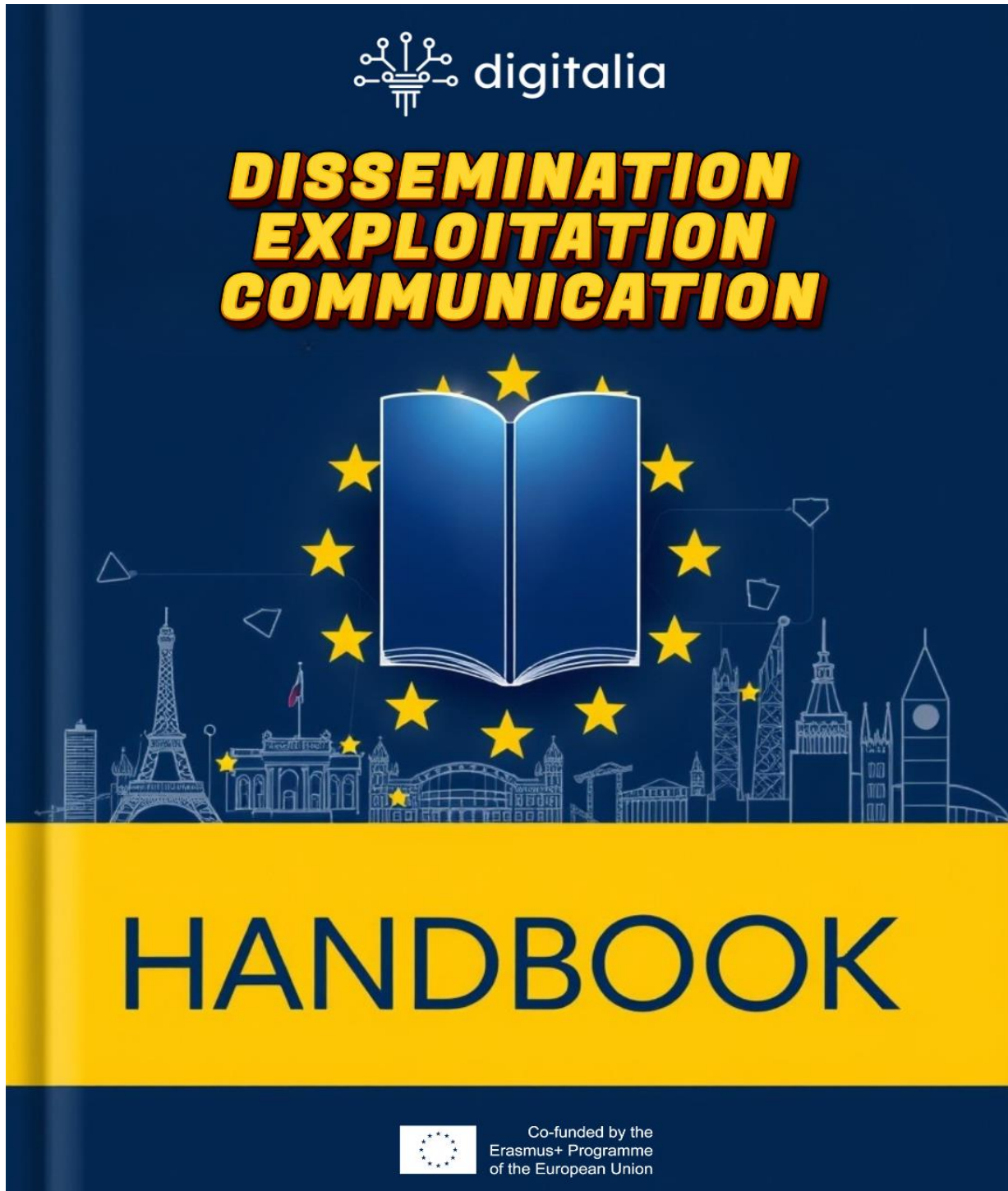




DISSEMINATION & EXPLOITATION & COMMUNICATION HANDBOOK

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1. Introduction

1.1 Purpose of the Handbook

This **Dissemination, Exploitation, and Communication Handbook** serves as a strategic guide for ensuring the effective visibility, impact, and long-term sustainability of the **Digitalia Project**. As a transnational initiative under the **Erasmus+ KA220-VET programme**, **Digitalia** focuses on enhancing the digital transformation of cultural heritage and improving disaster risk management strategies.

This handbook outlines the methodologies and tools that will be used to disseminate project outcomes, engage stakeholders, and exploit key results for long-term impact. It provides partners with a structured approach to **raising awareness, sharing knowledge, fostering collaboration, and ensuring the sustainability of project results** beyond the project's lifecycle.

The handbook is designed to help project partners:

- Communicate the project's mission, objectives, and results effectively to diverse audiences.
- Define key dissemination and exploitation strategies that align with project goals.
- Maximize the reach and impact of project activities.
- Ensure compliance with European Commission guidelines on dissemination and exploitation.
- Encourage stakeholder engagement and policy influence at local, national, and European levels.

