



# fRamework for safE, opEn, collaboratiVe And inclUsive digitisAtion and managemenT of cultural heritagE

Grant Agreement No 101132389

## **DELIVERABLE 5.5:**

### **Communication and dissemination plan.R2**

Work Package: 5

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## Document Sheet

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## Abbreviations

Abbreviations	Full name
<b>C&amp;D</b>	Communication & Dissemination
<b>CCIs</b>	Culture and Creativity Industries
<b>CH</b>	Cultural Heritage
<b>DoA</b>	Description of Action
<b>EAB</b>	External Advisory Board
<b>ECCCH</b>	European Collaborative Cloud for Cultural Heritage
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>GA</b>	Grant Agreement
<b>GDPR</b>	General Data Protection Regulation
<b>KPIs</b>	Key Performance Indicators
<b>WP</b>	Work Package



## Publishable summary

This deliverable, “D5.5 - Communication & dissemination plan.R2”, presents an updated version of the REEVALUATE Communication and Dissemination (C&D) Plan (Deliverable 5.1, submitted in M6) and provides a comprehensive update of the activities undertaken during the first 18 months of the project, outlining also refinements in the project's C&D strategy. This revised plan reflects the transition from the **Activation** to the **Execution Phase** of the REEVALUATE project, showcasing achievements in stakeholder outreach, website and social media development, event participation, and dissemination outputs. It also includes an evaluation of KPIs, identifies challenges, and defines next steps for the rest of the **Execution Phase** and **Final Phase** of the project.

# 1 Introduction

Two important pillars of the REEVALUATE project are **Communication** and **Dissemination (C&D)**, which will guarantee that the project's outcomes have an impact on the intended audience and can optimise the project's outreach and sustainability through pertinent C&D activities.

The C&D of the REEVALUATE project's results is the main goal of WP5 and Task 5.1, in order to guarantee widespread awareness and impact within the European cultural heritage (CH) sector. With this deliverable, updates of the C&D strategy are presented alongside reporting of activities up to M18 of the project's lifecycle.

## 1.1 Purpose of the deliverable

D5.5 updates the initial C&D strategy (D5.1) submitted in M6 by reporting on progress up to M18 and refining the C&D approach for the **Execution** and **Final** Phases of the REEVALUATE project.

## 1.2 Intended readership

This deliverable is primarily intended for:

- European Commission (EC) officers and reviewers, to assess the project's progress and alignment with the Grant Agreement (GA) commitments.
- Project partners, to support coordination and alignment of C&D efforts across WPs and use cases.
- Sister projects and EU-funded initiatives, to facilitate knowledge exchange.
- Stakeholders from the cultural heritage domain, including museums, public authorities, researchers, and creative industries, to understand how REEVALUATE is communicating and disseminating its work.

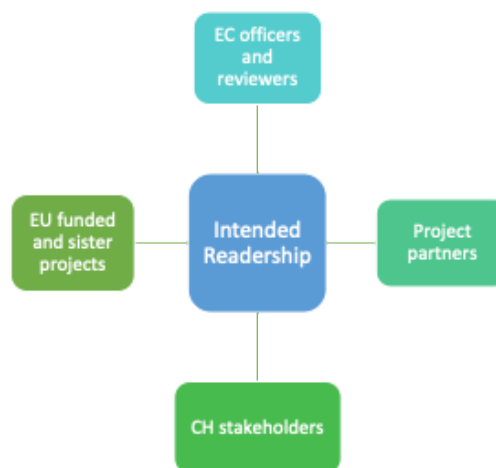


Figure 1 Scheme of D5.5 intended readership

It may also be useful for communication professionals and researchers interested in best practices in Horizon Europe C&D strategy implementation.

## 1.3 Methodology of reporting

The information and updates being shared in this deliverable is compiled by data that has been collected from WP5 partners, the C&D Monitoring Tool as introduced in D5.1, and internal reports. The reporting is both quantitative (KPIs) and qualitative (key insights and feedback).

## 1.4 Structure of the deliverable

The document follows the updated structure of strategy, activities, results, evaluation, and planning.

- Chapter 2 presents the updated C&D strategy, including revised objectives, a refreshed stakeholder and audience analysis, and refined messaging based on evolving project themes.
- Chapter 3 presents the external communication activities and outputs.

- Chapter 4 focuses on dissemination actions and their impact, including scientific publications, and events.
- Chapter 5 reviews performance against KPIs, summarises the main achievements, and reflects on challenges encountered and adjustments made or needed to be made.
- Chapter 6 provides concluding reflections on the progress of the C&D strategy so far.
- Chapter 7 outlines the next steps for the upcoming phase of the project, with a focus on scaling impact, refining outputs, and preparing for final exploitation and policy dissemination.

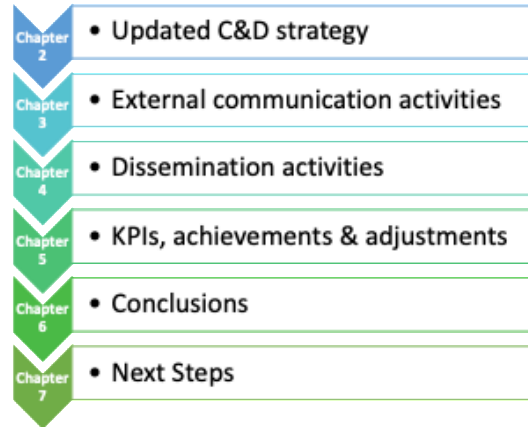


Figure 2 Structure of D5.5

## 2 Updated C&D Strategy

The C&D strategy which is being implemented within Work Package (WP) 5 of the REEVALUATE project follows a phase-oriented approach as already described in D5.1 - Communication and dissemination plan.R1<sup>1</sup>. Currently, in M18, the project is running the **Execution Phase (M7-M26)**, where the initial C&D plan has been implemented alongside any relevant adaptations, including the execution of planned communication activities, dissemination of project updates and results, and engagement with stakeholders through various channels.

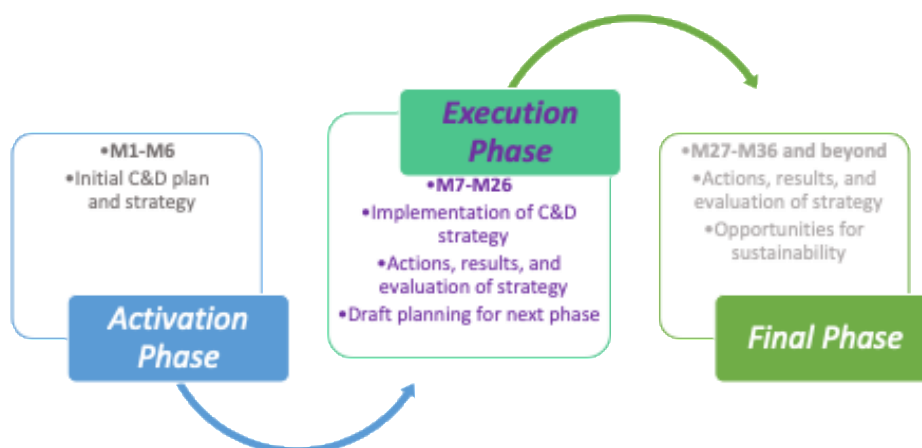


Figure 3 Diagram of the REEVALUATE project phases - currently in Execution Phase

<sup>1</sup> D5.1 – Communication and dissemination plan.R1, p. 12

D5.5 stands both as a report of C&D actions and results within **Activation** and **Execution Phases** and as a plan for the **Final Phase (M25-M36 and beyond)**.

