



D7.2 Community Outreach and Policy Briefing

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¹**R**=Document, report;**DEM**=Demonstrator, pilot, prototype;**DEC**=website, patent fillings, videos, etc.; **OTHER**=other

²**PU**=Public, **CO**=Confidential, only for members of the consortium (including the Commission Services), **CI**=Classified, as referred to in Commission Decision 2001/844/EC

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EXECUTIVE SUMMARY

This is the public deliverable *D7.2 - Community Outreach and Policy Briefing* of the H2020 project PLUGGY. This is an accompanying report of the actual initiatives and activities developed within the framework of PLUGGY Project's communication and dissemination strategy, as outlined and described in detail in WP7. The first draft of this document presents the community outreach and policy briefing activities of PLUGGY up to month 12. The second draft presents the equivalent activities up to month 24.

During the first 12 months, and following the guidelines outlined in *D7.1 Communication and Dissemination Strategy*, PLUGGY's Users Community has been elaborated and the Community Outreach Database has been built, in order for the Communication and Dissemination Strategy to be applied through various related initiatives. The first activities of this sort are namely the sending of an awareness-raising mass mail to all audiences of PLUGGY, in order to introduce them to the project and activate their awareness and engagement to it. Moreover, in order to attract the younger generations' engagement with PLUGGY's assets, PLUGGY has welcomed the students' community and involved them creatively to the project's concept and vision. Furthermore, PLUGGY's promotional material (giveaways) for the Users' Community have been designed and produced, as part of the project's Communication and Dissemination Strategy.

During the second year of the project (M13-24), the further exploitation of the Community Outreach Database has been restricted due the limitations set by the EU General Data Protection Regulation (GDPR) and all contacts have been sent a specially designed mail with GDPR-compliant information and guidelines regarding their options in relation to getting informed about PLUGGY's further news and evolution. PLUGGY initiated liaisons and collaborations with several European Research and Technological Development initiatives. The collaboration with the student community successfully continued. Also, during summer 2018, a digital campaign ran through PLUGGY's social media, aiming to instigate social interaction and response from the public regarding PLUGGY's philosophy and objectives. At the same time several evaluations took place and more specifically in Piraeus Bank Cultural Foundation's Silversmithing Museum in Ioannina, Greece regarding PLUGGY's Social Platform, Curatorial Tool and AR app, motivating museum visitors as well as selected cultural heritage specialists and professionals to interact with PLUGGY and provide useful feedback and user implications. Furthermore, policy-briefing activities were initiated in order to engage the European Authorities with the activities of PLUGGY.

During the third and final year of the project (M25-M36) community outreach activities continued, introducing PLUGGY to general-public and expert audiences as the project and its various application evolved towards their final versions. The project's consortium also

continued the policy-briefing activities updating the European Authorities about the project's evolution towards its finalization.

1 Introduction

This is the public deliverable D7.2 of the H2020 project PLUGGY. This work was carried out as part of WP7 Communication and Dissemination. The strategy and framework for the community outreach and policy briefing approach of PLUGGY was defined in deliverable D7.1 Communication and Dissemination Strategy.

The main objective of the Community Outreach and Policy Briefing has been to engage the citizens, the heritage communities and the cultural heritage professionals, related associations, regional, national and European authorities and any other interested groups with the activities of PLUGGY and specifically with the Social Platform and the set of its supportive tools. It communicated the notions and ideas of PLUGGY to the multiple audiences and invited as many users as possible to join the Social Platform and populate it, while at the same time it demonstrated the use of the Curatorial Tool and apps to the heritage communities and professionals to gain their interest and participation.

For the purposes mentioned above, PLUGGY project's community outreach and policy briefing created the PLUGGY Users' Community, a wide list comprising of contacts within the project's various identified target audiences, as well as a dedicated group of external professionals, who would be kept updated of PLUGGY's developments and participate in the evaluation phases of the project. The PLUGGY Users' Community was expanded through the use of several related channels and means including among others: the PLUGGY social media activities and campaigns, media activities, organisation of local PLUGGY #Unite4Heritage events in the participant countries and several student events at the involved Research partners' facilities and elsewhere, etc.

PLUGGY's communication material has also been produced, namely a project flyer, short animated videos and giveaways. The material was updated according to the project development phases and was used in every occasion to support PLUGGY Dissemination and Communication activities.

Ad hoc and targeted networking activities for knowledge sharing and users' engagement have also been conducted in all partners' countries in order to disseminate PLUGGY project's objectives and news effectively and efficiently and capitalise upon their expertise, feedback, support and potential synergies.

This document is structured as follows. Section 2 describes the work that has been done for the definition and development of PLUGGY Users' Community and the building of the project's Community Outreach Database. Section 3 refers to and presents the project's mass communication activities with the described communities. Section 4 presents the community outreach activities that have been conducted throughout the project's duration, while Section 5 include policy briefing activities that have been conducted by PLUGGY consortium.