1.2 Scope and Objectives

The **Digitalia Dissemination, Exploitation, and Communication Strategy** focuses on three interconnected components:

1. **Dissemination** – Sharing project results, activities, and outputs with relevant audiences through a variety of channels and formats.
2. **Exploitation** – Ensuring the project’s outputs (such as training curricula, MOOCs, reports, and digital tools) are effectively used by relevant stakeholders beyond the project’s duration.
3. **Communication** – Promoting the project to a wide audience, ensuring visibility and engagement through storytelling, digital presence, and outreach initiatives.

This handbook provides a **structured plan** for how these three components will be implemented throughout the **lifecycle of Digitalia (2024-2026)** and beyond.

The key objectives of this handbook are:

- To define the **target audiences** for dissemination, exploitation, and communication.
- To outline the **tools, channels, and activities** for reaching these audiences.
- To provide **clear guidelines and responsibilities** for each partner in implementing the strategy.
- To establish **monitoring and evaluation mechanisms** to measure the effectiveness of dissemination efforts.
- To create a **sustainability roadmap** ensuring long-term impact after the project ends.

1.3 Target Audience

The **Digitalia Dissemination, Exploitation, and Communication Strategy** is designed to reach a diverse set of stakeholders, including but not limited to:

Primary Target Groups:

- **Cultural Heritage Professionals** (archaeologists, conservators, museum professionals, site managers).
- **Students and Academics** in the fields of cultural heritage, archaeology, digital humanities, and disaster risk management.
- **Vocational Education and Training (VET) Institutions** developing digital and disaster preparedness skills.
- **Policy Makers and Public Authorities** in the fields of culture, education, and disaster management.

Secondary Target Groups:

- **General Public and Local Communities** to raise awareness on digital heritage and disaster resilience.
- **Technology Providers and Digital Innovators** in cultural heritage sectors.
- **Media and Press** to amplify project visibility.
- **European and International Networks** related to digital transformation, heritage conservation, and disaster risk preparedness.

Each stakeholder group requires **tailored communication strategies** and engagement approaches, which will be elaborated in subsequent sections of this handbook.

2. Project Overview

2.1 Digitalia Project Summary

The **Digitalia Project (DIGITAL SOLUTIONS FOR SUSTAINABLE AND DISASTER RESILIENT HERITAGE MANAGEMENT)** is a **Erasmus+ KA220-VET** initiative that aims to enhance the **digital transformation** of cultural heritage while strengthening **disaster risk management** strategies. With a strong focus on **digital skills development, sustainable heritage management, and disaster resilience**, the project brings together experts, institutions, and stakeholders from multiple European countries to address key challenges in the cultural heritage sector.

Through **innovative digital tools, targeted training programs, and interdisciplinary collaboration**, Digitalia seeks to **bridge the gap between cultural heritage preservation, digital technology, and disaster risk preparedness**. The project aligns with European Commission policies on **digitizing at-risk cultural heritage sites by 2030** and aims to develop sustainable frameworks for safeguarding cultural assets against natural disasters.

2.2 Key Objectives and Expected Impact

The **Digitalia Project** is designed to **increase the resilience and sustainability of European cultural heritage** by integrating digital technologies into disaster risk management and heritage preservation strategies.

General Objectives

- **Ensuring the long-term sustainability** of European cultural heritage through digital transformation.
- **Reducing disaster risks** at cultural heritage sites by equipping institutions and professionals with the necessary skills and tools.
- **Promoting vocational education and training (VET) adaptation** to meet the evolving demands of the digital and cultural sectors.

Specific Objectives

- **Identifying future skills needs and emerging job profiles** in the digital cultural heritage sector.
- **Developing digital skills** among cultural heritage professionals, students, and institutions.
- **Creating a Disaster Risk Management Framework** tailored for cultural heritage protection.
- **Developing an innovative digital heritage curriculum** to train professionals and students in digital preservation and risk management.
- **Digitizing a pilot cultural heritage site** as a case study for future applications.
- **Fostering knowledge-sharing** through seminars, workshops, and a **Massive Open Online Course (MOOC)**.

Expected Impact

Digitalia's results will have **long-term benefits** for cultural heritage professionals, institutions, and educational stakeholders, including:

- **Enhanced digital competencies** for cultural heritage staff and students.
- **Stronger disaster risk management skills** among cultural institutions.
- **Improved employability** of students through hands-on training and internships.
- **A digitalized pilot cultural heritage site** serving as a model for further applications.
- **Wider adoption of digital tools** in cultural heritage education and preservation.
- **Greater policy alignment and collaboration** at national and EU levels for digital and disaster risk preparedness in cultural heritage.