## 2.1 Revised C&D Objectives

The C&D strategy of REEVALUATE is designed to support the project’s overarching goal: to foster a more **ethical, inclusive, and impactful** approach to the **digitisation** and **reuse** of CH artefacts. While the original objectives presented in the initial C&D Plan<sup>2</sup>, remain valid, they have been refined and adapted in response to project developments and emerging external opportunities.

The revised C&D objectives reflect a strategic deepening of the project’s outreach focus and a pragmatic response to the evolving readiness of results and corresponding content.

These refined objectives can be grouped into five complementary priority areas:

- Raise awareness and position the project
- Stakeholder co-creation
- Support the pilots and translate Results into stories
- Alignment with policy and market trends
- Facilitate Dissemination and Uptake of Results



*Figure 4 Updated objectives of C&D strategy of REEVALUATE*

## 2.2 Target Audience and Stakeholders (Updated Analysis)

The identification and engagement of stakeholders remain central to REEVALUATE’s mission of creating a more inclusive, ethical, and impactful CH digitisation process. This section builds on the foundational mapping provided in Deliverable D1.2 - Opportunities, Risks, Gaps and Problems of the Digitisation of Cultural Heritage Artefacts (delivered in M8), where stakeholders were classified based on their roles, needs, and potential involvement in digitisation efforts.

In D1.2, the analysis was primarily diagnostic, focused on understanding stakeholder types in relation to digitisation challenges, e.g. lack of standardisation, legal ambiguity, limited reuse pathways, and exclusion

<sup>2</sup> D5.1 – Communication and dissemination plan.R1, p. 13

from decision-making. This evidence helped reshape the project's C&D strategy through refining how these stakeholders are communicated with and engaged. This subchapter provides an overview of this update and how the stakeholder ecosystem has been expanded and reframed in line with REEVALUATE's developing themes and pilot activities.

### 2.2.1 Revisiting the D1.2 Stakeholder Landscape

D1.2 identified and mapped several core stakeholder groups <sup>3</sup>:

- **Cultural Heritage Institutions (CHIs)** – custodians of artefacts and datasets.
- **Umbrella organisations** – Policy Makers and public authorities at various governance levels.
- **Cultural and Creative Industries (CCIs)** – potential re-users of digital content.
- **Academic and Research Institutions** – drivers of methodological innovation.
- **Technology providers** – offering tools, platforms, and solutions.
- **General Public** – end beneficiaries and knowledge holders.

This initial mapping facilitated early communication planning, identifying **information needs, challenges,** and **motivators** for each group, and served as a starting point for co-creation and dissemination strategies. However, REEVALUATE's implementation over the first 18 months revealed a need to adapt and expand this understanding in light of pilot experiences and emerging external collaborations.

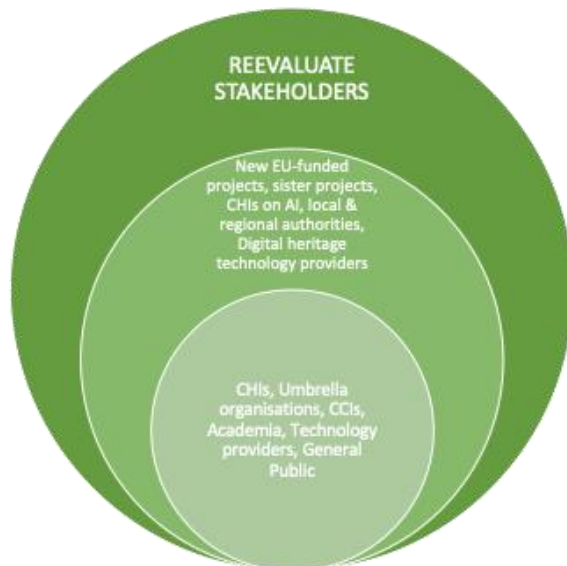
The stakeholder ecosystem has been **strategically expanded** to reflect the complexity of actors involved in real-world digitisation and reuse of CH. These new groups include:

- **New EU-funded/sister projects** (e.g. *DIGICHER, IMPULSE, XReco*): Engaging with these projects enables cross-pollination of ideas, harmonisation of messages (e.g., on ethical AI), and joint outreach efforts. More details on relevant activities fall under the scope of **Task 5.2 - Synergies and Ecosystem development (M3-M36)** with corresponding **deliverables D5.2 Ecosystem development and building synergies report.R1 (M12)** and **D5.7 Ecosystem development and building synergies report.R2 (M30)**.
- **CHIs exploring AI/digitisation**: Beyond traditional custodians, increasing targeting evolving institutions undergoing digital transformation—often mid- or small-scale—who need tailored guidance on ethical and inclusive digitisation practices, including how to prioritise collections and ensure accessibility.
- **Local and regional authorities involved in use case areas**: Engagement with these actors has intensified as pilots progressed. Their role has evolved from stakeholders to **facilitators of community engagement**, cultural policy experimentation, and territorial impact. They are instrumental in showcasing how digitisation can contribute to local development.
- **Technology providers in digital heritage**: These include companies and research labs developing AI, semantic web, blockchain, and storage solutions. Communication with this group focuses on demonstrating REEVALUATE's **technical innovations, interoperability strategies,** and **potential for uptake**.

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<sup>3</sup> D1.2 - Understanding Stakeholder Perspectives: Challenges, Needs & Expectations in CH Digitisation, p. 42-43

These additions refine and define the **ecosystemic nature** of CH digitisation and the need for a more **dialogic and stakeholder-specific** communication strategy, oriented not only towards dissemination but also towards co-creation and transformation.



*Figure 5 Core and extended pool of the REEVALUATE stakeholders*

### 2.2.2 Evolving Communication Needs

As stakeholder roles evolve, so must the messages and modes of communication. Communication messages have shifted from generic awareness raising to targeted narratives that reflect:

- **Ethical and inclusive prioritisation** frameworks for digitisation.
- The value of **AI** for **contextualisation** and **accessibility** of CH data.
- **Creative reuse** as a cultural, economic, and social opportunity.
- **Use case-driven** storytelling to illustrate practical applications.
- The **societal impact** of inclusive digital heritage practices.

This evolution in narrative is important to build trust, relevance, and buy-in from stakeholders who may otherwise feel disconnected from high-level digital strategies.



Figure 6 Evolving communication needs

### 2.3 Refinement of Key Messages

The core of the communication messages remains the same as presented in D5.1<sup>4</sup>, only to include adaptations as the project progresses and new advancements occur. Key messages have been therefore tailored to align with the following evolving project themes:

- Emphasis on ethical AI, inclusive prioritisation, and creative reuse.
- Increased focus on use case storytelling and tangible societal value.

