Project no. 727040

GIFT
Meaningful Personalization of Hybrid Virtual Museum Experiences Through Gifting and Appropriation

Horizon 2020

SC6-CULT-COOP-2016-2017

CULT-COOP-08-2016

Virtual museums and social platform on European digital heritage, memory, identity and cultural interaction.

Start date: 1 January 2017. Duration: 36 months

D7.2
Communication Strategy

Due date: 2017-03-31

Actual submission date: 2017-03-27

Number of pages: 10

Lead beneficiary: IT University of Copenhagen

Author(s): Anders Sundnes Løvlie, Mette Grønbæk Rasmussen, Jari Kickbusch

Project Consortium

Beneficiary no.	Beneficiary name	Short name
1 (Coordinator)	IT University of Copenhagen	ITU
2	Blast Theory	Blast Theory
3	Next Game	NextGame
4	University of Nottingham	UoN
5	Uppsala University	UU
6	Europeana Foundation	EF

Dissemination Level

PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	
EU-RES	Classified Information: RESTREINT UE (Commission Decision 2005/444/EC)	
EU-CON	Classified Information: CONFIDENTIEL UE (Commission Decision 2005/444/EC)	
EU-SEC	Classified Information: SECRET UE (Commission Decision 2005/444/EC)	

Type

R	Document, report	X
DEM	Demonstrator, pilot, prototype	
DEC	Websites, patent filling, videos, etc.	
O	Other	
ETHICS	Ethics requirement	

D7.3 Communication Strategy

1. The overall goal of the GIFT communication

The goal of this communication strategy is to maximize the impact of GIFT by spreading knowledge about the project activities throughout the duration of the project.

2. Communication Objectives

The GIFT Communication Strategy and -Plan aims to raise awareness of the GIFT project and encourage participation by the four target audiences.

3. Target Audiences

Engaging the appropriate target audiences will ensure that the main goals and objectives of GIFT communication can be met. As described in the Grant Agreement (Annex 1, part B), the GIFT project has four main stakeholders, in prioritised order: The cultural heritage sector, the cultural and creative industries (CCI), researchers and young audiences (see Figure 1 below).
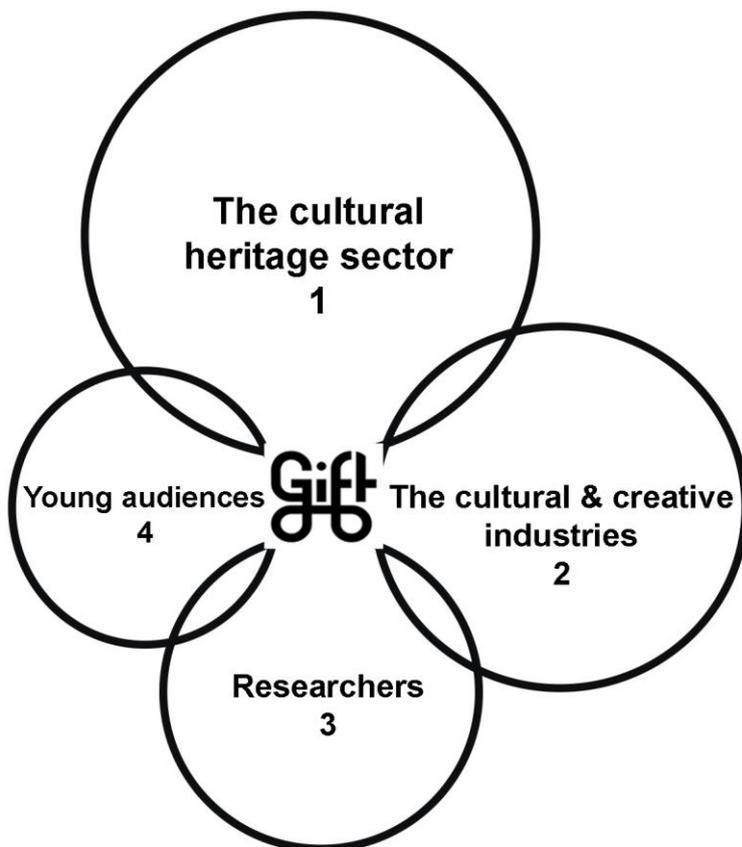

Figure 1: Main stakeholder groups for GIFT.