Practical Objectives ;

1. Disseminate Project Results to a Wide Audience

a) Local Seminar :

- There will be a local seminar at the start of the **2nd year** of the project in **each partner** country to share the progress and outputs of the 1st year of the project to local audience.
- **100 people** from the directorates of ministries, municipalities, governors, local cultural heritage authorities, universities will participate in this multiplying event.
- **Each partner organization will hold the local seminar.**

b) National Seminar :

- There will be a national seminar **towards the end of the project** in which all the related institutions, directorates of culture and tourism, administrators of museums, academicians of cultural heritage studies, cultural heritage authorities, ministries especially culture and national education will be invited **to share the outputs of the project** with a wider audience at national level.
- This event will take place **in each partner country and approximately 50 people** will participate in this multiplier event. **Partners of the same country will share the budget of this activity and plan and hold the seminar together.**

c) Creating Social Media Tools and Website

d) In house trainings (Local Trainings)

- After the trainings; the upskilled staff will share the knowledge learned to 50 cultural heritage staff, CH university students and academicians in the field of CH within their institutions.

2.3 Key Stakeholders

The **Digitalia Project** targets a wide range of stakeholders to ensure **maximum impact and sustainability** of its results.

Primary Stakeholders

- **Cultural heritage professionals** (museum staff, conservators, archaeologists, heritage managers etc.)

- **Vocational education and training (VET), institutions** offering courses in cultural heritage and digital technologies.
- **Higher education institutions** specializing in archaeology, history, and digital humanities.
- **Students and young professionals** seeking career opportunities in digital heritage.
- **Governmental bodies and policymakers** responsible for cultural heritage and disaster management.

Secondary Stakeholders

- **Digital technology providers** involved in **3D scanning, AI, GIS, and virtual heritage solutions**.
- **NGOs and cultural organizations** focused on heritage preservation.
- **Tourism and creative industries** interested in digital heritage applications.
- **General public and communities** to raise awareness of cultural heritage sustainability.
- **Media and journalists** to amplify project dissemination.

3. Dissemination Strategy

3.1 Definition and Importance of Dissemination

Dissemination in the **Digitalia Project** refers to the strategic process of **sharing knowledge, project results, and key findings** with relevant stakeholders to maximize awareness, engagement, and impact. The aim is to **ensure that the project outcomes reach the right audiences**, stimulate discussions, and inspire action in cultural heritage preservation, digital transformation, and disaster risk management.

Effective dissemination plays a critical role in:

- **Raising awareness** about the project's objectives, activities, and expected outcomes.
- **Encouraging knowledge exchange** and collaboration across sectors.
- **Ensuring long-term sustainability** of project results.
- **Influencing policies and decision-making** at local, national, and European levels.
- **Facilitating the adoption of digital and disaster risk management strategies** in cultural heritage.

The **Digitalia Dissemination Plan** ensures that project outputs are effectively shared with the **widest possible audience** using **targeted communication tools and channels**.

3.2 Target Audiences for Dissemination

The **Digitalia dissemination strategy** focuses on engaging multiple stakeholders, categorized as **primary and secondary audiences** based on their direct or indirect involvement in the project.

Primary Target Groups (Direct Beneficiaries)

- **Cultural Heritage Professionals** (archaeologists, museum staff, site managers, conservators).
- **Students and Academics** in fields related to digital humanities, cultural heritage, and disaster risk management.
- **Vocational Education and Training (VET) Institutions** providing relevant training programs.
- **Policy Makers and Public Authorities** involved in cultural heritage and disaster preparedness.

Secondary Target Groups (Indirect Beneficiaries & Wider Public)

- **General Public and Local Communities** to promote awareness and cultural engagement.
- **Technology Providers and Digital Innovators** working in heritage digitization and risk assessment.
- **Cultural and Creative Industries** (tourism, media, content creators).
- **European Networks and International Organizations** focused on cultural heritage.
- **Media and Press** for publicizing project activities and findings.

3.3 Key Dissemination Channels

To maximize outreach, the **Digitalia Project** will utilize multiple dissemination channels, including:

A. Digital and Online Platforms

1. **Project Website** – A central hub for project updates, resources, and reports.

(The project website **will be embedded within the official websites of partner institutions** and it will ensure that project updates, progress, and results are readily available to a wider audience through trusted institutional platforms, fostering greater engagement and collaboration.)

2. **Social Media (Facebook, Instagram)** – Regular updates, events, and engagement with followers.
3. **Newsletters** – Quarterly updates shared with stakeholders.
4. **MOOC (Massive Open Online Course)** – Open-access online learning modules.

B. Publications and Research Outputs

1. **National Reports** – Findings on digital skills and disaster risk management in cultural heritage.
2. **Policy Briefs and Lessons Learnt Guidelines** – Recommendations for institutions and policymakers.

C. Events and Networking

1. **Conferences and Seminars** – Presenting project outcomes to academic and professional audiences.
2. **Workshops and Training Sessions** – Practical training in digital heritage management.

D. Traditional Media and Print Materials

1. **Press Releases** – Distributed to national and international media outlets. (when possible)
2. **Printed Materials (Brochures, Flyers, Posters)** – Shared at events and seminars
3. **Media Interviews** – Engaging mainstream media for wider reach. (when possible)

3.4 Planned Dissemination Activities

The **Digitalia Project** will implement structured dissemination activities throughout its lifecycle, ensuring **progressive outreach and impact**.