Table 1 below summarizes the focused and renewed context of key communication messages per target audience group.

Table 1 New context for communication key messages

Target Audiences	Context of tailored communication messages
CHIs	Emphasis on ethical digitisation practices and inclusive prioritisation frameworks; highlighting AI tools for contextualisation and reuse potential of collections.
CCIs	Focus on creative reuse opportunities and co-creation potential using REEVALUATE’s AI-driven tools; showcasing success stories from pilot use cases.
Academic & research institutions	Promotion of the project’s scientific outputs, novel interdisciplinary methodologies, and potential for research collaboration on CH digitisation and ethics.

<sup>4</sup> D5.1 – Communication and dissemination plan.R1, p. 17-20.

Policy makers	Messaging highlights REEVALUATE’s support for inclusive cultural policies, its contribution to EU digital and heritage strategies, and evidence of societal benefits.
Professional associations/ societies	Focus on standards, ethics, and best practices in CH digitisation; opportunities for dissemination through networks and communities of practice.
Industry	Emphasis on innovative technology use, interoperability, and IP management for CH; presenting REEVALUATE as a model for public-private collaboration.
General public	Use of accessible language and visual storytelling to convey the societal relevance of CH reuse and the ethical implications of digitisation in everyday life.

## 2.4 Pilot Cases: Progress and Impact of C&D

The REEVALUATE pilot cases<sup>5</sup> serve not only as testing grounds for technical and methodological innovations but also as **strategic anchors for communication and dissemination (C&D)**. Over the first 18 months of the project, the pilot cases have increasingly been used to **translate abstract concepts, such as ethical AI, inclusive prioritisation, and creative reuse, into tangible, localised realities** that resonate with both sector-specific stakeholders and the wider public.

Each pilot is embedded within a unique **cultural, institutional, and regional** context. These differences are embraced and actively leveraged to illustrate how REEVALUATE tools and methodologies can be adapted to diverse heritage ecosystems, connect with local stakeholders and communities to generate visibility and trust, produce content that is emotionally resonant and visually compelling, and last but not least build momentum for wider dissemination through concrete examples. Hence, pilot cases act as **communication multipliers**, enriching the narrative scope and enabling engagement across both professional and public audiences.

C&D over each pilot remains overall focused on the interests and needs of each relevant target audience as presented in D5.1<sup>6</sup>.

- **Aquileia (3<sup>rd</sup> pilot)** highlighted on **World Tourism Day** as an example of virtual tourism innovation.
- **2<sup>nd</sup> pilot - From Museums to Screens** was featured a couple of times on social media posting to showcase how the REEVALUATE framework supports Creative Industries and Advertising through a full-cycle digitisation and reuse process
- **All REEVALUATE pilots** have been highlighted on **Museum Day, Archives Day**, and also in the **Partners introduction series**

<sup>5</sup> <https://reevaluate.eu/use-cases/>

<sup>6</sup> D5.1 – Communication and dissemination plan.R1, p. 19

- GVAM arranged a workshop in Spain with relevant Museums where the REEVALUATE Usage Scenarios were showcased to measure and discuss their applicability and expansion, something that will be done for all remaining pilots for the corresponding tools.

Pilots will play a critical role as “disseminators” due to also their local networking activities, especially as the pilot use cases are maturing within REEVALUATE.

## 3 External Communication: Activities & Results

### 3.1 Project identity

Already from M3, the Communication Manager (HYP) developed **project branding, logo, and promotional materials**, including, promotional video, C&D toolkit and newsletter format. New materials adapted for pilot-specific campaigns are foreseen to be created to highlight better messages for the pilot use cases. Notably, all communication and dissemination materials already include and will continue to include the EU emblem, disclaimer, and funding acknowledgement, per Grant Agreement (GA) Article 17.2, acknowledging all relevant Specific Rules of COMMUNICATION, DISSEMINATION, OPEN SCIENCE AND VISIBILITY (—ARTICLE 17), per GA Annex 5 Article 17.

Overall, it is always kindly recommended that all consortium partners include the REEVALUATE project on their institutional websites and social media accounts to support wider visibility, in alignment with Article 17.1 of the GA, which requires beneficiaries to promote the action in a strategic and effective manner.

### 3.2 Website

Already in M3 the REEVALUATE website was launched and the overview/sitemap of it is explained in D5.1<sup>7</sup>. The website is constantly updated with relevant project news in the corresponding news section as well as content that can be publicly shared, like public deliverables or publishable summaries of sensitive deliverables and publications.

Newly added sections have been included on the website:

- External Advisory Board (EAB): Under the “About” section, a dedicated section where information about the REEVALUATE EAB can be found.
- Synergies: New, distinct section where information about synergies can be found, namely with sister and other EU funded projects.

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<sup>7</sup> D5.1 – Communication and dissemination plan.R1, p. 23

Exports from Google Analytics show the activity related to the REEVALUATE website from M3, when the website launched, until M18. It can be seen that the desired growth has been achieved.



Figure 7 Active users in the range M4-M18

↓	Total users	New users	Sessions	Views per session	Average session duration
	1,433	1,420	2,290	2.09	3m 23s
	100% of total	100% of total	100% of total	Avg 0%	Avg 0%
	1,433 (100%)	1,420 (100%)	2,290 (100%)	2.09	3m 23s

Figure 8 Audience metrics in the range M4-M18

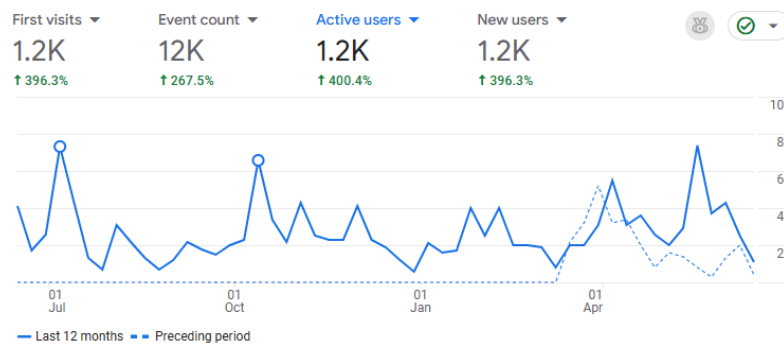


Figure 9 Event counts in the last 12 months of REEVALUATE

Table 2 User acquisition

First user primary channel group (Default Channel Group)	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count
Direct	903	891	134	62.4453125	0.6361607143	7720
Organic Search	286	286	94	106.9440559	1.248251748	3937
Organic Social	149	148	13	35.26174497	0.7315436242	979
Referral	93	93	20	89.79569892	0.8817204301	1041
Organic Video	2	2	0	6.5	0.5	8

### 3.3 Social Media

Social media has played a significant role in REEVALUATE’s external communication strategy during the first 16 months of the project, as it has supported the promotion of project activities, dissemination of results, engagement with stakeholders, and cross-promotion with sister projects and thematic events. The REEVALUATE project has been active on social media including **LinkedIn**, **Instagram**, and recently joined **BlueSky** as an alternative to Twitter/X.<sup>8</sup> Additionally, for the project videos, a **YouTube** channel has also been created.

