Each partner will identify the media and journalists, present in its territory, both at local and national level, also specialized in the subject, to send them specific information on the project aim and outcomes, through press releases or calls. As a minimum, each partner will send also two press releases: one at the beginning and one at the end of the project. As a complement, specific information on events or specific activities taking place in each territory can be prepared.

- **Other researchers and experts:**

The web, social networks and impacts in the media, especially in specialized ones, will be the ideal channels to reach audience.

## 2.3. Summary table of audiences and channels

| Audience | Contacts | Channel |
|---|---|---|
| Professionals | 50 contacts per partner (total). 10 possible contacts – prescribers. | Website. Social Media. Newsletter. Direct communication (workshops, briefings…). Innovators in cultural heritage social platform, engaging the community already existing sharing the results with online discussions and sharing any dissemination materials and information (https://www.innovatorsinculturalheritage.eu/). |
| Students | 5 educational centers per partner, with communications to teachers and students. Min. 20 students per center. | Brochure - specific digital information. Face-to-face sessions. |
| Local agents and leaders | 5 contacts per partner | Brochure - specific digital information. Face-to-face sessions. |
| Administrations | 3 contacts per partner | Direct contact, face-to-face sessions. |
| General public and civil society | Min. 500 contacts | Website. Social Media. Newsletter. Media. Fairs and events. Innovators in cultural heritage social platform, engaging the community already existing sharing the results with online discussions and sharing any dissemination materials and information (https://www.innovatorsinculturalheritage.eu/). |
| Media | Local, provincial, regional, national and specialized. Min. 10 contacts per partner and two press releases. | Press Releases. Call Press. |
| Other researches and experts | Min. 150 contacts | Website. Social Media. Newsletter. Specialized Media. Fairs and events. Innovators in cultural heritage social platform, engaging the community already existing sharing the results with online discussions and sharing any dissemination materials and information (https://www.innovatorsinculturalheritage.eu/). |

Following this table, the goals set in the project will be reached. It foresees 500 interested contacts at all levels, 150 participants in the learning platform and another 150 in the final conference. The contacts in administrative and educational centers will lead to sessions or workshops and to the possibility to engage in conversation interested technicians, teachers and/or researchers. This represents one of the final objectives.

## 3. ACTIONS

### 3.1. Claim and messages

The first task to be developed within the communication plan concerns the common messages that must be present in every project communication actions. In this section, a first approach both to the claim and to the four considered essential aspects will be considered.

**Claim**

It should briefly describe the essential aspects of the project in a simple sentence. It should be easy to remember and sufficiently explicit and meaningful. As reflected in the project proposal, the claim could be the following: *the impact of climate change on intangible cultural heritage*. This is considered the best claim for the project.

**Messages**

**The project:**

GreenHeritage is a European project which aims at determining the influence of climate change on intangible cultural heritage. To achieve this, inclusive and innovative tools and methodologies will be designed to allow a better knowledge and management of the elements that constitutes the intangible cultural heritage.
For three years, GreenHeritage will aim to focus attention and establish synergies and spaces for collaboration with professionals, educational centers, administrations, local agents, and society. Alerting about the influence of climate change on intangible cultural heritage will serve to highlight the global importance of cultural heritage.

**Partners:**

Led by Consiglio Nazionale delle Ricerche (CNR), GreenHeritage will bring together a multidisciplinary team of professionals from 10 entities from five European countries (Belgium, Greece, Italy, Latvia and Spain).

**Budget and duration:**

Framed within the European Union's *Erasmus+ program*, the project will last 36 months (December 2022 to December 2025). It has a total budget of 999,962 €, 80% financed by the *Erasmus+ program*.

**Actions and results:**

The joint work of the partners and countries involved will be realised in the following areas:

- Design of a methodology for the management, conservation, and protection of intangible heritage, in the face of climate change

- Creation of a blended learning program on ICH and CC. It will have 4 online modules and 4 transnational face-to-face workshops and will be aimed at doctoral students, researchers, policy makers and practitioners.