Phase	Activity	Target Audience	Channel	Timing
Project Launch	Website & Logo development & social media setup	General public, CH professionals, policymakers	Website, social media	Month 1-3
Initial Awareness	Press release & announcement posts	Media, institutions, general public	Press, social media,	Month 3-6
Research Dissemination	Publishing national reports	Academics, policymakers	Website	Month 6
Training & Engagement	In house trainings- National and local seminars	Students, professionals, policymakers, local&national authorities cultural institutions,	Online platforms, physical events	Month 7-24
MOOC Development & Release	Launching online training modules	CH professionals, students	E-learning platform MOOC	Month 12-24
Post-Project Sustainability	Ongoing digital platform updates	Institutions, professionals	Website, social media, Mooc	Beyond project end

3.5 Role of Partners in Dissemination

Each **Digitalia partner** plays a key role in dissemination by leveraging their **institutional networks and expertise**.

Partner	Main Dissemination Responsibilities
Istanbul University (Coordinator, Türkiye)	Overall monitoring, local&national seminars, in-house trainings, dissemination posts on institutional website and social media tools, providing materials for newsletters and website
SABAP (Italy)	Local&national seminars, in-house trainings, creating quarterly newsletters, dissemination posts on institutional website and social media tools, providing materials for website
Università Ca' Foscari Venezia (Italy)	Local&national seminars, in-house trainings, dissemination posts on institutional website and social media tools, providing materials for newsletters and website
Universidad Complutense de Madrid (Spain)	Local&national seminars, in-house trainings, dissemination posts on institutional website and social media tools, providing materials for newsletters and website
Antalya İl Kültür ve Turizm Müdürlüğü (Türkiye)	Local&national seminars, in-house trainings, dissemination posts on institutional website and social media tools, providing materials for newsletters and website, Project website management, social media oversight, MOOC development

Partners will actively contribute to **press releases, publications, training sessions, and local/national events** to **broaden the reach and impact of Digitalia**.

3.6 Monitoring and Evaluation of Dissemination

To ensure effectiveness, dissemination efforts will be **monitored, assessed, and optimized** using the following metrics:

- **Website Analytics** – Tracking visitors, downloads, and engagement.
- **Social Media Metrics** – Measuring followers, shares, likes, and interactions.
- **Event Attendance** – Evaluating participation in seminars and trainings.
- **Feedback Surveys** – Collecting insights from stakeholders on outreach effectiveness.

The monitoring will be done by WP leaders and the coordinator. The **Digitalia Dissemination Strategy** ensures that **project results are widely shared and effectively utilized**, leading to a **lasting impact on cultural heritage preservation and digital transformation**. Through **multi-channel outreach, strategic engagement, and ongoing monitoring**, the project will **maximize its visibility and influence across Europe and beyond**.

4. Exploitation Strategy

4.1 Definition and Importance of Exploitation

Exploitation in the **Digitalia Project** refers to the **strategic use and sustainability of project results** beyond its duration. It ensures that the project's **outputs, tools, and methodologies** continue to benefit cultural heritage professionals, institutions, and policymakers after the project's formal completion.

The **importance of exploitation** lies in:

- **Sustaining project results** beyond the funding period.
- **Ensuring long-term adoption** of digital heritage and disaster risk management practices.
- **Maximizing the impact of outputs** across different sectors and regions.
- **Supporting EU policies** on digital transformation and cultural heritage resilience.
- **Encouraging cross-sectoral cooperation** for innovation in cultural heritage management.

Exploitation aims to **embed Digitalia's outcomes into educational curricula, institutional policies, and professional practices** to ensure **long-term benefits and replication**.

4.2 Key Exploitable Results of Digitalia

The Digitalia Project generates **several key outputs** that are intended to be used and sustained beyond the project timeline. These include:

1. **Digitalia MOOC (Massive Open Online Course)**
 - A free and open-access online training program designed to **upskill cultural heritage professionals and students** in digital technologies and disaster risk management.
2. **Digital Heritage Course Curriculum**
 - A comprehensive **training curriculum** that aligns **digital skills with cultural heritage preservation needs**.
 - Designed for **integration into vocational training and higher education programs**.
3. **Disaster Risk Management Framework for Cultural Heritage**
 - A **structured framework** providing **guidelines and best practices** for safeguarding cultural heritage in disaster-prone regions.
 - To be adapted to **public institutions, museums, and cultural heritage organizations**.
4. **Digitized Cultural Heritage Site (Pilot Case Study)**
 - A **model project** showcasing **digital preservation techniques** for cultural heritage.
 - Can be replicated in other heritage sites across Europe.
5. **National Reports on Future Skills & Disaster Risk Preparedness**
 - Data-driven insights on **the digital skills gap in cultural heritage professions**.
 - Used to **influence policy recommendations and educational reforms**.

6. **Internship Program for Cultural Heritage Students**
 - Hands-on experience in **digitizing and managing cultural heritage sites**.
 - Establishing a **network for future training opportunities** in the sector.
7. **Digitalia Project Management Manual**
 - A **guide for managing transnational projects** in digital heritage and disaster risk preparedness.
8. **Dissemination and Communication Handbook**
 - A structured **guide to outreach, engagement, and sustainability strategies** for cultural heritage projects.