*Table 3 Social media platform growth*

Platform	Followers at M6	Followers at M18	Growth	Total Posts
LinkedIn	166	866	+700 (+421%)	46
Instagram	48	77	+29 (+60%)	66
BlueSky	0	2,427	+2,427 (new)	65
YouTube	12	19	+7 (+58%)	1
<b>Total</b>	–	–	–	<b>178</b>

Each platform serves distinct audience groups and communication purposes. The communication strategy established involved thematic social media posting as well.

The C&D Leader maintained a strong narrative rhythm, using recurring formats like:

- **Partner Introduction Series:** Introducing all consortium members with short visual bios and role highlights.
- **WP Wednesdays (WPW):** A thematic series introducing each Work Package, often aligned with live project updates.
- **Tech Tuesdays:** A thematic series showcasing updates on technical advancements of the project.
- **Event Highlights:** Posts marking participation in European Heritage Days, Europeana Week, plenaries, and sister project meetings.
- **Commemorative Days:** Timely posts linking REEVALUATE’s vision and objectives with European and international days (e.g. World Heritage Day, Museum Day, Archives Day, Europe Day).

**LinkedIn** has been instrumental for reaching professional and academic audiences. Posts have included updates on pilot progress, event participation (e.g., CHNT, sister project meetings), publication announcements, and strategic project milestones. Engagement was and will be mostly driven by strong visuals and curated hashtags.

**Instagram** has been leveraged primarily for visual storytelling and reaching creative and younger audiences. The platform has supported thematic campaigns and engaging content like quotes, infographics, and visuals from meetings.

**BlueSky** emerged as a new space for connecting with decentralised technology advocates, digital rights stakeholders, and forward-looking CH professionals. Its growth was rapid, with substantial post-interaction thanks to shorter, agile content and topic-based discovery.

<sup>8</sup> The consortium decided to shift from Twitter/X to BlueSky due to latest trends within EU, as users are driven away by technical issues and offensive content.

**YouTube** has seen more modest subscriber growth compared to other platforms. However, it will play a significant role in REEVALUATE’s dissemination ecosystem (see Chapter 3.4).

### 3.4 Videos

The REEVALUATE YouTube channel will be used for **video content dissemination**, including the project introduction video, future pilot-related content, and potential event recordings. Videos are embedded on the REEVALUATE website and shared across the project’s social media channels, amplifying their visibility. As more content from pilot cases will be developed, YouTube will become increasingly central for **visual storytelling** and **use case promotion**.

The first introductory video has gained 77 views in total since its launch in M3 and more videos are most likely to be created as the pilot cases launch and progress. Future plans include producing:

- Short thematic videos from each pilot.
- Animated explainers for inclusive prioritisation and ethical AI concepts.
- Video highlights from REEVALUATE events and workshops.

As stated in the Grant Agreement (GA)<sup>9</sup>, **FFP** as a representative of creative industries and expert in the creation of promotional videos, will undertake the creation of a promotional video for the 2<sup>nd</sup> pilot case reusing digitized CH objects and validating the platform.

### 3.5 e-Newsletters

Two e-newsletters have been developed and circulated among subscribers, **Issue 1** in **M6** and **Issue 2** in **M12**, available also on the REEVALUATE website<sup>10</sup>. In the images below, exported from Mailchimp, a few insightful metrics are presented, regarding total sends, delivery rate, click rate, and open rate.



Figure 10 Activity summary of Issue 1 (M6)

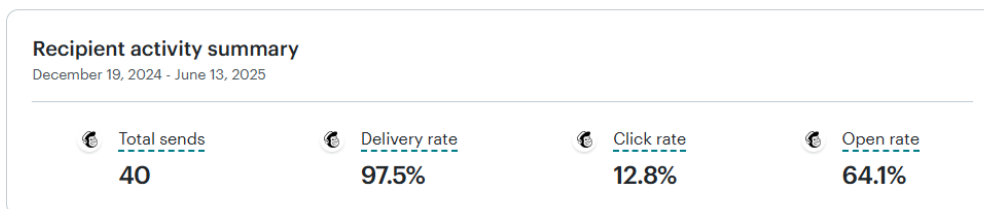


Figure 11 Activity summary of Issue 2 (M12)

The newly adapted proposed timeline for the rest of the newsletters can be seen in the table below. Should there be any changes in the progress of the project, the timeline will be adjusted accordingly.

<sup>9</sup> REEVALUATE Grant Agreement No. 101132389 dated 30/10/2023, p.148

<sup>10</sup> <https://reevaluate.eu/newsletters/>

Table 4 Newly adapted proposed timeline of newsletters

Newsletter proposed timeline	
3 <sup>rd</sup> newsletter	M19
4 <sup>th</sup> newsletter	M22
5 <sup>th</sup> newsletter	M26
6 <sup>th</sup> newsletter	M27
7 <sup>th</sup> newsletter	M30
8 <sup>th</sup> newsletter	M33
9 <sup>th</sup> newsletter	M36

### 3.6 Press Releases

According to the initial C&D plan, the project envisioned producing six press releases targeting major stakeholders and two press clippings aimed at wider public audiences. As of M18, these outputs have not yet been circulated. This delay is a result of two strategic considerations:

1. **Alignment with Pilot Progress:** Press releases are most effective when anchored in **concrete achievements or milestones**. Given the staggered timelines of the pilot activities, many of REEVALUATE’s most impactful outcomes, particularly those relevant for external media, are still in development. To ensure maximum visibility and credibility, the consortium has opted to postpone major press communications until pilot cases yield **tangible, demonstrable results**, such as digital tools in use, reuse stories, co-creation highlights, or policy engagement outputs.
2. **Shifting Media Landscape and Audience Preferences:** Preliminary monitoring showed that **social media and thematic storytelling** yielded higher organic engagement than traditional press channels. As a result, the project prioritised real-time digital campaigns (e.g. World Tourism Day, Museum Day, partner spotlights) over static press announcements in this phase. These channels have proven more effective in reaching both stakeholders and general audiences, particularly in the early phases when outcomes are emerging.

Nonetheless, the press strategy remains a priority for the next phase. The project will:

- **Launch a coordinated press campaign** around key pilot milestones in M20 - M30.
- **Produce two press clippings** based on upcoming event participation, pilot results, and visual materials.
- **Leverage the support** of local partners and networks to circulate targeted press content regionally and within thematic clusters.

This timing allows REEVALUATE to **maintain editorial control**, ensure relevance, and maximise the strategic impact of its press outreach.

## 4 Dissemination: Activities and Impact

In the sections below all relevant dissemination activities are presented along with their effects and impact.

### 4.1 Dissemination Materials

The first set of dissemination materials have been produced, namely a leaflet and a roll-up banner both of which can be found uploaded on the project’s website in alignment with visibility rules (See Chapter 3.1).