- Certificate of knowledge in ICH and CC with 4 online modules aimed at a wider audience.

- 5 round tables and a final conference that will bring together scientists, researchers, community leaders, and policy makers.

- 5 policy briefs and a handbook on the current status of ICH and CC impact at national and EU level, including key project results and final recommendations for policy change.

- Development of a long-term action plan to facilitate the implementation and transfer of project results.

These messages extracted from the initial proposal submitted to the European Union can serve as a basis for the contents that will be included in the website, in the brochure/leaflets and in the rest of the communication and dissemination materials foreseen for the project.

## 3.2. Website

The website will certainly be the main communication channel of the project. It will be a visual, simple, easy to use and responsive website, so that it can be read on any type of device (PC, mobile or tablet).

The design of the site will consider the guidelines set out in the GreenHeritage deliverable D5.5, especially regarding the use of logos, colors, and fonts.

The domain of the website is: www.greenheritage-project.eu and the email address info@greenheritage.eu will enable to receive queries or suggestions. Moreover, the project coordinator, as stated in the GA, is in charge of this function. Her contact e-mail address is : pad@mlib.cnr.it

The partner in charge of the development and maintenance of the website in its server, will consider all the necessary actions to assure the necessary security certificates to avoid problems of ranking and accessibility.

**Structure:**

Regarding the organization and contents of the website, the following recommendations are considered:

**Main menu:**

- *The project:* brief description of GreenHeritage and its objectives. Depending on the design and CMS used, this section could also include the partners and pilot cases, which could be accessed by scrolling or with a specific secondary menu.

- *Partners:* A brief description of each of the partners involved, along with their logo and a link to their website for more information.
It is also recommended to include a simple map of Europe to allow its localization and to show the five participating countries.

- *Results:* pages will be designed to present the final results of the project; they will be designed to allow the downloading of documents in .pdf format and the visualization of videos.

- *Actions:* This space is intended to include the specific actions that will be carried out in the project: courses, workshops, progress, etc. If necessary, a calendar of activities can be included. It is essential that a registration form is created for each workshop, MOOCs and planned actions

- *News / Blog:* To accommodate news, information or articles related to the project.

- *Contact:* the project coordinator, as stated in the GA is in charge of this function. The contact e-mail addresses are: *info@greenheritage.eu*, and pad@mlib.cnr.it for receiving info, queries, or suggestions.

- *Visible and accessible link to the e-learning Platform:* the design of a banner can be included on the website, as well as in other channels and platforms (partners' websites, social networks, specialized media).

### *- Use of logos:*

The EU Logo with the funding condition, will be included at design level, according to Art 17.2 of GA.

The logos of the partners will appear in the area of pertinence.

### *- Social Network Integration:*

The link to social networks will appear visible and easily located in the webpage.

In addition, since partners will be making multiple posts on their social networks, it is recommended to incorporate a message such as, "find us on social networks with the hashtag #GreenHeritage!"

### Newsletter - audience acquisition:

It is planned to send newsletters as a method of attracting the public and spreading news on the project activities: in the project website a registration form can also be incorporated, requesting name and e-mail as obligatory fields and entity or company as optional. Potential viewers captured in this way,  are also linked to the project website: www. greenheritage-project.eu

### Web language:

The main language of the web will be English.

## 3.3. Social Media

The project includes the creation of two profiles in social networks, considering the characteristics of GreenHeritage project and the evolution of social networks, we recommend the creation of profiles in *Twitter*, *LinkedIN*, and *Facebook*

### Why these networks and not others?

**Twitter:** It is an easy-to-use network and, probably, the reference site for those who are looking for quick and immediate information.

**LinkedIN:** Considering that we are targeting a technical and professional audience, this is without a doubt the network to take into account, which is also experiencing considerable growth and expansion in recent years.