4.3 Target Groups for Exploitation

To ensure the **long-term impact** of Digitalia, the exploitation strategy is designed to **transfer results** to key **target groups** that can benefit from and sustain project outputs.

Primary Target Groups (Direct Users of Project Results)

- **Vocational Education and Training (VET) Providers** – Integration of digital heritage curriculum into existing training programs.
- **Higher Education Institutions** – Use of the **MOOC, research reports, and digital training** for students.
- **Cultural Heritage Professionals** – Adoption of digital preservation strategies and disaster risk frameworks.
- **Public Authorities & Policymakers** – Implementation of project recommendations in national and EU policies.
- **Museums, Archives, and Heritage Institutions** – Use of digital tools and frameworks for heritage conservation.

Secondary Target Groups (Indirect Beneficiaries)

- **SMEs and Technology Providers** – Collaboration opportunities for digital heritage innovation.
- **Tourism and Creative Industries** – Incorporating digital heritage assets into tourism experiences.
- **Cultural and Educational Networks** – Expanding dissemination and application of project results.

Each stakeholder group plays a **critical role in ensuring the uptake, adaptation, and sustainability** of project outcomes.

4.4 Sustainability and Post-Project Utilization

Ensuring **long-term sustainability** of Digitalia's results involves:

A. Institutional Integration

- Embedding the **Digital Heritage Course Curriculum** into existing **university and VET programs**.

B. Policy Influence and Adoption

- Engaging with **national and EU policymakers** to **incorporate project recommendations** into **cultural heritage strategies**.
- Developing **policy briefs and guidelines** for continued use by **government bodies and cultural institutions**.

C. Open Access and Digital Repositories

- Hosting **project reports, training materials, and digital tools** in open-access platforms for **global reach and usage**.
- Encouraging institutions to adopt the **Disaster Risk Management Framework**.

D. Partnerships and Networking

- Establishing a **European Network on Digital Heritage and Risk Management** to continue collaboration post-project.
- Strengthening ties with **cultural and educational organizations** for knowledge exchange.

E. Future Project Proposals

- Using **Digitalia's success** as a foundation for **future Erasmus+ and Horizon Europe projects**.
- Encouraging **partners and stakeholders** to develop follow-up projects.

4.5 Monitoring and Evaluation of Exploitation

To track the **adoption and sustainability** of Digitalia's results, the following **evaluation measures** will be implemented:

- **MOOC Participation Metrics** – Tracking enrollment and completion rates.
- **Curriculum Integration** – Number of universities and VET institutions adopting the course.
- **Policy Uptake** – Inclusion of project recommendations in national/regional policies.
- **Digital Heritage Applications** – Usage of digitized cultural heritage methodologies in other projects.
- **Networking Growth** – Expansion of partnerships and stakeholder engagement.

A **post-project sustainability report** will be published, summarizing **progress, achievements, and future recommendations**.

Conclusion

The **Digitalia Exploitation Strategy** ensures that the project's **outcomes, tools, and knowledge** are not only **widely used during the project** but also **sustained and expanded beyond its duration**. Through **institutional integration, policy influence, networking, and continuous innovation**, Digitalia will create a **lasting impact on cultural heritage preservation and digital transformation across Europe and beyond**.

5. Communication Plan

5.1 Communication Goals and Objectives

The **Digitalia Communication Plan** is designed to **effectively promote the project's mission, activities, and results** to a broad audience. This plan ensures that the project maintains high visibility, engages stakeholders, and fosters collaboration across sectors.

Key Communication Goals:

- **Increase Awareness:** Ensure that cultural heritage professionals, policymakers, educators, and the public are informed about the project's objectives and progress.
- **Engage Stakeholders:** Encourage active participation from target audiences, including cultural institutions, universities, and policymakers.
- **Promote Project Results:** Effectively share the project's outputs, including training materials, reports, and digital tools.
- **Ensure Transparency and Accessibility:** Communicate project milestones in a clear, accessible, and engaging manner.
- **Enhance Digital Presence:** Utilize modern digital communication channels to maximize reach and impact.

By aligning communication efforts with **Digitalia's dissemination and exploitation strategies**, this plan ensures a **coherent and impactful outreach approach**.

5.2 Target Audiences for Communication

Effective communication requires tailoring messages to specific **target groups** to ensure relevance and engagement.

Primary Audiences (Direct Stakeholders)

- **Cultural Heritage Professionals** – Site managers, museum staff, archaeologists, conservators, cultural heritage staff.
- **Vocational Education and Training (VET) Institutions** – Teachers, trainers, curriculum developers.
- **Higher Education Institutions** – Universities, research centers, students, academic staff.
- **Government and Policymakers** – Ministries of culture, education, and disaster management.

