

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

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Abbreviations

Abbre-viations	Full name
AI	Artificial Intelligence
CH	Cultural Heritage
CHI	Cultural Heritage Institution
D	Deliverable
GA	Grant Agreement
KER	Key Exploitable Result
KPI	Key Performance Indicator
SI	Social Innovation
SUS	System Usability Scale
T	Task
WP	Work Packages

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1 Publishable summary

This document describes the plans, instruments, methods and processes defined and designed for the evaluation of REEVALUATE Pilots and the results from the evaluation of the 1st Pilot round.

As explained in D4.1, REEVALUATE is carrying out three pilots covering different areas:

- Fashion
- Olympic Games and Music
- Historic Site of Aquileia

The goal of these Pilots is to test and validate the enablers developed in the project in realistic user cases in order to verify their usability under realistic conditions. Within the context of these Pilots, the project carries out a series of testing activities and interactions with multiple stakeholders (fully described in D4.1), at the same time a full Pilot evaluation framework has been defined based on evidenced and documented best practices developed at several relevant European initiatives (e.g., SIMA) and international references (e.g., SUS), which is described here.

Pilots are being implemented following a two-stage strategy, and this document includes the evaluation results related to the 1st Pilot round.

2 Introduction

This document provides the evaluation framework for REEVALUATE Pilots and the results from the first Pilot round during the period from December 2025 (M24) to March 2026 (M27). There is a second round planned to run from June 2026 (M30) to October 2026 (M34), which results will be reported in a future deliverable (D4.7 – Evaluation and results of the 2nd Pilot round). This second round will be the main evaluation stage, with the first one serving as pre-test to be able to implement internal feedback loops between REEVALUATE partners focused on technology development and those interacting with stakeholders and end-users. Somehow the 1st Pilot round is focused on internal feedback loops to learn and process within the project's lifetime, while the 2nd Pilot round will bring feedback from multiple stakeholders (belonging to REEVALUATE Consortium as well as external) towards the exploitation of results beyond the project's lifetime.

The evaluation instruments, methods and processes defined for REEVALUATE are the primary output of task T4.6, together with the related evaluation results, reporting key performance indicators and lessons-learnt around them.

The deliverable describes the methodology developed and implemented to evaluate Pilots' results within REEVALUATE. In summary, the main activities have been:

- Map of enablers, stakeholders and Pilots, and all related key performance indicators (Section 3.1). The Deliverables D4.1 (Definition and planning of pilots) and D4.5 (Execution and Monitoring of REEVALUATE), were used as information sources to obtain a comprehensive KPIs & Stakeholders map assessed against the full list of KPIs defined in REEVALUATE's Grant Agreement (GA). Since Pilots activities are discussed in the biweekly WP4 conference calls, the minutes of these meetings have been used as information source on dates, location of the activities, participants, topics, outcomes and potential follow-up steps.

- Benchmark on evaluation methodologies to determine the soundest approach for the REEVALUATE Pilots evaluation. Specific literature and scientific papers were reviewed from various sources, including deliverables from previous EU funded projects (see Section 3.2).
- Workgroup sessions during WP4 bi-weekly virtual meetings, which engaged all relevant partners to determine the conceptual approach to be used during the assessment. During these meetings, a first version of an evaluation survey was proposed for assessing stakeholders' satisfaction, and then iteratively refined and agreed by all partners (see Section 3.3). Indicators were fully defined, and two further surveys based on permeability levels were agreed among the workgroup (Section 3.3 and Section 3.4).
- Design and development of the final versions of the surveys were carried out (Sections 3.5, 3.6, 3.7) with particular focus on constructing measurement instruments for evaluating satisfaction and usability, adapting the surveys to different profiles of stakeholders (e.g., professional or general audience).
- Preparation of an informed consent and management of ethical issues related to evaluating REEVALUATE Pilots (Section 3.8).
- Assessment of Pilot round 1 using the defined evaluation framework. This includes compiling relevant indicators (Section 4.1) and interpreting them through a preliminary analysis of results (Sections 5 and 6).

2.1 Deliverable Goals

The purposes of this deliverable are to:

1. Describe the evaluation framework defined for the REEVALUATE Pilots.
2. Compile and analyse the evaluation results obtained during the first round of the Pilots.

The pilots are being executed and monitored in Task T4.5, led by EFHA.

Together with deliverables from tasks T4.1 and T4.5, this deliverable is a crucial element of the success of WP4, as it contains the evaluation results of the three Pilots and, therefore, the basis for the evaluation of the enablers developed within REEVALUATE. These evaluation results represent the main feedback derived from the Cultural Heritage community towards quality assurance and the future exploitation of project's results, and they are to be transformed into main lessons learnt.

2.2 Relation with other deliverables

As the purpose of this deliverable is related to the evaluation of REEVALUATE Pilots, is based on the Pilots' plans compiled in deliverables D4.1 (Definition and planning of pilots) and D4.5 (Execution and Monitoring of REEVALUATE), which reports on the execution and monitoring of the first iteration of the three REEVALUATE Pilots under Task T4.5.

It also supports WP5 in defining an exploitation strategy for REEVALUATE's results, for which it is related with D5.4 (REEVALUATE business models and exploitation plan – R1), D5.7 (Ecosystem development and building synergies report - R2), and D5.8 (REEVALUATE business models and exploitation plan – R2). Also, any relevant pilot evidence produced will be used to support REEVALUATE's final exploitation plan (D5.9).

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It will be followed by a complementary deliverable (D4.7 – Evaluation and results of the 2nd Pilot round) which will compile the results from the second Pilot round and the main lessons-learnt on the basis of this evaluation towards the exploitation of REEVALUATE's results and the definition of technology roadmaps over the enablers developed during the project.

3 Pilot Evaluation Methodology & Surveys Design

A consistent and effective evaluation of the Pilots requires examining their maturity level in terms of impact, attractiveness, efficiency, deployment range and perceived relevance for all involved stakeholders. In this regard, REEVALUATE aims to involve end-users both within and outside the project. On the one hand, this ensures a broad perspective and a comprehensive understanding of the potential problems derived from the enablers being developed, as well as their workable solutions. On the other hand, stakeholders' feedback will be used to develop new solutions or approaches, ensuring better acceptance and wider dissemination.

To achieve these objectives, T4.6 has developed the REEVALUATE evaluation framework. Based on a process of benchmarking, indicator-building and survey design, this framework will allow for the extract of both quantitative and qualitative data from stakeholders engaged in the project's Pilots.

A series of indicators have driven the design of three surveys. These are designed to assess stakeholder involvement and satisfaction levels, evaluate the usability of REEVALUATE's enablers, and gather insights and feedback for the future exploitation of results.

3.1 REEVALUATE Evaluation Map

The starting point for constructing REEVALUATE's evaluation framework consisted in mapping out the existing complexity of the project and the interrelation among Pilots activities, enablers, KPIs and potential evaluation tools. Using D4.1 (Definition and planning of pilots – Release 1), D4.5 (Execution and Monitoring of REEVALUATE Release 1 – First Pilot Iteration) and the project's GA, a map was elaborated to visually address the complexity of the REEVALUATE project. As a result, the **REEVALUATE Evaluation Map** was developed to layout the relations among the technological enablers developed, the multiple stakeholders to engage (internal and external), KPIs and project's Pilots (Figure 1).