**Facebook:** One essential communication tool that will be created within the GreenHeritage project is Facebook. The use of Facebook has been gradually declining, especially after 2021. However, Facebook is still in the running and can reach a very

wide audience which is what we need for the dissemination of the project. Most of the project partners still have larger audiences on Facebook than on LinkedIn.

## Use of labels and hashtag

To reach a wider audience, as it is always difficult to set up a social media profile and achieve a reasonable audience, it is recommended to use the current profiles of each of the partners involved. It is very important that all publications linked to the project include the hashtag **#GreenHeritage**, to allow a correct follow- up and monitoring of impacts.

## Mentions

It is necessary to consider in the publications the profiles of each of the involved partners, as well as those of the Erasmus+ program to mention them appropriately and thus achieve a greater dissemination and impact.

The creation of a table with the reference profiles facilitating the management of social networks will be considered (see the table in Annex 1). In this table, each partner can also add profiles that they consider of interest for the development of the project and that can facilitate or complete GreenHeritage's own communication.

An example of this excel table is shown as:  **Annex 1: GreenHeritage Partners Social Networks**

## Design

At the design level, the prescriptions marked in the GreenHeritage deliverable D5.5-Portfolio of dissemination material, will be considered.

As for the generation of the profiles, it is convenient that both have the same name and that they are linked to the project, for an easier localisation. As far as we have been able to verify, there is already a *Twitter* profile called **@greenheritage**, so other options such as **GreenHeritageEU** or **GreenHeritage_eu**, both free, at the time of writing this plan, will be considered.

## Management of profiles and frequency of publication

During the process, a person of reference will be chosen as CM to be in charge of publishing the project on social media. To manage social media profiles, it is recommended that all partners know and have access to both accounts. The management can be structured on a weekly, fortnightly, or monthly scheduled, to distribute the workload. Partners will identify a person to perform this CM work.

In Annex 2 (Green Heritage community manager shifts) it is proposed a possible shift of the partners to lead the work of the CM.

As for the frequency of publication, ideally there should be some kind of movement on Twitter (at least weekly), either by own news, by television channels of preexisting profiles or by sharing news or relevant articles related to the project. To facilitate the work, an excel table can be created, collecting, and summarizing all related profiles or profiles of interest, to which the partners can refer to.

On LinkedIn, the frequency of publication does not need to be so high, but it is advisable to publish at least one post per week, either as an article or news item that reports on the progress of the project, or by sharing articles or posts of interest related to its objectives, even if they are not produced by the project itself.

Finally, it is worth remembering that the initial proposal contemplates as objectives for Social Networks, to achieve **500 "Likes" and a minimum of 1,000 interactions** and visualizations. These figures can undoubtedly be reached and improved with the participation and involvement of all the partners.

## 3.4 Newsletter

The project foresees sending **two newsletters per year**. In this regard, the design will be based on the templates included in the GreenHeriatge deliverable D5.5.

### Content

About the contents, no more than 3 or 4 news items, will be included. Links to the project website or other related websites, will be considered, to facilitate the reading and visualization of contents and to encourage visits to the project website.

Depending on the progress of the project, the contents can be further specified. Moreover, news of general interest, not produced by the project, but related to its objectives can be included.

Also, the links to GreenHeritage's website and networks will be considered and included. The project newsletter, the networks and the website will be the main tools for raising online interest in the project as well as in its activities.

### Getting subscribers

In addition to the people who can subscribe through the project's website, it may be interesting to send the newsletter to all the partners and their related entities, collaborators, or participants in the different informative actions.

### Development

The use of specific platforms for sending newsletters, are recommended, such as **Mailchimp** or other similar ones, which can be downloaded free of charge and are not

only user-friendly and provide design templates, but also allow us to program and monitor the reach or the reading and opening rates of the contents.