Secondary Audiences (Wider Stakeholder Groups)

- **Local and International Media** – Journalists, bloggers, cultural heritage magazines.
- **General Public and Local Communities** – Raising awareness on digital heritage and disaster resilience.
- **Digital and Creative Industries** – Technology developers, digital transformation experts.

- **European and International Networks** – Cultural heritage and digitalization associations.

Each audience group will be reached using **tailored messages and suitable communication channels**.

5.3 Key Messages and Branding Strategy

Core Project Messages:

- "Empowering Cultural Heritage through Digital Transformation and Disaster Risk Management."
- "Bridging the Skills Gap in Cultural Heritage for a Digital Future."
- "Safeguarding Europe's Cultural Heritage Against Natural Disasters Through Innovation."

Branding Strategy:

To ensure a **consistent project identity**, Digitalia will use:

- A **dedicated logo and visual identity** for branding all materials.
- A **common project hashtag** (e.g., #DigitaliaProject) for social media engagement.
- A **standardized template** for presentations and reports.

5.4 Communication Tools and Platforms

A. Digital Communication Channels

1. **Project Website** (Central Communication Hub)
 - Information about the project, partners, outputs, news, and events.
 - Open-access repository for reports, toolkits, and the Digitalia MOOC.
2. **Social Media Presence** (For Broad Audience Engagement)
 - **Facebook & Instagram** – Community engagement, storytelling, visual content.
3. **Newsletters** (Targeted Communication)
 - Quarterly newsletters
 - Personalized outreach to policymakers, educators, and cultural institutions.

B. Traditional Communication Methods

1. Media Outreach

- Official announcements for key project milestones.
- Engagement with local, national, and international media. (when possible)

2. Printed and Promotional Materials

- Flyers, brochures, posters for seminars and meetings

C. Events and Public Engagement

1. **Seminars** – Presenting findings to academic and policy communities.
2. **In house Training Sessions** – Hands-on training for cultural heritage professionals.
3. **Public Heritage Exhibitions** – Showcasing digitized heritage sites.

These tools ensure **maximum visibility and impact** for the Project

5.5 Monitoring, Evaluation, and Impact Assessment

To measure the effectiveness of the **Digitalia Communication Plan**, the following **Key Performance Indicators (KPIs)** will be tracked:

Digital Metrics:

- **Website Traffic** – Number of visitors, downloads, and interactions.
- **Social Media Engagement** – Followers, shares, likes, comments.
- **Newsletter Open Rates** – Percentage of engaged readers.

Stakeholder Engagement Metrics:

- **Event Attendance** – Number of participants in seminars and trainings.
- **Policy Influence** – Number of policymakers, authorities engaged through policy briefs.

Conclusion

The **Digitalia Communication Plan** ensures a **strong, engaging, and impactful presence** across **digital and traditional media**. By implementing **multi-channel communication strategies**, leveraging **social media and stakeholder engagement**, and ensuring **continuous evaluation**, Digitalia will **successfully promote its mission and results**, leaving a **long-lasting impact on cultural heritage digitalization and disaster resilience**.

6. Digital Presence and Visibility

6.1 Adherence to Project Branding

- Guideline for Using Necessary Logos and Disclaimers;

1. Project Logo

Purpose: Represents the DIGITALIA project and its visual identity.



Where to Use:

All project-related documents, such as reports, presentations, training materials.

Dissemination materials, including flyers, brochures, and posters.

Project website and social media posts.

2. EU Logo

Purpose: Indicates that the project is co-funded by the European Union.

Where to Use:

Alongside the project logo in all official documents and materials.

On the project website and social media platforms.

On press releases, event banners, and training materials.



3. Erasmus+ Logo

Purpose: Acknowledges the funding received under the Erasmus+ program.

Where to Use:

All promotional materials, reports, and publications related to the project.

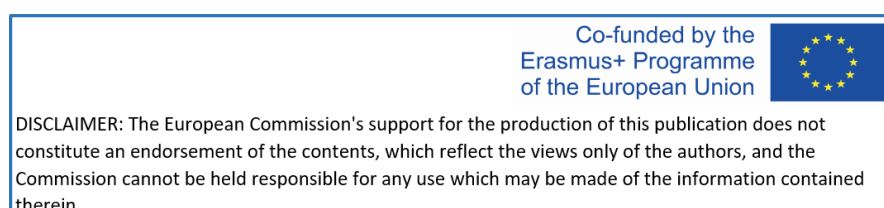
Digital platforms such as the website and social media posts.



4. EU Disclaimer

Purpose: Indicates that the content reflects the authors' views and not necessarily those of the EU. Should be used at the bottom or top of publications, reports, on the project website and social media, where appropriate.

EU Disclaimer :



6.2 Project Website and Online Repository

The **Digitalia Project Website** will serve as the **central hub** for all project-related information, resources, and engagement. It will ensure **easy access** to project updates, results, and Mooc for stakeholders, partners, and the wider public.