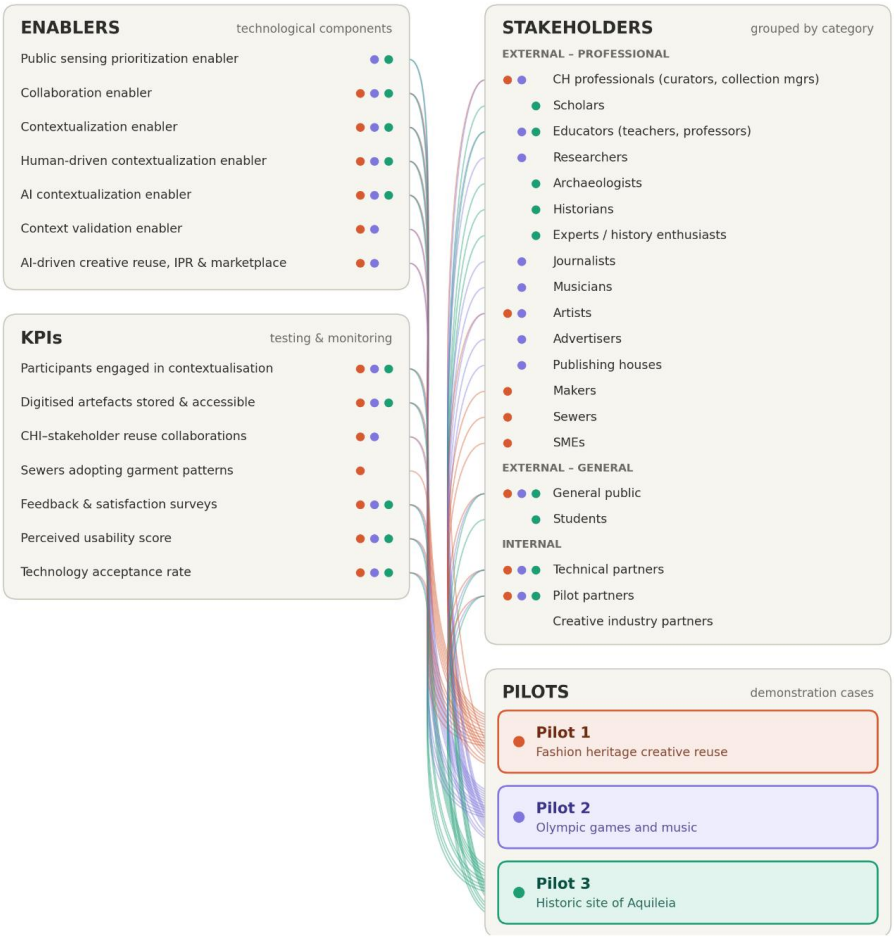


Figure 1: REEVALUATE Evaluation Map: Enablers, stakeholders and KPIs linked to REEVALUATE Pilots

The REEVALUATE Evaluation Map allows a visual, more tangible knowledge of the evaluation strategies to be implemented throughout the project, while helping to build a comprehensive structure to understand the stakeholder scope. Using the structural relations represented in the map further design strategies to evaluate the planned Pilots. These strategies include, for example, designing levels of permeability (i.e., target-scope for internal and external participants), which is further described below.

3.2 Survey Benchmark Analysis

A benchmark analysis of multi-actor evaluation methodologies was conducted to determine the most robust approach for the REEVALUATE project. To assess the results from the Pilots, a series of indicators were deployed to measure both quantitative and qualitative aspects. Academic and scientific literature was reviewed, including specialized sources, such as academic papers or deliverables from previous EU funded projects.

Broad research into literature revealed 3 major sources that were taken into consideration as the basis for REEVALUATE's Pilot evaluation framework:

- Secco, L. et al. (2020). *Evaluation Manual. Innovative Methods to Assess Social Innovation and its Impacts in Marginalized Rural Areas*. SIMRA Project, available at www.simra-h2020.eu

The SIMRA Manual (Secco et al., 2020) is a guide to help evaluators, practitioners, policy makers and scientists in the evaluation of social innovations in agriculture and related fields. It is a complete guide to assess piloting phases from their initial phases to their implementation, as well as its short- and long-term impacts.

The SIMRA Evaluation Approach offers a comprehensive guide to examining scope, timing, scale, stakeholders, strategy, methodological design and other details throughout the overall rationale and structure of the proposed evaluation method. The SIMRA Evaluation Approach is based on specific and accurately formulated questions, designed to capture information whilst minimizing biases. The approach enables the exploration of impacts that the stakeholders of the evaluation associate with a project's activities.

The SIMRA Manual was selected at the core of REEVALUATE evaluation framework for being a flexible tool, adaptable to different target users, while providing guidance on how to select subsets of evaluation questions to be analysed through a mixed approach of qualitative and quantitative methods. Furthermore, T4.6 team deemed the SIMRA Manual as an optimally sound foundation given the fact that it targets evaluators who support the European Commission with evaluations of policy and programmes in which social issues and evidence-based performance are expected to be of considerable importance.

- Baselice, A. et al. (2021). *A Conceptual Framework for the Evaluation of Social Agriculture: An Application to a Project Aimed at the Employability of Young People NEET*. Sustainability, 13, 8608.

  The paper (Baselice et al., 2021) offers a methodological review of case-based adaptation of the SIMRA Evaluation Approach (Secco et al., 2020) within an early-stage research project in the field of social innovation (SI), to select the appropriate indicators for the intended evaluation.

  The paper focuses on adjusting, implementing and analysing the results of the adaptation of SIMRA Evaluation Approach in a real case study. It collects qualitative data to identify critical aspects of the project, which they argue provide valuable insights to project managers, policymakers and the local community. The proposed methodology uses an evaluation grid to select indicators, which have already been applied for the evaluation of SI initiatives. Quantitative and qualitative parameters in terms of performance are demonstrated throughout the evaluation experience.

  The conclusions of this paper on the adaptation strategies, robustness of the methodology and executive abilities to interact with stakeholders have been used as the foundation for developing the REEVALUATE's evaluation framework.

- Brook, J (1996). *System Usability Scale (SUS)*.

  It offers a simple, ten-item Likert scale that provides a global view of subjective usability (also called user-friendliness). This streamlined approach is crucial, as minimising the number and complexity of questions asked to stakeholders maximises both response rates and the significance of the data collected. Furthermore, it accounts for the specific context of use for

REEVALUATE technological developments, a key requirement of ISO 9241[1], and a top priority for usability measurement and Pilots evaluation. Finally, it addresses the three different core pillars of usability: effectiveness (whether users can successfully achieve their objectives), efficiency (the effort and resources expended to achieve them) and satisfaction (the quality of the overall user experience).