## 3.5 Innovators in cultural heritage social platform

The *Innovators in cultural heritage* social platform, as said in the Grant Agreement was already experienced in other projects (such as the *HERACLES H2020 project*) for disseminating the results and also for the active involvement of stakeholders and citizens in the different phases of research activities in order to attract amplify the dissemination action within the virtual community established within *Innovators in cultural heritage* that had **485 members registered at the end of 2022**.

## 3.6 Other dissemination materials

In this section some printed and audiovisual materials considered necessary for the correct dissemination of the project, will be specified. Templates will be provided for all of them, and design guidelines are provided in the GreenHeritage deliverable D5.5. Here only the content will be briefly addressed.

Of course, all materials must incorporate the project and EU logos.

It is recommended to include a QR with access to the website and the logos of the two networks in which there will be *LinkedIn*, *Facebook*, and *Twitter* profiles to facilitate the sharing of information.

### 3.6.1 Printed

**Brochure/Leaflet**

The development of a brochure or flyer is considered. Ideally, in order to reach different types of audiences, it should be a simple and very visual document, easy to modify, to be updated and possibly translated into different languages.

The content of this brochure could be the messages included in the previous section and adapted to this format:

- *The Project:* Brief definition of objectives, budget, scope, and duration.

- *Partners*

- *Actions*

- *Budget and duration*

As mentioned at the beginning of this section, it should include the logos of the project and of the EU as co-funder (according to art 17.2 of the GreenHeriatge GA), as well as a QR that allows direct access to the GreenHeritage website, once it is ready.

**Roll UP and posters**

Both for the presence in events and for the diffusion in the participating entities, it is considered of interest the design of roll up and posters of the project, following the line marked in the GreenHeritage deliverable D5.5.

**3.6.2 Audiovisual**

**Video**

The realization of videos to announce each of the round tables planned in the project and the final conference are foreseen. In the case of announcement videos for very specific events, the creation of simple clips that can be easily shared and disseminated both on the web and on social networks, is proposed. The partner *Santa Maria la Real Foundation* will be in charge, in this sense, of the realization of the first video that can serve as a basis and template for the following ones.

## 4. IMPACT CONTROL AND MONITORING

To control the impact, and monitoring the status of the project dissemination, all the partners will be responsible for periodically submitting (every 6 months) to the project coordinator a report on:

*- Press impacts*

*- Social media presence*

*- Newsletter reach*

*- Participation in fairs and other events*

To facilitate this task, the partner *Santa Maria la Real Foundation* will prepare a simple template that will be shared with the communication managers of each of the participating entities (see **Annex 3 GreenHeritage Communication Impacts**.)

## 5. COMMUNICATION CONTACTS

In order to facilitate all the actions contemplated in the communication plan, the partners will provide:

*- **Their logo in vectorized, editable format or with the highest possible resolution.***
*- **Their profiles in social networks***
*- **Newsletter***
*- **Website***
*- **Contact of the person in charge of communication***

## 6. DECLARATION OF RELEASE

Based on other ERASMUS+ projects experiences, too, the following sentence will be included in the project website and Newsletters, but not in the deliverables, based on the consideration that the contents of deliverables are public only after the approval by EC.