Localised versions of the material are foreseen to be developed especially for the pilot use cases.

Consortium partners will be asked to give their feedback on the material, digital or printed, specifically on the content that they are or could be responsible for.

## 4.2 Scientific Publications

Regarding scientific publications, up to M18, the following two can be presented:

1. **Comprehensive guide of the benefits, opportunities, risks and gaps in the management of cultural heritage digitization** (link: <https://euromed2024.eu/>), *Marco Rendina, Maria Draczyck, Francesca Mafredini, Jiri Svorc, Ruben Peeters, Anastasia Dimou, Jasper de Koning*, EuroMed 2024 Proceedings, Springer-Nature Larnaca, Cyprus 2024
2. **Cultural Artefact’s Contextual Ontology: From Conceptualization to the REEVALUATE Knowledge Base (TBD)**, *Ruben Peeters, Anastasia Dimou, Jasper de Koning, and co-authors (TBC)*, Semantic Web Journal (Special Issue on Cultural Heritage) IOS Press, 2025 (Planned)

Overall, over 25 scientific publications are envisioned which are also foreseen as the technical aspects of the project evolve.

## 4.3 Policy Briefs

Policy briefs are foreseen to be developed and produced within Task 5.3 and its corresponding deliverable **D5.3 - REEVALUATE policy scenarios and evidence-based recommendations (M36)** as stated in the GA<sup>11</sup>.

## 4.4 Events

The following table (Table 5) presents a list of the events the REEVALUATE partners have attended from the beginning of the project up until M18 is presented.

*Table 5 External events attendance 2024-2025*

No	Event Title	Type of Dissemination	Venue. Place of Dissemination	Date(s)	Partners Involved	Approx. Number of People Targeted	Role at the Event
1	Cosmopolitan, International, Global: Music, Archives and Politics in East and West Berlin since 1963	Conference – Material Circulation	Berlin, Germany	3–5 July 2024	SMB	~100	Materials circulated
2	SuperScienceMe: Researchers’ Night	Exhibition – Project Presentation	Cosenza, Italy	27 September 2024	3DR	~100 at booth	Presented the project

<sup>11</sup> REEVALUATE Grant Agreement No. 101132389 dated 30/10/2023, p.92

3	Fall Conference of the Study Group on Documentation (German Museum Council – DMB)	Conference – Paper Presented	Berlin, Germany	14–16 October 2024	SMB	~120	Presented paper
4	Europeana Projects Week	Online Event – Project Presentation	Online	27 November 2024	HYP	~70 in session (~300 total)	Project presenter
5	EuroMed Conference 2024	Conference – Paper Presented	Larnaca, Cyprus	2–4 December 2024	EFHA	~100	Presented paper
6	ESWC 2025	Conference – Poster & Slides Presented	Slovenia	1–5 June 2025	KU Leuven	~100	Slides and poster presenter
7	International Museum Day 2025: "MUSEUMS in ACTION"	Event / Workshop	Thessaloniki, Greece	18 May 2025	OLYMPIC	200	Networking and outreach
8	Opening the Door to New Volunteering Fields – Focus on Cultural Institutions	Training Course	Prague, Czech Republic	26 -29 May 2025	OLYMPIC	40	Presented the project
9	"Sport et Fraternité" Exhibition Opening	Exhibition	Thessaloniki, Greece	17 April 2024	OLYMPIC	200	Networked and raised awareness
10	"L'Olympisme – Une invention moderne, un héritage antique" Exhibition Opening	Exhibition	Paris, France	22 April 2024	OLYMPIC	50	Networked and engaged stakeholders

As it can be seen, a satisfactory number of events gave the opportunity to REEVALUATE partners to promote the project's vision and results so far, raising awareness while also engaging with stakeholders.

## 5 KPIs & Monitoring of C&D Activities

### 5.1 Evaluation of KPIs

Already in D5.1<sup>12</sup> (Table 14) a preliminary roadmap was shown leading up to M26, which depicts the end of the **Execution Phase** of the REEVALUATE project and involved:

- Updates in communication material
- website updates
- 6 newsletters by M26 (according to schedule)
- at least 6 promotional materials/videos by M26
- at least 3 press releases for major stakeholders by M26,
- at least 1 press release for general public by M18
- 8 conferences and 1 Open Day Workshop at M24
- 1 training event at M24
- 1 MOOC by M26
- 5 demonstrations onsite by M26
- approx. 12 publications by M26,
- 4 blog posts per month.

In the table below the relevant progress at M18 is shown.

*Table 6 Targeted KPIs from D5.1 and their progress at M18*

Indicator	Target by M26	Progress at M18	Status
Newsletters issued	6	2 published, 1 more in preparation	Minor delay
Promotional materials/videos	≥6	1 produced	In progress
Press releases (stakeholders)	≥3	0 released	Delayed
Press release (public)	≥1 by M18	0 released	Delayed
Conferences attended	10	10	On track
Open Day Workshop	1 (M24)	Scheduled	In progress
Training event	1 (M24)	Planning underway	In progress
MOOC	1 (M26)	Structure drafted, content in progress	In progress
On-site demonstrations	5	1–2 planned, pending pilot maturity	In preparation
Publications (scientific)	~10	2	In progress
Blog posts (monthly)	4/month (since launch)	~2/month average	Growing pace

Additionally, Table 7 below shows the overall C&D KPIs planned and actual ones by M18.

*Table 7 Achieved KPIs by M18*

<sup>12</sup> D5.1 - Communication and dissemination plan.R1, p. 39, Table 14.

KPI	Target (M18)	Achieved (M18)	Status
Website visits	1.000	1433	Exceeded
Social media followers (across all platforms)	1,500	3,323	Exceeded
Number of social media posts	100	129	Exceeded
Scientific publications (submitted or accepted)	5	2	Slightly Delayed
Number of press releases	2	0	Delayed (see 3.6)
Stakeholder engagement campaigns (e.g. surveys, calls)	2	3 (T1.2 survey, open call, EAB)	Met
Newsletter issues sent	3	2	Slightly Delayed
Participation in workshops/webinars/conferences	5	10	Exceeded
EU projects joint actions	2	3+ (synergies, tech meetings)	Exceeded

While most KPI targets have been met or exceeded, their interpretation requires contextualisation. Social media engagement has significantly outpaced expectations, particularly due to REEVALUATE’s strong presence on **BlueSky** and sustained **LinkedIn** campaigns. Website traffic metrics have steadily increased but may fluctuate based on the timing of newsletter issues and pilot updates. Additional optimisation will be pursued in the next phase.

The delay in press release production, though a deviation from the original plan, has been shifted to be a strategic choice tied to pilot maturity. Press outputs are now scheduled to align with concrete field results (see Chapter 3.6).

Stakeholder engagement activities, including Task 1.2 surveys and the open call for collaboration, have ensured that communication is participatory and grounded in real needs.

Most **high-impact deliverables (e.g., MOOC, workshops, demos, customised marketing and training material)** are scheduled for **M24 onwards**, so M18 is still within a planning and content-development phase for many indicators.