3.3 General Design Strategy for Pilot Evaluation

Once the REEVALUATE Evaluation Map was laid out, and the preliminary methodological benchmark was carried out, a collaborative working group was set up involving REEVALUATE Partners working in WP4 to determine the most appropriate conceptual approach to be used during the assessment. Collaboration with Partners working in WP2 was also leveraged to keep the technological perspective and, importantly, determine how usability was to be measured and evaluated. Two strategic decisions were adopted:

1. **Permeability Levels**

   In accordance with REEVALUATE Evaluation Map, it was decided to categorize the indicators in terms of permeability. 3 preliminary levels were laid out, organized in a scale from the most internal participants within REEVALUATE project, to external or even unrelated participants:

   - **Level 1: Pilot Partners** (internal participants from REEVALUATE Consortium)
   - **Level 2: Pilot Stakeholders** (external participants belonging to the Cultural Heritage community)
   - **Level 3: Others** (students and visitors not belonging neither to the project's Partners nor carrying out their professional activities in direct relation to Cultural Heritage)

   Proposing these 3 Permeability Levels made it possible to conceptualize a more complete evaluation throughout the REEVALUATE project. As such, the indicators were organized according to these categories. On the one hand, Levels 1 and 2 of permeability would allow to assess project's KPIs related to satisfaction, technology adoption and usability. On the other hand, Level 3 of permeability, addressing students of different ages and tourists or visitors to Pilot's locations, would allow to assess other issues such as perceived relevance and insights relevant for the future exploitation of results.

   However, a combined condition was also observed for the indicators. Transversal issues could also be assessed involving the 3 permeability levels, which would allow to evaluate concepts as attractiveness of the Pilots' activities.

   The KPIs list was rearranged according to permeability levels, and surveys were designed to address the Pilot-oriented, permeability-level strategy.

2. **KPIs Categories**

   Two main categories of KPIs were differentiated:

[1] A multi-part standard from the International Organization for Standardization (ISO) covering ergonomics of human-system interaction and related, human-centred design processes.

- **Measured (direct, numeric) KPIs**: Number of participants in Pilots' activities, of responses, users, collaborations, downloads, sales, artifacts, visitors and interactions via social networks.
- **Constructed (indirect, qualitative and quantitative) KPIs**: Satisfaction and Usability levels.

Measured KPIs would be compiled regularly from Pilot Partners via an internal dedicated survey, while Constructed KPIs required designing specific surveys considering the permeability levels defined.

In accordance with these decisions, three surveys were designed:

1. **Internal survey for periodic compilation of Measured KPIs (Annex B),** related to permeability level 1.
2. **Satisfaction & Usability survey (Annex C),** integrated to optimise the questioning of stakeholders, and remains common accross permeability levels 1 and 2. While the core of the survey is the same for all Pilots, specific adaptations were required to address their distinct stakeholder groups; consequently, three different versions were prepared for Pilots 1, 2 and 3. This tailored approach also ensures better traceability, linking individual Pilot activities and survey responses directly to the different enablers being developed and tested.
3. **End users survey (Annex D),** for addressing permeability level 3.

Several working sessions were required to approve the final versions of the Satisfaction and Usability Survey and the End users survey, also with WP2 Partners. During these sessions, the different indicators and questions were refined or rephrased in order to clarify the overall intentions of the survey.

3.4 Indicators

Apart from the KPIs considered in the REEVALUATE's GA (Figure 1), it was decided to adopt some of the SIMRA Manual independent indicators as a proper mechanism to construct a multi-dimensional measurement instrument for stakeholder's satisfaction:

Description	Question	Judgement Criterion
Attendance level	To what extent have external members attended the Pilot's activities?	The higher the value, the more members attended the activities.
Level of internal trust	To what extent has trust been spread amongst actors?	The higher the indicator value, the greater the level of trust amongst actors
Level of satisfaction with the results	To what extent have all of the actors been satisfied with its results?	The higher the level of satisfaction of all the actors with results, the greater its effectiveness.
Level of involvement in decision-making of the actors	To what extent have actors been involved in the decision-making processes?	The higher the indicator value, the higher the level of involvement in decision- making

Change in collaborative relationships	To what extent have collaborative relationships between actors increased?	The greater the percentage of increased density of collaborative relationships between actors, the more effective the Pilot's activities.
Individual perception of improvement	To what extent has REEVALUATE improved according to the individual perception of actors?	The higher the individual perceptions of actors of the improvement in REEVALUATE, the greater the capability of the R&I process to determine a reconfiguration
Needs tackled	To what extent has REEVALUATE efficiently tackled individual and collective needs?	The higher the indicator value, the higher the number of individual and collective needs identified qualitatively
Unexpected beneficiaries reached by the Project	To what extent have unexpected beneficiaries been reached by REEVALUATE activities?	The higher the percentage of unexpected beneficiaries reached by the project, the greater its likelihood to achieve specific objective(s), and thus its effectiveness.
New relationships	To what extent have direct beneficiaries established new relationships due to REEVALUATE activities?	The higher the indicator value, the greater the mean number of new relationships established amongst beneficiaries.
New relationships within REEVALUATE	To what extent has the Pilot enabled to create new relationships within REEVALUATE'S network?	The higher the indicator value, the greater the proportion newly created relationships. Relationships within the network which were newly created.
Perceived efficiency (Intangible outputs)	To what extent have intangible resources invested by the actors of the activities been efficiently used?	The higher the level of intangible outputs, the greater the perceived efficiency of the activities.

Table 1: Pilot evaluation indicators related to stakeholders' satisfaction (Internal & external; Permeability Levels 1&2)

3.5 Design of the Internal survey for periodic compilation of Measured KPIs

This survey is used to compile data related to KPIs which are directly measured from Pilot Partners (internal stakeholders – permeability level 1). Annex B presents the full survey design in EUSurvey; while Table 2 displays the data collected during the first round of pilots. Two qualitative open-ended questions were included to maximise the collection of insights and lessons-learnt from the Pilots. This feedback is highly valuable, as these partners are in direct contact with the key stakeholders crucial to the success and future exploitation of REEVALUATE.

3.6 Design of the Satisfaction and Usability survey

The survey was designed to fit into a scheme of permeability, which addresses both Internal and external stakeholders (Levels 1 & 2). Annex C shows the full design of the survey in EUSurvey. Its general structure is the following:

Section	Question type and purpose
Welcome to REEVALUATE Satisfaction and Usability Survey	Introduction and Informed consent
Before you start… Please select your role within the Pilot activities	Are you an internal or external participant? (Permeability level)
Please provide information for traceability purposes	Which activity did you take part into? When did it happen? (Will allow knowing which enabler was being tested and results relate to)
Please provide strategic information	Which category of stakeholder do you belong to? (Crucial for the analysis of results)
And please provide statistical information	Gender (to manage gender issues related to REEVALUATE) Age (to understand results better) Nationality (to understand results better)
Core of Satisfaction survey: Please give us added value insights	SIMA indicators for constructing a satisfaction measurement: - About engagement potential - Satisfaction perception - Level of understanding - Identification of challenges - Participation in decision-making and stakeholder empowerment - Network and bridges creation - Recording achievements - Probability of adoption vs stakeholders' needs - Open feedback
Usability survey: Please rate the tools used during the activity	Table with 10 items for measuring SUS

Table 2: Structural design of REEVALUATE's Satisfaction and Usability survey

3.7 End users survey

A final survey needed to be designed when working with general public (students and visitors or tourists). The challenge was to be able to gather valuable feedback in an easiest and fastest way, also preventing to gather any potential personal data from participants. For these reasons, it was decided to:

- Limit the questions to just two:
  - One graphical and numerical, defining the level of satisfaction by choosing a happy, neutral or sad face.
  - One qualitative, in the form of an open question where participants could express their opinion freely.
- Use Mentimeter as a tool that would allow offering 100% anonymous access to the survey via a QR code. At the same time, we (REEVALUATE's Partners) would have access to a dashboard to properly compile, access, manage and download the results.