The cultural heritage sector is the most important stakeholder in GIFT, because it is primarily curators and communication professionals in cultural heritage institutions who will be the lead

users of the results from the project. Therefore, these professionals are also the primary target audience for our communication activities. In particular, we aim to reach professionals working in institutions that meet our definition of "digital ready" (see Grant Agreement Annex 1, part B, p. 16).

The cultural and creative industries is the second most important stakeholder, since there will be a need for collaborations between creative enterprises (e.g. game design companies, digital agencies, marketing bureaus, etc) and cultural heritage institutions in order to exploit some of our results. In particular, we aim to reach enterprises with an interest in conducting playful design with and for cultural heritage.

Researchers in game design, arts and media and communication are our third most important stakeholder, since these researchers should be able to build on our results to further the facilitation and understanding of audience engagement with digital cultural heritage.

Young audiences in general are our fourth stakeholder, because these are the people we aim to engage. As shown by the recent success of the augmented reality game Pokemon Go, there is a broad audience in Europe who are interested in playing games that take place both digitally and in the real world. By addressing this interest, we aim to capture the curiosity and engagement of young audiences.

4. Communication activities and tools

The communication activities are lead by ITU, but all partners in the consortium are expected to contribute to communication and dissemination of project activities and results. Specific commitments for each partner are listed at the end of this document.

In order to make sure that the communication goals are attainable, the communication department at ITU will support this strategic communication plan.

We will apply a variety of communication channels and tools in order to reach the target audiences:

Social media are a key part of GIFT's communication strategy. We will use dedicated Facebook and Twitter accounts.

Partners in the project already have a strong existing social media presence (Blast Theory has more than 7000 followers on Twitter, Europeana has more than 27,000 followers on Twitter and more than 92,000 followers on Facebook), and bring extensive experience with creative social media strategies (NextGame works for 23 corporate clients from USA, operating more than 90 of their social media accounts and large social media advertising budgets).

In addition to the communication efforts of the project, Blast Theory and NextGame will market the prototypes using their own social media accounts and other channels. Tools such as Storify will also be used where appropriate.[1] The project's social media accounts will be used strategically in

---

[1] See this example from a recent Blast Theory project "Karen by Blast Theory (with Images, Tweets) · Blasttheory," Storify, accessed January 27, 2016, https://storify.com/blasttheory/karen-is-my-life-coach.

coordination with the project website as well as mass media communication in order to increase reach and engagement from stakeholders and audiences.

All partners in the consortium will use the hashtag #giftEU to tag posts that relate to the project, and share content from their personal profiles and/or their organisational profiles.

The GIFT website will serve as an information pool and a communication tool, as well as a repository for the framework developed in the project. The website will contain:

- All elements of the framework (tools, guidelines, reports, etc.)
- Resources, learning, case studies and evidence from the project duration
- Publication of interim results from the action research process
- Calendar of project events

We aim to keep a nimble and flexible approach to communication through the website, so that we can apply the means of communication that best fit the specific results from our research and innovation processes. For instance, we will consider having a project blog, using online video to communicate key insights[2], as well as using other available means that fit the needs and opportunities as they develop.

Mass Media: In order to reach target audiences the cultural heritage sector and the cultural and creative industries, we will write a series of op-eds and aim to secure media coverage strategically placed in publications that are read by decision-makers in these areas.

Both Blast Theory and NextGame have vast experience with marketing and have recently secured coverage in The New York Times[3], the Wall Street Journal[4] and on the BBC[5] as well as in native online channels such as Gawker, Rhizome and Fast Company. The scientific coordinator will participate actively in communication activities, using his background in print and broadcast journalism to communicate strategically through mass media, writing op-eds and promoting the project. Mentions of project related activities in mass media will be ensured through strategic use of social media.

The mass media activities are coordinated with the lead user workshops, midway symposium and the final conference, but we will engage with other opportunities if they emerge.