Key Features of the Website:

- **Home Page** – Overview of the project, mission, and latest news.
- **About Digitalia** – Project background, objectives, and partner details.
- **News & Updates** – Regular announcements
- **Resources & Publications** – Access to reports, policy briefs, training materials, and the Digitalia MOOC.
- **Events Calendar** – Schedule of meetings, seminars, and training sessions.
- **Digitalia Case Study** – Showcasing the digitized cultural heritage site as a pilot project.
- **Contact & Collaboration** – Inquiry form for stakeholders and potential partners.
- **Social Media Integration** – Embedded feeds from Instagram, and Facebook.

The website will be **optimized for mobile** and **accessible in multiple languages** to ensure **wider reach and usability**.

6.3 Use of Digital Storytelling and Multimedia

Video Content Strategy

Video content will be a **powerful tool** for engaging audiences and conveying Digitalia's message. The project will produce:

- **Introductory Video:** A short film introducing the Digitalia project, partners, and goals. (maybe at the end of first year of the Project)
- **Meeting Videos:** Promotional videos after each meeting (mobility) created by host organization.

6.4 Search Engine Optimization (SEO) and Online Reach

To **increase Digitalia's online visibility**, a **strong SEO strategy** will be implemented, ensuring that project resources **appear in relevant search results**.

SEO Strategies:

- **Keyword Optimization:** Using relevant terms such as *digital heritage*, *disaster risk management*, *cultural preservation*, *3D heritage scanning*, *digital skills in heritage* to improve rankings.
- **Meta Descriptions & Tags:** Optimizing content for search engines.
- **Regular Content Updates:** Keeping the website fresh with up to date information
- **Google Analytics Integration:** Monitoring traffic sources, audience behavior, and content performance.

By **applying best practices in digital marketing**, Digitalia will **reach a global audience** and **maintain its relevance** beyond the project's duration.

6.5 Monitoring and Measuring Digital Impact

To evaluate the success of Digitalia's **digital presence and online visibility**, the project will track several **Key Performance Indicators (KPIs)**:

Website Performance:

- **Total website visits & page views.**
- **Download rates** for reports and training materials.
- **Average time spent on the site** (engagement indicator).

Social Media Metrics:

- **Follower growth** across platforms.
- **Post engagement rates** (likes, shares, comments).
- **Click-through rates (CTR) on links** leading to the website.
- **Hashtag reach & usage** in social discussions.

Newsletter Analytics:

- **Open rates & click-through rates** for newsletters.

Multimedia & Video Performance:

- **Engagement on videos** (likes, comments, shares).

6.6 Ensuring Long-Term Digital Sustainability

To maintain Digitalia's **digital presence beyond the project's completion**, the following **sustainability strategies** will be applied:

1. **Website Hosting & Maintenance**
 - Partners will ensure that the **project website remains online** after the end of the project
 - Key resources and materials will be **open-access for continued use**.
2. **MOOC and E-learning Platform Maintenance**
 - **Partner institutions will integrate the Digitalia MOOC** into their training programs for long-term access. (where appropriate)
3. **Social Media Continuation**
 - Social media pages will be open access after the end of the project
4. **Future Collaboration and Follow-Up Projects**
 - Digitalia partners will explore **new EU funding opportunities** to expand upon project outcomes.
 - Digitalia will be **positioned as a reference project** in digital cultural heritage management.

7. Monitoring, Evaluation, and Impact Assessment

7.1 Key Performance Indicators (KPIs)

Key Performance Indicators (KPIs) Overview

The **KPIs** are categorized into **three key areas**:

1. **Dissemination & Communication Performance**
2. **Stakeholder Engagement & Collaboration**
3. **Sustainability & Long-Term Impact**

KPI Category	Indicator	Measurement Method	Target
Website Engagement	Number of visitors to project website	Google Analytics tracking	10,000+ visitors
Social Media Impact	Followers, engagement (likes, shares, comments)	Social media analytics	5000+ engagements across platforms
Training Participation	Number of MOOC enrollments	MOOC platform analytics	1,000+ learners
Research Dissemination	Downloads of reports & guidelines	Website analytics	500+ downloads
Curriculum Adoption	Number of universities and VET institutions adopting the curriculum	Direct engagement	10+ institutions
Partnerships and Networks	New collaborations post-project	Partner follow-ups	5+ sustained partnerships

These **KPIs will be monitored periodically**, and adjustments will be made based on real-time project developments.

7.2 Feedback Mechanisms

To ensure that Digitalia remains **responsive to stakeholder needs**, **continuous feedback loops** will be implemented.

A. Surveys

- **Stakeholder satisfaction surveys** after seminars and trainings.

C. Public and Community Feedback

- **Social media polls and discussions** to gauge public engagement.
- **Website comment sections and forums** for open discourse on project activities.

Feedback data will be **analyzed and integrated into project adjustments** to enhance impact.

7.3 Lessons Learned Report

A **Lessons Learned Report** will be compiled at the end of each training by the participants of the Project trainings

Conclusion

The **Monitoring, Evaluation, and Impact Assessment (MEIA) framework** ensures that **Digitalia remains accountable, impactful, and sustainable**. By **tracking engagement, measuring learning outcomes, collecting stakeholder feedback, and assessing long-term adoption**, Digitalia will continue to **drive innovation in cultural heritage management beyond its project duration**.