Annex D shows the detailed design for this survey.

3.8 Informed consent and management of ethical issues

With assistance from ARTHUR, a common informed consent form was drafted for both the Satisfaction and Usability Survey and the End user Survey:

ABOUT THIS SURVEY

REEVALUATE is an R&I project funded by the European Commission (EC) under the European framework programme Horizon Europe (number of contract 101132389) which aims to provide a holistic solution to the challenges of Cultural Heritage (CH) digitisation management, that enables collaboration, boosts creative reuse and promotes democratic and inclusive prioritisation and contextualisation. The project is developing a modular framework that facilitates each stage of a digitised CH artefact's life cycle (prioritisation, contextualisation, storage, collaboration and reuse) through a set of technological enablers.

These enablers are being tested in real-life scenarios we call Pilots, which organise different activities with communities of relevant players, both from within and outside the REEVALUATE consortium. You belong to one of these communities and have taken part in one or more of the activities organised within REEVALUATE Pilots (workshops, focus groups, tool tests, etc.). We ask you to participate in this survey to collect your views and feedback on our work on the enablers, and to be able to reach out back to you if we have any follow-up questions (although you can choose to keep the survey anonymous if you prefer so).

Answering this survey should not take more than 20 minutes of your time. Thank you so much for participating!

INFORMED CONSENT

REEVALUATE project is run by a consortium of partners who together conduct the research. Centre for Research and Technology – Hellas, Information Technologies Institute (CERTH) is the partner responsible for the satisfaction survey, and the data controller responsible for the processing of any information collected about you in this survey. You can contact the data controller using the contact details below.

Your answers to the survey will be used as part of REEVALUATE's internal evaluation of the pilots' activities and results, facilitating the implementation of continuous and long-term improvement loops in terms of tools, processes and interactions. If you provide your contact details, we may also use your responses to contact you with some follow-up questions on our work on the enablers. Your participation is voluntary. You may choose not to provide your name, email, affiliation, or other direct identifiers. However, depending on the content of your responses (including open-text answers), it is possible that you may still be indirectly identifiable.

By ticking the consent box below, you provide your freely given, specific, informed, and unambiguous consent for us to process your survey responses – including any data that identifies you directly or indirectly – solely for the purposes of evaluating REEVALUATE's activities, improving tools and processes, and preparing aggregated reporting for the European Commission. Your consent will generally constitute legal basis for the processing of your personal data pursuant to GDPR. However, if you complete this survey on behalf of, or in your capacity as an employee of

a REEVALUATE participating partner, we may rely on other legal basis (including legitimate interest) to process your personal data.

No individual responses will be disseminated; detailed aggregated results from the survey will be used for reporting about the project to the EC; and general aggregated results could be used for dissemination purposes (e.g., sharing with the community conclusions about opportunities and challenges).

Your personal data will be handled in line with GDPR requirements and be retained by CERTH for the period required by the EC. At the request of the EC, CERTH will store your survey form for up to five years.

If consent is our legal basis for the processing of your personal data (as opposed to legitimate interest or any other legal basis), you may withdraw your consent at any time without penalty by contacting us at egarcia@gvam.es. Withdrawal does not affect the lawfulness of processing carried out before withdrawal.

Additionally, under the applicable data protection laws, you have certain rights in relation to your personal data, including the right to receive confirmation whether we process your personal data, as well as access a copy of any such data. You also have the right to ask us to correct any inaccurate information we hold about you. In certain circumstances, you may also object to the processing of your personal data, or ask us to restrict the processing of your personal data or delete your personal data. You may request the receipt of the personal information that you have provided to us, in a structured, commonly used and machine-readable form, or its transfer to another organisation. You also have the right to lodge a complaint with a supervisory authority. For further information on each of these rights, including the circumstances in which they apply, or if you would like to exercise any of these rights, please contact us.

Please be aware that by clicking the NEXT button it will mean you confirm that you have read and understood the information above and voluntarily consent to the processing of your responses, including any personal data that may directly or indirectly identify me.

These texts have been designed to better align with the applicable requirements for processing personal data based on consent. We believe that consent will likely be the most suitable legal basis for processing personal data from respondents outside the consortium (permeability levels 2 and 3).

It was also decided to use EUSurvey tool, being the Commission's official online survey management platform, free of charge, open source, accessible and designed specifically for public consultations and stakeholder engagement. In addition, the EUSurvey tool allows responses to be collected in an anonymous mode ensuring that no personal data (not even IP addresses) are stored by the system.

Finally, the surveys were revised to ensure compliance with the principle of data minimization enshrined in Art. 5(1)(c) of the GDPR. This principle requires that data processing be adequate, relevant and limited to what is necessary in relation to the purposes for which it is processed. In other words, the surveys should be designed to achieve their purpose with less personal data (permeability level 2) or no personal data at all (permeability level 3).

4. Pilot Evaluation round 1

4.1 Pilot round 1 description

As fully described in D4.5, during Pilot round 1 we successfully tested the preliminary version of the REEVALUATE's platform and enablers through the three pilot cases spanning fashion heritage, Olympic heritage, and Roman archaeology. This first iteration demonstrated that digitised cultural heritage can be effectively contextualised, validated, and reused in contemporary formats, generating tangible engagement and reuse outcomes. Pilot 1 delivered strong market and social media results, while Pilots 2 and 3 advanced public participation, expert enrichment, and digital asset production, including 3D models, curated collections, and an interactive virtual tour. Overall, the results confirm the project's capacity to combine heritage digitisation, collaborative interpretation, rights-aware reuse, and audience engagement into a practical and scalable framework for cultural innovation.

4.2 Round 1 results

During REEVALUATE Pilots round 1 the Internal survey for periodic compilation of Measured KPIs was conducted during April-May 2026, once the 1st stage of the Pilots was fully complete. Recipients for the survey were Pilot Partners from REEVALUATE's Consortium (permeability level 1). Tables 3 and 4 show the results obtained, already processed for Pilot evaluation (Annex A shows the raw data received through the survey).

KPI	Results by May 2026 (numbers)
Number of participants engaged in the collaborative contextualisation and prioritization process	222
Number of digitised artefacts stored in the repository and made accessible to the wider public	85

Table 3: Compilation of Measured KPIs from Pilots during round 1: Total data from all Pilots