Public Events: At strategic points throughout the project period, such as at the project kickoff, midway symposium and final conference, we will organize outreach activities and events aimed at the general public. These may include prototype demonstrations, practical trials or public lectures by one of the project partners.

---

[2] For an example, see Blast Theory, "Matt Adams on Interactivity in Karen," April 2015, https://vimeo.com/123734771
[3] Frank Rose, "Karen, an App That Knows You All Too Well," The New York Times, April 2, 2015, nytimes.com edition, sec. Art & Design, http://www.nytimes.com/2015/04/05/arts/karen-an-app-that-knows-you-all-too-well.html?_r=0.
[4] Steve Dollar, "Storyscapes at Tribeca Film Festival Pushes Internet's Limits," *The Wall Street Journal*, April 15, 2015, www.wsj.com edition, sec. Ny Culture, http://www.wsj.com/articles/storyscapes-at-tribeca-film-festival-pushes-internetslimits-1429142212.
[5] BBC, "Digital Fictional Life Coach" (BBC, April 15, 2015), http://www.bbc.co.uk/programmes/p02nlwks.

Print materials such as banners, stickers and flyers will be produced for use in relation to events, such as the midway symposium and final conference.

Project activities. The 5 lead user workshops of the action research process (see Work Package 4 for details) will take place in months 9, 14, 18, 23 and 29.

The communication activities on the website and the project's Facebook and Twitter profiles run continuously during the project.

The table below outlines the goals of the communication strategy, the target group, tools and key performance indicators to show how we will assess the success of the communication strategy. We measure communication performance in relation to reach (R), engagement (E) and quality (Q).

Activity	Objectives[6]	Stakeholder	KPI[7]
Website	1, 2, 3	Audiences Researchers Museums CCI	All deliverables (reports, software, etc) are published on the website within two weeks of completion (Q).
			The website is evaluated qualitatively by Europeana every 12 months, as part of WP4 (Q).
Facebook	1 + 2	All	300 shares (R/E), 1000 likes (E).
Twitter	1 + 2	All	100 followers (R), 100 retweets (E).
Public events	1 + 2	Audiences	Minimum 120 participants (E).
Op-eds	1 + 2	All	Min 6 op-ed articles in national/international media outlets (R).
Mass media mentions	1 + 2	All	Min 6 mentions in national/international media outlets (R).
Final Conference	1, 2, 3	Researchers Museums CCIs	Min 60 participants (E).

Table 1: Communication measures

---

[6] This column refers to the strategic objectives in section 2 of this document. Legend: 1 = increase participation, curiosity and engagement; 2 = strengthen commercialization of the prototypes; 3 = increase sustainability.
[7] Key Performance Indicators. Legend: R = Reach, E = Engagement, Q = Quality. Quantitative indicators are given as totals aggregated over the entire project period.

5. Plan for communication activities

The communication activities will be reviewed by the General Assembly at each regular consortium meeting, which are held twice per year.

	M1	M3	M6	M9	M12	M15	M18	M21	M24	M27	M30	M33	M36
Project activities													
Project Kickoff	▓												
Launch of website	▓												
Lead user workshops				▓		▓	▓		▓		▓		
Halfway Symposium							▓						
Final Conference													▓
Communication activities													
Public events	x						x						x
Website		▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Facebook profile		▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Twitter profile		▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓	▓
Mass media[8]	x						x				x		x

Table 2: Calendar view of communication activities. M1 = January 2017, M36 = December 2019.

Status March 2017
Website: A first version of the project website was launched already before the project started, in August 2016, and is continuously being developed at gift.itu.dk.

Social media: A Facebook page was established in November 2016, at http://facebook.com/gift.itu.dk, while the Twitter profile @GIFT_itu was established in December 2016.

Mass media: Press releases, op eds and media mentions are gathered at gift.itu.dk/media. Media mentions till now: 4.