Social media performance and sister project engagement have **exceeded expectations**, partially compensating for more static press dissemination at this stage.

In the next project phase:

- A **refined KPI table** will be developed to include new metrics such as newsletter open rates and reuse impact stories.
- KPIs related to **policy influence and scientific impact** will receive more emphasis as dissemination maximises toward final outputs and exploitation planning.
- A feedback mechanism will be introduced through workshops and pilot partners, in order to assess the **effectiveness of outreach at local and thematic levels**.

## 5.2 Key Achievements

During the first 18 months of REEVALUATE's implementation, the C&D strategy has achieved notable milestones that lay a strong foundation for the project's visibility, stakeholder engagement, and positioning within the EU CH innovation ecosystem.

The following highlights summarise the key achievements from the perspective of C&D impact:

- **Establishment of Strong Project Branding and Online Presence:** REEVALUATE has successfully developed and disseminated a coherent visual identity that is consistently applied across all communication channels, including the website, social media platforms, presentation templates, factsheets, and project videos. The branding reinforces the project's values—ethics, inclusivity, innovation—and enhances recognition across stakeholder communities.
- **Engagement with Sister Projects and Cultural Heritage Networks:** Active collaboration and mutual visibility with **DIGICHER** and **IMPULSE** (further detailed in D5.2) have amplified REEVALUATE's voice within the Horizon Europe cultural heritage landscape. In parallel, the project has initiated or strengthened ties with heritage networks, academic communities, and digital humanities groups, using targeted communication tools and shared dissemination opportunities.
- **Sustained and Balanced Cross-Posting and Audience-Specific Content:** The project has maintained a steady and diverse content output across platforms (LinkedIn, Instagram, BlueSky, YouTube), carefully adapting tone, format, and message to fit each audience segment. This has allowed REEVALUATE to maximise reach and relevance without diluting its core messages.
- **High Organic Growth without Paid Promotion:** Follower growth and engagement across platforms have been achieved entirely through organic reach, reflecting the resonance of REEVALUATE's content and strategic use of hashtags, tagging, and timing. The growth is particularly visible on BlueSky, where REEVALUATE quickly established itself in a space aligned with digital rights and decentralised technology enthusiasts.
- **Establishment of a Recognisable Project Identity and Hashtag Presence:** The consistent use of REEVALUATE's visual elements and thematic hashtags (e.g. #DigitalHeritage, #InclusiveDigitisation, #REEVALUATEPilot) has contributed to the creation of a unique and recognisable online identity. These markers help connect the project's activities and make them easier to discover and follow over time.
- **Launch of Storytelling Series:** To enhance relatability and communicate real-world relevance, REEVALUATE has launched content series focused on pilot case narratives, reuse stories, and stakeholder voices. These series have helped ground abstract concepts like ethical AI and prioritisation into concrete examples, making them more accessible to broader audiences.



Figure 12 Key C&D achievements within 18 months of REEVALUATE

### 5.3 Challenges & Adjustments

While REEVALUATE's C&D strategy has delivered a strong basis for visibility and engagement, the first 18 months have also surfaced several **challenges** that required adaptive responses.

- **Variability in Partner Contributions to Content:** The decentralised nature of the consortium and the diverse priorities across WPs resulted in **inconsistent levels of partner engagement** in content creation and dissemination. While some partners actively contributed to social media and event reporting, others required more support or clearer guidance. To address this, the coordination team initiated: a shared content calendar with reminders and prompts, simple reporting templates and visual guidelines, one-on-one support to help partners package outcomes for public communication.
- **Lower-than-Expected Engagement with the General Public:** Despite a well-structured online presence, **initial engagement with the general public** was lower than anticipated. This was particularly visible on platforms like Instagram, which aim to reach wider audiences. In response, the strategy was revised to integrate **storytelling formats**, including pilot narratives and personal stories, focus on **visually engaging and relatable content**, such as photo series, experiment with **more accessible language and community-sensitive messaging**, especially in pilot-related content.
- **Delays in Content Due to Pilot Timing Shifts:** several key C&D materials, such as pilot videos and co-creation updates, are **dependent on progress in the field** to create content. As a mitigation measure relevant content will be developed (e.g., thematic teasers, event participation posts), flexibility is built into the editorial calendar to absorb timeline adjustments.
- **Need for More Visual Material:** there was an early recognition of the **limited availability of high-quality visuals**, particularly from pilot sites. Visual storytelling is essential to conveying REEVALUATE's societal relevance and technical innovation. To address this, partners will be encouraged to document pilot activities using photo and video, a shared drive for collecting and categorising visual assets will be introduced, plans for infographics, animations, and short explainer videos will be prioritised for the M18–M30 period and **Final Phase** of the project.

## 6 Conclusion

A thorough description of REEVALUATE's strategic outreach and communication performance throughout the project's first 18 months can be found in this revised C&D plan and report (D5.5). It illustrates how, while being flexible in response to changing schedules, pilot developments, and audience requirements, the consortium has established a solid basis for visibility, stakeholder engagement, and public comprehension of the project's goals.

Notable accomplishments include:

- The establishment and persistent use of a strong and cohesive project identity across digital platforms, materials, and events.
- Especially on up-and-coming platforms like BlueSky, REEVALUATE has developed a vibrant and expanding social media presence with remarkable organic reach and audience diversification.
- The project's strategic positioning and visibility within the digital CH landscape have been further enhanced by engagement with sister projects and alignment with broader EU priorities.
- The project has successfully used key dates, pilot case developments, and cross-partner collaboration to create compelling thematic campaigns and stakeholder-targeted content.

However, the project's first half also identified areas that needed strategic modification. The reliance on pilot maturity and the difficulty of organising consistent content development across various partners are reflected in the delays in some content streams, including press releases, video production, and public-facing narrative. Improved internal coordination tools, more dynamic content formats, and updated scheduling were and will continue to be used to overcome these obstacles.

This deliverable also marks a **shift from basic communication activities to results-driven dissemination**, as the pilots continue to mature and the availability of real results increases.

Overall, the REEVALUATE C&D strategy is well-positioned to support only the **visibility** of project **activities** as well as their **uptake, reuse, and long-term impact**. Maintaining its focus on inclusive narratives, ethical digitisation, and creative reuse, REEVALUATE will continue to engage its diverse stakeholder community with clarity, purpose, and relevance.

## 7 Next Steps

The next phase of the C&D strategy will focus on:

- Expanding thematic campaigns and multi-format storytelling in relation to pilot results.
- Press and policy dissemination are activated in tandem with stakeholder events and observable outcomes.
- Providing workshops, MOOC content, and focused training that showcases REEVALUATE's practical utility.
- Improving communication efforts' tracking and impact measurement with improved KPIs and feedback systems.

Establishing presence and awareness will no longer be the main goals of the C&D strategy; instead, it will concentrate on **proving impact, boosting outcomes**, and becoming **ready for sustainability** and

**exploitation.** Stakeholder re-engagement through dynamic, content-rich campaigns, alignment with policy milestones, and greater visibility of observable results from pilot cases will characterise this phase.