KPI	Verification/Measurement mechanism	Monitoring milestones (Round 1 targets)	Target results (numbers)	Priority	KPI updated value (May 2026)	Insights from Pilot partners
Pilot 1						
Number of participants engaged in the collaborative contextualisation process	Participation will be measured via physical attendance or digital response.	1st round: 20% target (2 SME – 5 CHI – 5 makers) testing collaboration enabler	50 (including SMEs, CHIs, Makers -sewers, and Gamers)	Critical	7	The feedback highlights that while the Pattern pilot shows strong outreach potential, several areas require attention going forward: the enablers need better integration and adaptation to fashion content, as they currently appear better suited to fine arts—this includes basing the data structure on a more broadly scoped model such as EDM, and revising the underlying ontology, which currently prevents AI enrichments from working for fashion and costume material. Intellectual property considerations also emerged as critical, with licenses needing verification for re-use cases and AI-driven creative re-use restricted to open content that permits derivatives. Additionally, the marketplace should be further developed as a "REEVALUATE platform," and the user interface improved for clarity, as it is not always intuitive.
Number of digitised artefacts stored in the repository and made accessible to the wider public	Repository will provide the quantitative measurement regarding the chosen and uploaded artefacts – files	1 museum object for round 1	5 museum objects from MoMu collection will be digitised in 3D and accurately documented (per object: digital photo, metadata, 2D pattern, (digital texture information, when available), 3D model)	Critical	21	
Number of interactions with artefacts via REEVALUATE'S enablers	Information captured by the enabler	N/A	N/A	Critical	15	
Number of collaborations established between CHIs and stakeholders related to creative reuse of artefacts		5 users will use the Creative Reuse enabler during the 1st round	25 (Pattern pilot)	Critical	To be measured during Pilot round 2	
Number of copyright violations prevented through the use of the copyright manager enable	The Copyright manager enabler will be evaluated in a focus group comprising relevant stakeholders from Cultural Heritage Institutions (CHIs), Small and Medium-sized Enterprises (SMEs), and makers. The focus group's objective is to test the enabler's capacity to manage various rights statements for both open and in-copyright content, from the	No focus group will be organised during 1st round	1 Focus group with at least 8 SME's/Makers and CHIs	Critical	To be measured during Pilot round 2	

KPI	Verification/Measurement mechanism	Monitoring mile-stones (Round 1 targets)	Target results (numbers)	Priority	KPI updated value (May 2026)	Insights from Pilot partners
	perspectives of both content owners and re-users.					
Social media engage-ments to the pilot	Number of likes and reactions on different social media posts / videos / blogs /… fea-turing the Pattern Pilot. Measured via different social media accounts of Pilot 1 partners: MoMu / Fibre Mood / EFHA / Game developer (e.g., via Instagram / LinkedIn / YouTube / Facebook)	100 social media responses on the pattern pilot during 1st round	1,000	Not crit-ical	LinkedIn post: 72 likes; 2 comments; 17 reposts Instagram post MoMu: 271 likes; 22 comments Instagram post Fibre Mood: 579 likes; 24 comments TOTAL: 987 interac-tions	
Increase in revenue or funding secured by CHIs as a result of in-creased engagement with stakeholders and promotion of digitised artefacts.	Number of pilot patterns sold	N/A	50 patterns sold	Not crit-ical	Number of patterns from the 'Mildred dress' sold in the mu-seum shop / website Fibre Mood: 10 in to-tal for round 1	
Pilot 2						

KPI	Verification/Measurement mechanism	Monitoring milestones (Round 1 targets)	Target results (numbers)	Priority	KPI updated value (May 2026)	Insights from Pilot partners
Number of participants engaged in the collaborative contextualisation and prioritization process	Participant's engagement – feedback would be measured via interaction and attendance on social media posts, campaigns, online questionnaires and forms, press releases and newsletters.	N/A	50 participants (Olympic)	Critical	109	The first round of Pilot 2 yielded several key lessons for the next phase: while participatory activities proved capable of attracting user interest, engagement remained largely superficial (e.g. likes), highlighting the need for more targeted strategies to elicit richer contributions, as well as broader outreach across multiple communication channels to expand participation (e.g. Public Sensing Prioritization Enabler operates on Facebook when many Pilot stakeholders and archive users vehemently reject Meta products). Technical delays in the enablers shortened the window for external engagement but had the silver lining of allowing partners to deepen their familiarity with the tools through internal testing, surfacing functional limitations—particularly in data collection and content management—that now provide a clear roadmap for refinement. Usability remains a significant challenge. Overall, the first round established a solid foundation of knowledge expected to enable smoother deployment, stronger stakeholder engagement, and better results in the second one.
Number of digitised artefacts stored in the repository and made accessible to the wider public	Repository will provide the quantitative measurement regarding the chosen and uploaded artefacts – files	N/A	12 artefacts Olympic) + 20 assets (SPK)	Not critical	59	
Number of interactions with artefacts via REEVALUATE'S enablers	Information captured by the enabler	N/A	N/A	Not critical	91	
Number of collaborations established between CHIs and stakeholders related to creative reuse of Artefacts	Collaboration agreements or documented partnership reports	N/A	12 (open call for videographers)	Not critical	To be measured during Pilot round 2	
Number of copyright violations prevented through the use of the copyright manager enabler	An enabler could be used showing flagged or blocked usage due to copyright violations The exact measurement will be defined later in conversation with relevant enabler creator.	N/A	1	Critical	To be measured during Pilot round 2	
Number of media mentions and press coverage of the pilot	The dissemination process includes media mentions, press releases and newsletters.	N/A	10 mentions	Not critical	To be measured during Pilot round 2	

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KPI	Verification/Measurement mechanism	Monitoring milestones (Round 1 targets)	Target results (numbers)	Priority	KPI updated value (May 2026)	Insights from Pilot partners
Increase in revenue or funding secured by CHIs as a result of increased engagement with stakeholders and promotion of digitised artefacts.	Number of users-visitors of the immersive exhibition	N/A	3%	Not critical	To be measured during Pilot round 2	
Pilot 3						
Number of participants engaged in the collaborative contextualisation and prioritization process	Number of interactions for each post of the prioritisation social media campaign and contextualisation on FB and IG	N/A	50	Critical	106	We have successfully concluded the Prioritisation campaign, envisaged for the first round of the pilot, which achieved a positive outcome. We are now proceeding with the Human driven Contextualization Campaign (within round 2).
Number of digitised artefacts stored in the repository and made accessible to the wider public	Quantitative measurement of the uploaded files	N/A	20	Not critical	5	
Number of media mentions and press coverage of the pilot	Dissemination package of Pilot 3 containing the screenshots and links to media mentions and proof of press coverage	N/A	10	Not critical	To be measured during Pilot round 2	
Social media engagements to the pilot	Number of likes and reactions on different social media posts / videos / blogs /… featuring the Pattern Pilot. Measured via different social media accounts of Pilot 1 partners: MoMu / Fibre Mood / EFHA / Game developer (e.g., via Instagram / LinkedIn / YouTube / Facebook)	N/A	N/A	Not critical	# visitors: 8975 # interactions with content: 274	

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KPI	Verification/Measurement mechanism	Monitoring milestones (Round 1 targets)	Target results (numbers)	Priority	KPI updated value (May 2026)	Insights from Pilot partners
Increase in revenue or funding secured by CHIs as a result of increased engagement with stakeholders and promotion of digitised artefacts		N/A	N/A	Not critical	To be measured during Pilot round 2	

Table 4: Compilation of Measured KPIs from Pilots during round 1: Data per Pilot

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4 Impact & exploitation-relevant preliminary inputs from Round 1

Using the results reported above, especially the KPI values compiled in Table 3 and Table 4, this section classifies the available Pilot inputs according to its impact and exploitation relevance. The aim is to make explicit what the Round 1 values already show, where they are useful for KPI interpretation, and which areas require stronger evidence in Round 2. The outputs of this activity can provide pilot evidence that may be useful for later WP5-related work at KER, package, service and impact-monitoring level. In particular, this section links the Round 1 pilot evidence with the exploitation framework introduced in D5.4 and further refined in D5.8, including the project's Key Exploitable Results, Marketplace positioning, business-package logic, value propositions and impact-monitoring needs. This section uses the pilot results of D4.6 and the monitoring inputs from D4.5 to identify evidence categories to support the interpretation of Round 1 results and identify evidence needs for Round 2. These will act as inputs also for the formal consolidation of business models, exploitation pathways and service-package logic within WP5 and D5.9.