Public events: Two public events have been organised.
- 30 Sept 2016: Public lecture by Anders S. Løvlie at Volda University College. Title: "Hybride virtuelle kulturopplevelser". Attendance: 25 people. http://www.midlabs.no/2016/09/apen-gjesteforelesning-hybride-virtuelle-kulturopplevelser/
- 17 Jan 2017: Public lecture by Matt Adams at IT University of Copenhagen. Title: "How games help us understand power". Attendance: 80 people.

---

[8] This row of the table shows periods where we are planning to dedicate effort to reaching mass media. However, we aim to keep a flexible approach so that we can time our efforts in line with current developments, for instance if events or prominent debates provide opportune moments for achieving mass media coverage.

Plans for specific activities by partners

ITU

Website: ITU will have main responsibility for developing and maintaining the project website, requesting input from partners as needed.

Social media: ITU will run the project's social media profiles, but will ask partners to help contributing and sharing content to increase the reach.

Mass media: ITU researchers will write two op-eds addressing topics related to GIFT. The first will present preliminary results from the action research process, and is planned to coincide with the midway symposium in the summer of 2018. The second will present results from the design process in WP3 and is planned to coincide with the final conference in the second half of 2019. The ITU team will work to secure coverage of events organized by ITU, in particular the half-way symposium and final conference.

Public events: In addition to the two events already organized, ITU will organize the half-way symposium and final conference, which will be open to researchers and museum professionals outside the consortium.

Blast Theory

Website: Deliverables and other documentation from the design process will be available via the website.

Social media: Blast Theory will contribute social media content from the design process, user-involving events and prototypes.

Mass media: Blast Theory will work to secure coverage of the gifting prototype in at least one UK or international media outlet.

Public events: Blast Theory has already organized one public event, in collaboration with ITU. Blast Theory will consider contributing to further public events organized by the project, depending on timing and capacity.

NextGame

Website: Deliverables and other documentation from the design process will be available via the website.

Social media: NextGame will contribute social media content from design process, user-involving events and prototypes.

Mass media: NextGame will work to secure coverage of the appropriation prototype in at least one Serbian or international media outlet.

Public events: NextGame will organize one public event to present the appropriation prototype.

University of Nottingham

Website: Design and research outcomes will be available via the website. University of Nottingham will provide bibliographical information about research publications, to be included on the website.

Social media: University of Nottingham will contribute social media content from design process, user-involving events and prototypes.

Mass media: University of Nottingham will write 2 op-eds during the GIFT project. The first will present results from work on the beta toolbox and is planned for 2018. The second will present results from the final toolbox and is planned for 2019.

Public events: One researcher from University of Nottingham will give a public lecture presenting results from the work with the GIFT toolbox.

University of Uppsala

Website: University of Uppsala will provide bibliographical information about research publications, to be included on the website.

Social media: University of Uppsala will contribute social media content from public events that its researchers organize and/or participate in.

Mass media: University of Uppsala researchers will write 2 op-eds during the GIFT project. The first will present results from an analysis of technology interventions in the museum sector, and is planned for 2018. The second will focus on the forthcoming GIFT anthology and is planned for 2019.

Public events: One researcher from University of Uppsala will give a public lecture presenting results from the work with the theory part of the GIFT framework.

Europeana

Website: The website is evaluated qualitatively by Europeana every 12 months, as part of WP4. The first evaluation will be ready in January 2018. The final framework will be published on the Europeana Labs website and promoted as a Europeana Framework, and Europeana will disseminate and recommend its use in their extensive network.

Social media and mass media: During and after the project period, Europeana will work actively to promote the project (e.g. key results, events, reports, prototype launches etc) through the following mechanisms: Europeana Network and Aggregator network channels, announcements & updates on the respective mailing lists, relevant social media (Twitter/LinkedIn groups), Europeana Network newsletter and relevant events (for instance, Europeana Network AGM and aggregator forums), national communication coordinators (largely based in national museums, libraries and archives), Europeana Labs and Labs newsletter.

Public events: Europeana will ensure that the project will be represented at relevant conferences organised by Europeana in the project period.

After the project, Europeana will take on a role as project ambassador, committing to promote and disseminate results from the project throughout Europeana's extensive network in the

heritage sector. Results from the project (reports, framework elements, etc) will be published on the Europeana Labs website.