*"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein".*

**Annex I: GreenHeritage Partners Social Networks**

| GreenHeritage Social Networks | | | | | | | |
|---|---|---|---|---|---|---|---|
| Entity / Partner | Twitter | Linkedin | IG | FB | Youtube | Otras RR.SS | Web |
| CNR | @CNRsocial_ | consiglio-nazionale-delle-ricerche, cnr---ismn, irpps-cnr-6820a9120 | cnrsocial | CNRsocialFB, CNRIrpps, ismn.cnr | @cnrconsiglionazionaledelle5509 | | https://www.cnr.it/ |
| CUEBC | | | | Centro Universitario Europeo per i Beni Culturali | | | https://www.univeur.org/cuebc/index.php/en/ |
| CMCC | @EuroGOOS | eurogoos | | eurogoos | | | https://www.cmcc.it/ |
| Santa María la Real Foundation | @FundacionSMLRPH | Fundación Santa María la Real del Patrimonio Histórico | fundacion.smlrph | Fundación Santa María la Real | Canal Patrimonio | | https://www.santamarialareal.org/es |
| ILFA UL | @LU_LFMI | | | | | | http://lulfmi.lv/en/about-us/lfmi |
| Uaaegean | | university-of-the-aegean | universityoftheaegean | DemosiesScheseisPanepistemioAigaiou | @universityoftheaegean6066 | | https://www.aegean.edu/ |
| Candide International | | Candide International | | | | | https://candide-international.com/ |
| Eloris | @KEKAPEL1 | Eloris SA | eloris_sa | ElorisSA | | | https://eloris.gr/en/#:~:text=ELORIS%20SA%20is%20a%20Company,Association%20of%20North%20Aegean%20Municipalities. |
| ALLI | AthensLifelong | | | athenslifelonglearning | | | https://athenslifelonglearning.gr/ |
| ReadLab | | ReadLab | | ReadLab | | | https://read-lab.eu/ |
| | | | | | | | |
| Erasmus Plus | @EUErasmusPlus | | european_youth_eu | EUErasmusPlusProgramme | | | https://erasmus-plus.ec.europa.eu/es |
| European Commision | @EU_Commission | european-commission | europeancommission | EuropeanCommission | @EuropeanCommission | | https://commission.europa.eu/ |
| UNESCO | @UNESCO | unesco | unesco | unesco | @UNESCO | | https://www.unesco.org/en |

**Annex II GreenHeritage Community Manager Shifts**

| PARTNER | \| 2023 M | A | M | J | J | A | S | O | N | D | \| 2024 J | F | M | A | M | J | J | A | S | O | N | D | \| 2025 J | F | M | A | M | J | J | A | S | O | N | D |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CNR | ■ | | | | | | | | | | ■ | | | | | | | | | | ■ | | | | | | | | | | ■ | | | |
| CUEBC | | ■ | | | | | | | | | | ■ | | | | | | | | | | ■ | | | | | | | | | | ■ | | |
| Fondazione CMCC | | | ■ | | | | | | | | | | ■ | | | | | | | | | | ■ | | | | | | | | | | ■ | |
| FSMLR | | | | ■ | | | | | | | | | | ■ | | | | | | | | | | ■ | | | | | | | | | | ■ |
| ReadLab | | | | | ■ | | | | | | | | | | ■ | | | | | | | | | | ■ | | | | | | | | | |
| ILFA UL | | | | | | ■ | | | | | | | | | | ■ | | | | | | | | | | ■ | | | | | | | | |
| UAegean | | | | | | | ■ | | | | | | | | | | ■ | | | | | | | | | | ■ | | | | | | | |
| Candide International | | | | | | | | ■ | | | | | | | | | | ■ | | | | | | | | | | ■ | | | | | | |
| Eloris | | | | | | | | | ■ | | | | | | | | | | ■ | | | | | | | | | | ■ | | | | | |
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COMUNNITY MANAGER GREEN HERITAGE: FB, TWITTER, LINKEDIN

**Annex III GreenHeritage Communication Impacts**

| Green Heritage Communication Impacts | | | | | | | |
|---|---|---|---|---|---|---|---|
| Media | Kind | Title | Country | Date | Link | Scope | Value |
| Ex. Diario Palentino | General Media | Participación Activa | Spain | 01/02/2023 | https://www.diariopalentino.es/Noticia/ZE660BF28-FB16-8BF5-F02AF68B5DB510E9/202301/Participacion-activa | 9000 | 833 |
| Twitter | Social Network | FSMLR | Spain | 01/02/2023 | https://twitter.com/FundacionSMLRPH/status/1628325220166533120?cxt=HHwWglCw7aLK_JgtAAAA | 672 | 122 |
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