It focuses on the following categories:

- reuse outputs,
- stakeholder engagement,
- Marketplace preparation,
- contextualization and expert input,
- digital experience development,
- rights and reuse clarity, and
- repeatability.

4.1 Round 1 outputs with impact and exploitation relevance

Table 4 aggregates the measured KPIs for the three pilots, namely 222 participants engaged in collaborative contextualization and prioritization processes, and 85 digitized artefacts stored in the repository and made accessible to the wider public. These values are useful as early impact indicators since they show that the pilots are producing measurable participation and asset-preparation outputs. However, the pilot-level data in Table 3 is equally important, because it shows how these values were generated and what kind of evidence they represent.

In Pilot 1, the Fashion Pattern Pilot produced the Mildred sewing pattern as a CH reuse output. The pattern generated 149 downloads/sales and 987 social media interactions, including LinkedIn and Instagram engagement through MoMu and Fibre Mood channels. This indicates that digitized and contextualized CH material can generate public and creative-community interest when translated into a tangible reuse product. The pilot also reports 7 participants engaged in the collaborative contextualisation process, 21 digitized artefacts stored in the repository and made accessible, and 15 interactions with artefacts via REEVALUATE enablers. All in all, Pilot 1 generated both public-facing reuse evidence and internal/platform-oriented evidence, which can be utilized as further inputs in the project's exploitation plan.

The pilot also produced operational feedback on the use of REEVALUATE enablers with fashion heritage content. D4.5 reports feedback on metadata-model alignment, interface clarity, reliability of AI-

generated outputs, system transparency and the need for stronger integration between enablers. In addition, the Pilot 1 insights reported in this document highlight that the enablers require better adaptation to fashion content, that the Marketplace should be further developed as the REEVALUATE platform, and that licences need to be verified carefully for reuse cases, especially where AI-driven creative reuse depends on open content that permits derivatives.

From an impact perspective, Pilot 1 shows that concrete reuse outputs can reach creative communities. From an exploitation perspective, it shows that creative reuse packages need not only attractively outputs, but also clearer rights, better domain-specific metadata and smoother platform workflows.

Pilot 2 produced evidence across several domains. Table 3 reports 109 participants engaged in collaborative contextualization and prioritization, 59 digitized artefacts stored in the repository and made accessible, and 91 interactions with artefacts via REEVALUATE enablers. These values show that Pilot 2 is one of the strongest contributors in terms of participation, asset preparation and interaction with enablers. The public sensing activity involved 26 Olympic artefacts and collected 72 votes, but this should be understood as one part of the broader pilot workflow.

The Olympic Museum prepared objects requiring digitization, while SMB/SPK prepared already digitized assets and thematic collections related to music, sound, instruments, performance and sport. The pilot provided early evidence for reuse-ready CH packages, governed Marketplace access and preparation for future creative reuse pathways. The partner insights reported in Table 3 also identify important limitations for Pilot 2. Those showed that engagement was often superficial, indicating that broader communication channels are needed, and usability/content-management issues need to be addressed.

The Marketplace is particularly important here, but its relevance goes beyond Pilot 2. During Round 1, the Marketplace acted as the shared environment where assets could be uploaded, organized, published and made available for connected enablers. The pilot-level values on digitized artefacts, repository access, enabler interactions and published/prepared collections provide early evidence that the Marketplace is becoming the common access and management layer for REEVALUATE assets. At this stage it demonstrates preparation and publication capacity, but Round 2 still needs to test complete user journeys from discovery to understanding, access, reuse and rights clarity.

In Pilot 3, Table 3 reports 106 participants or interactions in the collaborative contextualization and prioritization process, 5 digitized artefacts stored in the repository and made accessible during the first-round campaign, 8,975 visitors, and 274 interactions with content. In addition, D4.5 reports 44 expert contextualization contributions and 20 digital assets plus one archaeological area supporting the development of the virtual tour of Titus Macer's Domus. These outputs show that public interest, expert knowledge and digitized assets can be combined into a contextual digital experience pathway.

Pilot 3 is very relevant to exploitation follow-up because it points to a contextual digital experience package, especially for tourism-oriented heritage use. The partner insight confirms that the prioritization campaign was successfully concluded and that the human-driven contextualization campaign continues in the next round. Round 2 should therefore focus on user experience, perceived value of enriched context, trust, and repeatability of the virtual-tour workflow.

Across the three pilots, Round 1 produced six main types of evidence:

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- reuse evidence, including the Mildred pattern, the Pilot 2 creative video pathway and the Aquileia virtual-tour pathway;
- engagement evidence, including downloads, votes, visits, interactions and comments;
- Marketplace-preparation evidence, including pilot collections and artefacts prepared, uploaded or published;
- contextualisation evidence, including expert contributions, curatorial input and enriched interpretation;
- workflow evidence, including completed activities, partial workflows and deferred end-to-end testing;
- barrier evidence, including usability issues, integration gaps, metadata limitations, rights/licensing questions and engagement-quality limitations.

4.2 Round 1 results and business-package logic mapping

The following table maps the Round 1 results against the business-package and service logic developed in WP5, particularly the initial exploitation framework of D5.4 and the updated KER, Marketplace and joint-exploitation logic of D5.8. The table identifies which Round 1 pilot values are relevant to the exploitation planning. A more detailed analysis of the impacts generated by REEVALUATE's foreseen "business packages" will be reported in D5.9.

Business-package logic	Round 1 Results	Follow-up need
Reuse-ready CH packages	**P1:** 21 digitised/accessible artefacts, Mildred pattern output, 15 enabler interactions **P2:** 59 digitised/accessible artefacts **P3:** 5 artefacts in prioritisation campaign, with 20 digital assets + 1 archaeological area reported for the virtual-tour pathway	Repeatability and effort required
Governed Marketplace access	**P2:** Olympic/music collections, 59 accessible artefacts, 91 enabler interactions, 7 artefacts reported as published through the Marketplace	Full discovery-to-reuse journey
Creative reuse package	**P1:** Mildred pattern, 149 downloads/sales, 987 social interactions **P2:** creative video-production pathway prepared, game workflow pending for Round 2	User feedback and full creative workflow
Contextual digital experience package	**P3:** 20 digital assets and 1 archaeological area supporting the Titus Macer's Domus virtual-tour pathway, 8,975 visitors and 274 interactions reported	User experience validation
Public engagement package	**P1:** 987 social interactions **P2:** 109 participants and 72 votes **P3:** 106 prioritisation interactions, 8,975 visitors and 274 content interactions	Engagement quality and stakeholder segmentation
Expert-context package	**P2:** contextualization activities launched; **P3:** 44 contextualization inputs from 5 experts	Usefulness of enriched context

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Rights-aware reuse package	**P1:** licence verification and AI-derivative restrictions identified, copyright/IPR KPIs remain unreported or not fully defined across pilots	Rights clarity and confidence feedback
Marketplace/platform package	**P1:** 15 enabler interactions **P2:** 91 enabler interactions and Marketplace collections **P3:** virtual-tour asset pathway;	Integrated platform journey testing

Table 5: Round 1 results mapped against WP5 business case logic, based on D5.4 and D5.8.