8. Ethical Considerations and GDPR Compliance

8.1 Data Protection and Privacy

The **Digitalia Project** adheres to the highest standards of **data protection, privacy, and ethical research practices** in compliance with the **General Data Protection Regulation (GDPR) (EU 2016/679)**. As a project involving the **collection, processing, and dissemination of data related to cultural heritage, educational materials, and stakeholder engagement**, Digitalia is committed to ensuring the **integrity, confidentiality, and security** of all personal and institutional data.

Key Principles of GDPR Compliance

1. **Lawfulness, Fairness, and Transparency** – Data is collected and processed **fairly and transparently**, with clear explanations provided to data subjects.
2. **Purpose Limitation** – Data is only used for **specific, legitimate purposes** aligned with project objectives.
3. **Data Minimization** – Only **necessary and relevant data** is collected and stored.
4. **Accuracy** – Efforts are made to keep data **accurate and up to date**.
5. **Storage Limitation** – Personal data is stored only for the **necessary duration**, after which it is securely deleted or anonymized.
6. **Integrity and Confidentiality** – Data is handled securely to **prevent unauthorized access, loss, or misuse**.
7. **Accountability** – All project partners are responsible for ensuring compliance with GDPR regulations.

8.2 Ethical Data Collection and Processing

Digitalia collects and processes data in an **ethically responsible manner**, ensuring:

- **Informed Consent** – Participants in research, training, and digital surveys provide **consent** before data collection.
- **Restricted Access** – Sensitive data is **only accessible to authorized personnel** within the project consortium.

To ensure compliance, the project consortium will oversee **GDPR adherence and risk assessments**.

8.3 Ethical Considerations in Digital Heritage

Digitalia focuses on the **digitization and preservation of cultural heritage**, which involves **handling sensitive historical and cultural information**. Ethical challenges include:

A. Respect for Cultural Heritage and Ownership

- Ensuring **proper acknowledgment** of cultural institutions contributing data.
- Respecting **cultural sensitivities and community perspectives** in heritage digitization.
- Obtaining **permission** from relevant authorities before digitizing or publishing cultural assets.
- During the **Case Study**, the **data on the pilot cultural heritage** site will be handled securely, will not be shared with anyone, only the final digitized product will be visually openly displayed.

B. Avoiding Misuse and Misrepresentation of Digital Heritage

- Ensuring that digital assets are **not altered or misrepresented** in ways that distort historical accuracy.
- Preventing **commercial exploitation** of digitized heritage materials **without proper authorization**.

C. Ethical AI and Technology Use

- Avoiding **deepfake technology** and **unauthorized image manipulation** of cultural sites.
- Ensuring **inclusive representation** in digital storytelling and multimedia content.

8.4 Handling Personal Data in Dissemination and Communication

Digitalia's **dissemination, exploitation, and communication activities** involve the **collection and sharing of information** through:

- Online surveys
- Social media
- Website
- Project Meetings
- Trainings
- Seminars

To **ensure ethical communication**, Digitalia will:

- Obtain **explicit consent** from individuals before publishing **photos and names**
- Use **secure data storage** for participant details in training programs, seminars and surveys.

8.5 Ethical Considerations in Research and Training

Digitalia's research and training materials are designed with **ethical responsibility in mind**, ensuring:

A. Fair and Inclusive Access to Training Materials

- The **MOOC and curriculum** are available **free of charge** for educators, students, and cultural professionals.
- Content is developed with **inclusive language** and **cross-cultural sensitivity**.

B. Gender and Diversity Considerations

- Digitalia ensures that **gender-sensitive language** and **diverse representation** are reflected in all training materials.

8.6 Cybersecurity and Digital Safety

To prevent **data breaches and cyber threats**, Digitalia follows **EU cybersecurity best practices**, including:

- **Secure Cloud Storage** – Sensitive documents and datasets are stored on **secure cloud platforms**.
- **Data Backup and Recovery Plan** – Ensuring project data can be **restored in case of system failure or cyberattacks**.

9. Deliverables of WP 5 Dissemination and Exploitation

Deliverable 5.1:

- Digitalia Dissemination, Communication, and Exploitation Handbook (DDCEH)

Deliverable 5.2:

- Project Branding and Visual Identity (Logo)

Deliverable 5.3:

- Project Website and Social Media Platforms

Deliverable 5.4:

- Promotional videos after mobilities, meetings and trainings

Deliverable 5.5:

- Quarterly newsletters

Final Note

This **Dissemination, Exploitation, and Communication Handbook** serves as a **comprehensive guide** for ensuring the long-term **visibility, adoption, and impact** of the Digitalia Project. It provides **practical strategies, tools, and recommendations** to help partners and stakeholders **maximize the project's influence in cultural heritage digitalization**.

As we move forward, it is **critical to continue working together, sharing knowledge, and embracing digital innovation** to create a **more resilient, accessible, and sustainable cultural heritage landscape across Europe and beyond**.

Together, we ensure that the past remains a living part of our future.