Strategic priorities for the upcoming C&D efforts will be:

- Communication that is outcome-focused and uses the pilot cases to demonstrate the tools, techniques, and frameworks created in REEVALUATE.
- Participation in policy-oriented events and consultations, focused outreach to CHIs, CCIs, and public authorities, and the creation and dissemination of policy briefs.
- Training and information sharing, such as creating MOOCs and focused training sessions related to ethical digitisation, reuse, and AI-enabled CH management.
- Community-based and cross-project dissemination, utilising shared events, campaigns, and platforms for increased collective visibility, and expanding on current synergies with sister projects (e.g., DIGICHER, IMPULSE).

Social media will continue to be a vital interaction medium, but the approach will change based on audience reaction and the maturity of the content. In particular:

- There will be ongoing attempts to integrate the visual identity, messaging tone, and thematic focus across YouTube, Instagram, LinkedIn, and BlueSky.
- There will be a renewed emphasis on interactive material, which will include open-ended questions and polls to promote two-way communication, brief films and jointly produced visual materials (such as from events or pilots), "Voices from the field" campaigns that showcase pilot participants, local actors, and innovative reuse examples.
- Future campaigns will focus on the publication of important scientific deliverables and policy briefings, pilot milestones including community events, reuse showcases, and on-site demonstrations, as well as online workshops and webinars related to training and replication objectives.

Press communication, video production, and storytelling will be accelerated, with:

- A minimum of **3 press releases** to be issued between M19–M26, coinciding with major deliverables and pilot showcases.
- Development of **2–3 short videos** to explain REEVALUATE's value proposition, including tools, societal impact, and ethical frameworks.
- **Increased use of infographics, explainers, and visual blogs** to support reuse, accessibility, and outreach to general audiences.

The aforementioned actions taken together will guarantee that REEVALUATE will keep up its momentum and also produce quantifiable communication impact, guarantee widespread adoption of the outcomes, and reaffirm its **technological**, **societal**, and **cultural** significance both during and beyond the project's duration.

## Annexes

### Annex I – Communication and Dissemination KPIs

Communication KPIs	Description
<b>In-house e-newsletters</b>	9 e-newsletters
<b>Promotional material, including video content</b>	At least 12
<b>Press releases targeting major stakeholders</b>	At least 6
<b>Press releases targeting general public.</b>	≥ 2 press clippings

Dissemination KPIs	Description
<b>Organization of Workshops &amp; Attendance to conferences</b>	15 Conferences - 2 Open Day Workshops (M24, M36) 500 visitors - 10 speakers
<b>Training events and the creation of Massive Open Online Courses (MOOCs)</b>	Training Events (M24, M36) - Set up of MOOC. 2 events - 1 MOO Course
<b>On-site demonstrations and presentations</b>	10 demonstrations - 10 presentations > 20 responders - 10 on-site demos
<b>Open Access publications</b>	Publication to journals & magazines > 25 publications
<b>Online publishing (website, online magazines, blogs, etc.)</b>	> 15 publications and 4 blog post per month > 200 views / Public. / Year
<b>Customizable marketing packages (videos, how-to demos, press kit etc)</b>	Production of professional material tailored to specific audiences. > 5 products > 20 distributions

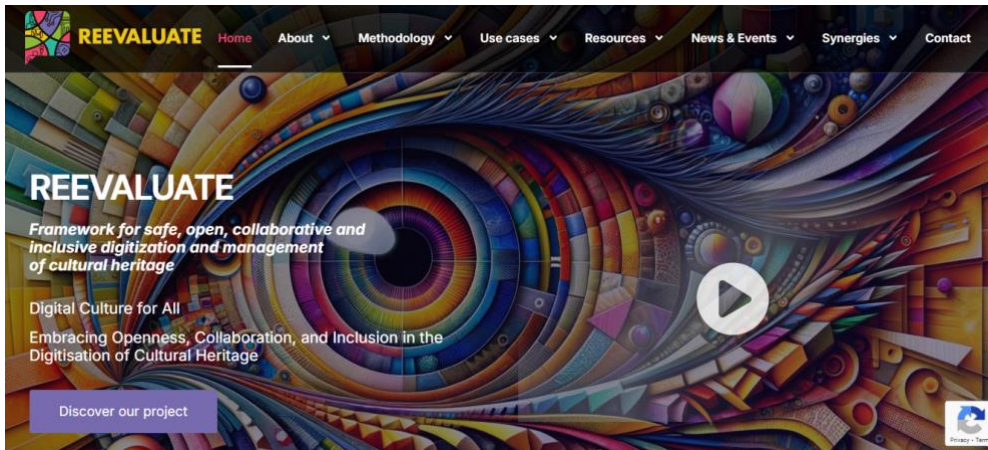
Pilot Cases	C&D KPIs
<b>Pilot 1 - Fashion Time Machine: Reusing Digitized CH Artefacts to Create a Fashion-Themed Mobile Game and Personalized Garments</b>	Number of participants engaged in the collaborative contextualisation and prioritization process.
	Number of users of the mobile game developed by NURO
	Feedback and satisfaction surveys from participants and stakeholders involved in the pilot. Number of media mentions and press coverage of the pilot.
	Number of participants engaged in the collaborative contextualisation and prioritization process

<p><b>Pilot 2 - From Museums to Screens: Leveraging Digitized CH Artefacts for Creative and Sustainable Advertising</b></p>	<p>Feedback and satisfaction surveys from participants and stakeholders involved in the pilot. Number of media mentions and press coverage of the pilot</p>
<p><b>Pilot 3 - From Public Sensing to Virtual Tours: The Case of Aquileia</b></p>	<p>Number of participants engaged in the collaborative contextualisation and prioritization process</p> <p>Feedback and satisfaction surveys from participants and stakeholders involved in the pilot. Number of media mentions and press coverage of the pilot.</p>

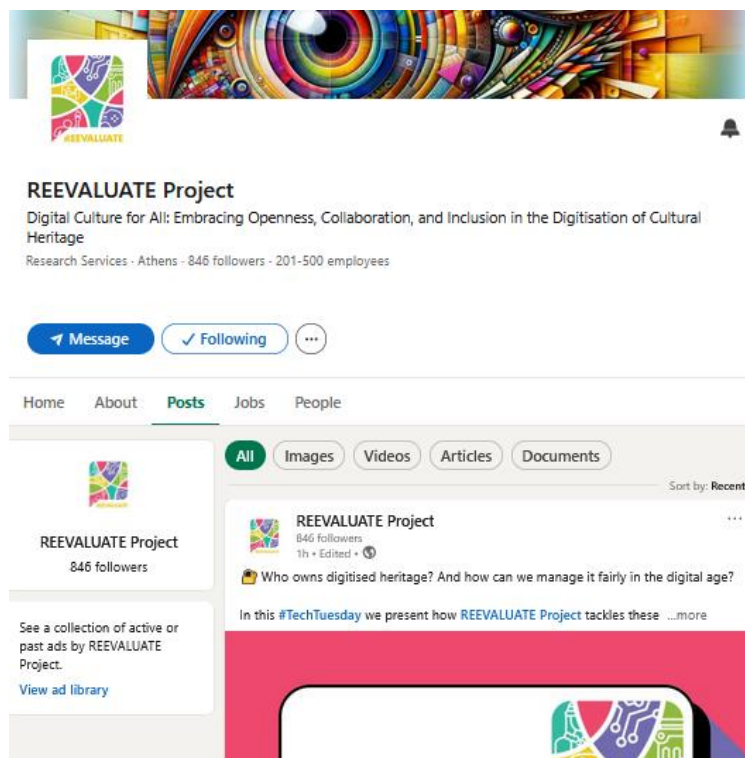
## Annex II - Online presence

The REEVALUATE project can be found online in the following links:

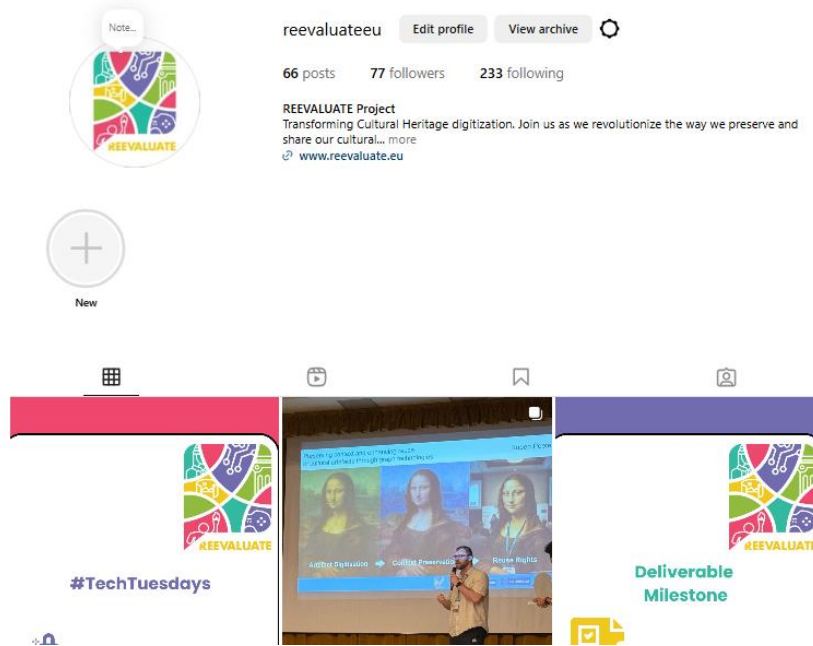
- Website: [www.reevaluate.eu](http://www.reevaluate.eu)
- LinkedIn page: [www.linkedin.com/company/reevaluate-project/](https://www.linkedin.com/company/reevaluate-project/)
- Instagram profile: [www.instagram.com/reevaluteeu/](https://www.instagram.com/reevaluteeu/)
- BlueSky Social profile: [bsky.app/profile/reevaluate-project.bsky.social](https://bsky.app/profile/reevaluate-project.bsky.social)
- YouTube channel: [www.youtube.com/@REEVALUATEproject](https://www.youtube.com/@REEVALUATEproject)



Annex II Figure 1 REEVALUATE website



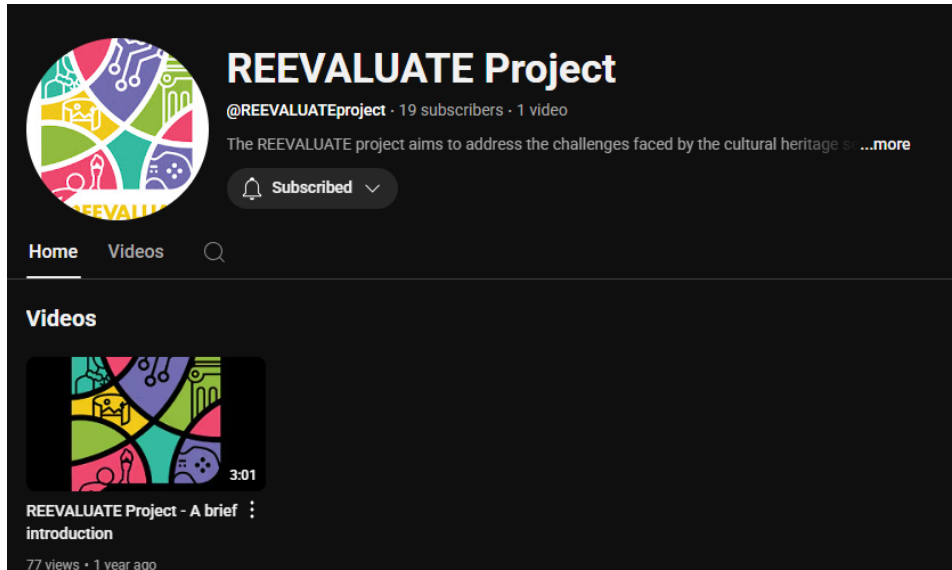
Annex II Figure 2 REEVALUATE LinkedIn page



Annex II Figure 3 REEVALUATE Instagram profile



Annex II Figure 4 REEVALUATE BlueSky profile



*Annex II Figure 5 REEVALUATE YouTube channel*

## Annex III - Available C&D material

The available C&D material can be found on the REEVALUATE website:

<https://reevaluate.eu/communication-materials/> .

In the following screenshots the first version of the leaflet is presented. The roll-up banner cannot be presented in such a manner due to its size. However, it can be accessed via the website mentioned above.

Additionally, the reader may find sneak peeks of the two available newsletter issues (M6 and M12), which can be found on the website: <https://reevaluate.eu/newsletters/> .



Annex III Figure 1 Front page of the REEVALUATE leaflet



Annex III Figure 2 Back page of the REEVALUATE leaflet



Dear reader,

You have received this newsletter because you subscribed to our newsletter and corresponding mailing list on the project's website ([www.reevaluate.eu](http://www.reevaluate.eu)).

REEVALUATE, as a Horizon Europe project, was designed to address challenges in managing the digitization of Cultural Heritage (CH).

During these first 6 months, the project has been activated and all partners have aligned our efforts, defining the fundamentals for our journey towards advancing the digitization and management of CH.

We, the REEVALUATE Consortium, thank you very much for signing up and we are thrilled to share with you our first newsletter!

Annex III Figure 3 Sneak peek of the REEVALUATE newsletter Issue 1 (M6)



Dear reader,

You have received this newsletter because you subscribed to our newsletter and corresponding mailing list on the project's website ([www.reevaluate.eu](http://www.reevaluate.eu)).

We, the REEVALUATE Consortium, thank you very much for signing up. We are thrilled to share with you our second newsletter!

### What's in this issue?

- Project website is growing!
- Communication material is out!
- Our External Advisory Board is here!
- Synergies with sister projects
- REEVALUATE 3rd plenary meeting in Antwerp!
- Updates from Work Packages
- Publications and Events

*Annex III Figure 4 Sneak peek of the REEVALUATE newsletter Issue 2 (M12)*