At this stage Round 1 evidence gathered is mainly on engagement, asset preparation, public sensing, contextualization and reuse outputs. Areas with less evidence at the moment are the full Marketplace journeys, rights clarity, creative reuse completion, CHI confidence, and repeatability across different contexts. Round 2 results and our synergies (e.g., BCThubs project, reported in D5.7) are expected to yield more insights across the aforementioned areas.

The Round 1 evidence can inform the wider exploitation logic of the project at several levels in line with D5.4 and D5.8. First, at KER level, it helps clarify which enablers are already producing evidence and which require stronger testing. At package and service level, they point to promising combinations such as reuse-ready collections, governed Marketplace access, creative reuse support, expert-context enrichment and contextual digital experiences. Furthermore, at value proposition level, they show emerging benefits for CHIs, creative users, public audiences, experts and tourism/education actors. While, at KPI and impact-monitoring level, it identifies values that are already measurable and areas that remain partial. Finally, at risk/barrier level, it highlights issues such as incomplete end-to-end workflows, rights clarity, metadata/domain fit, integration and repeatability. These observations, including the results of the surveys described in this document, will serve as pilot-insight inputs for Task 5.4.

The outputs of Round 1 provide early evidence on participation, asset preparation, public engagement, contextualization and platform use. These values are also useful for WP5 because they help identify which pilot outputs may later support impact reporting, Marketplace positioning, external visibility, possible ECCCH/data-space alignment, and other exploitation options.

The aggregated value of 222 participants engaged in collaborative contextualization and prioritization processes shows that the pilots reached a meaningful level of participation during Round 1. However, the pilot-level data shows that participation took different forms. Pilot 1 involved a smaller number of contextualization participants but strong public engagement through the Mildred pattern. Pilot 2 generated the highest participant value and strong enabler-interaction evidence. Pilot 3 generated strong prioritization interaction and public reach. For WP5, this shows that engagement should also be linked to the type of stakeholder, the type of activity and the possible follow-up value.

The aggregated value of 85 digitized artefacts stored in the repository and made accessible to the wider public shows that the pilots are building a usable asset base. This is relevant for impact because accessible digitized assets are a prerequisite for reuse, contextualization and the project's Marketplace-based workflows. It is also relevant for WP5 follow-up because accessible and documented assets may support several routes beyond the pilot itself, including Marketplace use, communication and dissemination material, possible integration with external CH platforms or initiatives such as ECCCH-related activities, and other exploitation or sustainability options.

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The 149 downloads/sales and 987 social media interactions from Pilot 1 provide evidence of engagement with a concrete reuse output. These figures can support the interpretation of public and creative-community interest, as well as the visibility of heritage-based reuse beyond internal project testing. For WP5, this is useful because it shows that concrete reuse outputs can generate attention and may support future value propositions around creative reuse, maker communities and reuse-ready heritage packages.

The 72 votes from Pilot 2 and the 106 interactions from Pilot 3 show that public-facing campaign activities can generate quantifiable input around selected CH assets. For WP5, these values are useful because they show how public engagement can support asset/theme prioritization, communication activities and possible public-engagement service logic.

The 44 expert contextualization inputs from 5 experts in Pilot 3 support the interpretation of contextualization as a process that can add meaning, interpretative value and trust to digitized assets. For WP5, this is relevant because expert-context evidence can support value propositions around trusted CH reuse, educational interpretation and contextual digital experiences.

The repository, Marketplace and enabler-interaction related values provide evidence of platform preparation and asset publication. However, these figures should be treated as partial evidence until Round 2 tests fuller user journeys, including discovery, access, reuse, rights clarity and feedback. For WP5, the current values are useful as early signals, but not yet as final evidence of Marketplace uptake or service-package validation.

Overall, Round 1 provides solid evidence of pilot activity, early engagement and asset preparation. It provides partial evidence on end-to-end reuse workflows, Marketplace uptake, rights clarity, user confidence and repeatability. These areas should be prioritized in Round 2 so that D4.7 can provide stronger evidence for impact reporting and for the later WP5 exploitation work.

5 Conclusions

5.1 About the evaluation framework

A methodology has been developed and applied to evaluate REEVALUATE Pilots. To this end, a map of technology components (enablers), KPIs, stakeholders and Pilot activities has been created, desktop research on evaluation methodologies has been carried out, a working group has been established to design and develop an evaluation process, and dedicated surveys have been designed to cover heterogeneous quantitative and qualitative feedback and diverse and multiple stakeholders. This deliverable describes a detailed and structured process for assessing and analysing Pilots' results to determine the REEVALUATE's impact at each Pilot in managing the digitisation of CH and promoting/empowering creative reuse of digitised artefacts. The results retrieved from the pilots and from the REEVAUATE's enablers validation will be analysed and interpreted aiming to assess the overall framework, the technologies and functionalities implemented.

As baseline for this work, a **map** has been designed which shows a visual representation of how the evaluation context is linked to the two main layers of REEVALUATE: enablers and Pilots' stakeholders. As a second step, a comparative analysis of piloting evaluation methodologies was carried out to determine the most robust approach for REEVALUATE. **As a result, a series of indicators were selected**

to measure quantitative and qualitative aspects related to satisfaction and usability. The final evaluation methodology was designed considering three main sources, the SIMRA evaluation manual, a conceptual framework proposed by Baselice et al., and John Brook's System Usability Scale.

Finally, **three surveys** were designed to evaluate the project's Pilots. Questions focus on level and type of participation, level of satisfaction and engagement with results, change in collaborative relationships and building bridges with stakeholders, and effectiveness and usability of enablers. **Overall, the surveys will provide valuable information to evaluate REEVALUATE framework's impact at each pilot in managing the digitisation of CH and promoting/empowering creative reuse of digitised artefacts. Through this evaluation process, new methods and activities will be proposed, aiming to be adopted in the future and enhance the REEVALUATE framework beyond the scope of this project.**

5.2 Conclusions & outlook

REEVALUATE will perform its Pilots in two separate rounds. Given that the 1st round purpose was to ensure that the enablers provide the functionality required and ensure that the Pilots run smoothly, stable, well integrated and according to the needs of the CH partners and the requirements of the Project (according to D4.5), during this round 1 the only survey used was the Measured KPIs Internal Survey. It is expected that, following the first pilot round, the pilot plans will be refined and adapted to serve as plans for the second, more publicly visible, pilot phase. This will allow launching surveys related to permeability levels 2 and 3. Fitting into the two-iteration nature of the piloting, evaluation results from round 1 are being retrofitted into T4.1 and T4.5 activities to be applied for the final iteration, in which all surveys will be implemented.

Based on the KPI monitoring data (updated May 2026), the first round of the REEVALUATE Pilots can be considered broadly successful, with most critical engagement targets met or exceeded, while also revealing clear areas for improvement ahead of the second round.

Across all three Pilots, participation and engagement KPIs performed strongly. Pilot 2 and Pilot 3 both more than doubled their critical participation targets, engaging 109 and 106 participants respectively against targets of 50, confirming that the collaborative contextualisation and prioritisation approaches resonate with audiences. Pilot 1's social media campaign nearly reached its ambitious target of 1,000 interactions (987 recorded across LinkedIn and Instagram), and Pilot 3 attracted close to 9,000 visitors with 274 content interactions, demonstrating the strong outreach potential of the pilots—particularly the Pattern pilot. Digitisation efforts also progressed well in Pilots 1 and 2, which exceeded their repository targets (21 and 59 artefacts respectively), although Pilot 3 lagged behind with only 5 of the 20 planned artefacts uploaded, suggesting this is an area requiring attention in round two. Notably, Pilot 1 also recorded 138 pattern sales, an encouraging early signal of revenue potential for cultural heritage institutions.

At the same time, the qualitative insights from Pilot partners temper these positive figures and point to common challenges. Engagement, while high in volume, often remained superficial (likes and reactions rather than substantive contributions), indicating the need for more targeted strategies and broader, more inclusive communication channels—including alternatives to platforms such as Facebook that some stakeholder communities reject. On the technical side, the enablers, though now operational, suffer from usability issues, insufficient integration, and limited adaptation to domain-specific content such as fashion, with the underlying data model and ontology requiring revision (e.g. alignment with EDM) for AI enrichments to function properly. Intellectual property management also

emerged as a critical theme, with the need to verify licenses for re-use cases and restrict AI-driven creative re-use to openly licensed content. Several KPIs, particularly those related to copyright violation prevention, collaborations, and media coverage, remain unreported or undefined and should be consolidated in the next round.

The impact and exploitation-relevant reading of the Round 1 insights further confirms that the pilot results already provide inputs beyond technical validation. The measured values on participation, digitized and accessible artefacts, reuse outputs, social media engagement, Marketplace preparation and contextualisation contributions may support impact monitoring. When read against the WP5 framework developed in D5.4 and D5.8, these results provide early pilot evidence relevant to KER use, Marketplace positioning, reuse-ready collections, creative reuse pathways, contextual digital experiences and rights-aware reuse. At this stage, these observations should be treated as preliminary pilot insights, that may provide inputs for REEVALUATE's exploitation directions, but not a final exploitation validation. Any relevant pilot evidence produced will be used to support REEVALUATE's final exploitation plan (D5.9).

Overall, the first round has established a solid foundation: engagement mechanisms work, digitisation is largely on track, and partners have gained valuable familiarity with the tools. The priorities for the second round are clear—improving enabler usability and domain fit, deepening the quality of stakeholder engagement, diversifying outreach channels, resolving IPR workflows, and completing the measurement framework for the KPIs that are still pending.

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Annexes

- Annex A: Raw data collected with the Internal survey for periodic compilation of Measured KPIs during REEVALUATE's Pilots round 1 (dated May 2026)
- Annex B: Internal survey for periodic compilation of Measured KPIs - https://ec.europa.eu/eu-survey/runner/702bcae6-1bc9-13a2-033f-bf3c0d833722
- Annex C: Satisfaction & Usability survey
    - Pilot 1: https://ec.europa.eu/eusurvey/runner/d66565e9-ec75-41ab-340a-428bc0b7b66f
    - Pilot 2: https://ec.europa.eu/eusurvey/runner/34e7f43d-e665-f839-8ca5-69890c1080b8
    - Pilot 3: https://ec.europa.eu/eusurvey/runner/24fd61fd-515f-f222-6765-78ff8ff1ef29
- Annex D: End users survey - https://www.menti.com/alsvhcoobx1e

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Name of pilot	Please specify the starting and end dates of the piloting period this data belong to	Which stakeholders were involved in this piloting period?	Which enablers did you test with them?	Please share the main KPIs in relation to participation: # participants # responses # users # collaborations # downloads # sales # artifacts If no data is available, please explain why	Please share the main KPIs in terms of social networks # visitors # interactions with content If no data is available, please explain why	Please provide the main conclusions from this piloting period
Pilot 2 (OLYMPIC MUSEUM)	28/01 - 21/04	general public, CH professionals	Public Sensing Prioritisation Enabler Human Driven Contextualisation Enabler	#72 participants # 26 artifacts	#75 interactions via the enablers tested	The first iteration of Pilot 2 provided useful insights that will support a more effective implementation in the next phase. From a stakeholder engagement perspective, the pilot showed that participatory activities can successfully attract user interest. However, interaction was mainly limited to simple actions (e.g. likes), indicating the need for more targeted approaches to encourage richer contributions. In addition, broader outreach through multiple communication channels could further increase participation. Regarding technical deployment, some delays on the enablers led to a stronger focus on internal testing and familiarisation. While this reduced the time available for external engagement, it allowed partners to better understand the tools and identify areas for improvement. In terms of enabler performance, some functional limitations were identified, particularly in relation to data collection and content management. These insights provide a clear direction for further refinement and optimisation. Continuous tracking and adjustments helped ensure that the pilot remained on track despite initial delays. Overall, the first iteration established a solid foundation. The knowledge gained is expected to support a smoother deployment, stronger stakeholder engagement, and improved results in the second iteration.

From Museums to Screens (Pilot 2, SPK)	Januar 2026 - April 2026 (M10-M28)	internal CHI employes (curators), archive users (researchers), workshop participiations, teachers, pupils, (meda) artists/filmmakers.	Public Sensing Prioritization Enabler, Human Driven Contextualisation Enabler, Marketplace, Context Validation Enabler, AI driven Contextualization Enabler (audio, image, text)	# 37 participants # 16 responses # 33 artefacts		Enablers work now, are still difficult to use. We hope that in the next iteration there will be substantial improvements in usability.
Pilot 1	1 march - 15 april 2026	CHI's (internal) MoMu & EFHA	Market Place: - collaboration enabler - creative reuse enabler - IPR/DLT context validation AI driven contextualisation (image & text)	7 participants responses => each participant reported back to the enabler developer via a google form or via the google doc per enabler. approx. 25/30 responses 7 users (same number as participants) ? We do not understand 'collaboration' We have not recorded the number of download. We estimate around 10-20 downloads. We have not recorded sales via market place, but have effectively sold 138 patterns of the pattern pilot 2 collections uploaded, containing 10 images+object description and 11 patterns.	Posts on Mildred (pattern pilot) Linkedin post MoMu: 72 likes; 2 comments; 17 reposts instagram post momu:271 likes; 22 comments Instagram post Fibre Mood: 579 likes; 24 comments =987 interactions We have not tracked the visitors, but they are a multiple...	Very general remarks: - Pattern pilot has a lot of potential regarding outreach - Enablers need better integration and more tailored towards fashion content (now it looks more like they are more suited for 'fine arts'): - data structure / data model should be based on e.g. EDM, which has a more general scope - AI enrichments do not work because the ontology behind it is does not work for fashion/costume. - IPR => licenses should be checked for 're-use' case. - AI creative re-use should be allowed only on 'open' content that allows derivatives. - Market place should be further developed as 'reevaluate platform'. - User interface is not always clear We could not take the game pilot into consideration.

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Fondazione Aquileia	Sep.2025 - Feb. 2026	# participants: - # responses: 96 votes + 10 comments= 106 responses # users: - # collaborations: 0 # downloads: 0 # sales: 0 # artifacts: 5 The number of responses (106) corresponds to 96 votes and 10 comments. Participants and Users correspond to the total number of recorded interactions (votes and comments). Moreover, collaborations, downloads and sales were not envisaged.	# visitors: 8975 # interactions with content: 274	We have successfully concluded the prioritisation campaign, envisaged for the first step of the pilot, which achieved a positive outcome. The recorded interactions meet the relevant KPI targets, confirming a satisfactory level of engagement. We are now proceeding with the next Human driven Contextualization Campaign.

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