1.1 PURPOSE OF THE DOCUMENT

The purpose of this document is to summarise the actions and results of the activities performed to promote PLUGGY in multiple audiences and create the PLUGGY Core Group of professionals and overall users' community. It also acts as a reporting point that provides a general overview regarding the information of future EU policies and PLUGGY project's networking plan and activities. It has been updated yearly (MS7.2, MS7.4), with the final version delivered at the end of project.

1.2 INTENDED READERSHIP

This deliverable is primarily intended for Consortium partners, including the European Commission services. Considering the nature of the deliverable (i.e. publicly available), its content could be of use also to PLUGGY users and, more in general, individuals interested in knowing more about the project.

1.3 RELATIONSHIP WITH OTHER PLUGGY DELIVERABLES

This deliverable summarises the work initially outlined in *D7.1 – Communication and Dissemination Strategy*. It is strongly related to *D7.3 – Dissemination Activities and Materials*, that was curated in parallel.

D7.3 “Dissemination material and activities” includes the following:

- a) Overview of the dissemination channels
- b) Overview of the dissemination material
- c) Overview of the dissemination activities
 - a. Branding
 - b. Website
 - c. Newsletters
 - d. Social Networks
 - e. Media relations, press releases, and media coverage
- d) Overview of the journal articles, conferences articles and workshops
- e) KPIs

Whilst D7.2 “Community Outreach and Policy Briefing” includes the following:

- a) Overview of the communication and networking methodology
- b) Overview of the community outreach
 - a. Networking with other projects
 - b. Overview of expert audience's participation in PLUGGY
 - c. Overview of developer's outreach
 - d. Overview of student's outreach
 - e. Overview of general public outreach

c) Overview of policy briefing activities

As shown in Figure 1, it is also strongly related to all PLUGGY work packages.

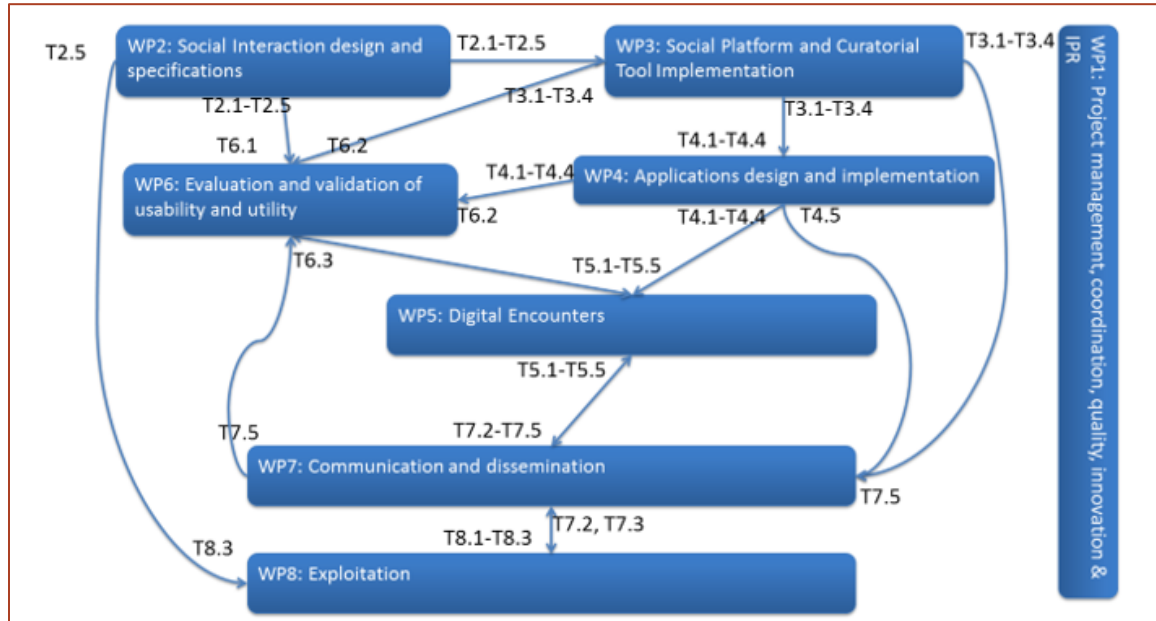


Figure 1 – Interrelation of PLUGGY work packages

2 PLUGGY Users' Community

2.1 DEFINITION AND SCOPE

PLUGGY's Communication and Dissemination Strategy had as a basic objective to motivate people to connect, learn, grow, think, actively participate and share ideas regarding the different views, aspects and interpretations of cultural heritage from the early phases of PLUGGY project. PLUGGY Users' Community was one of the most crucial means to achieve the above objective. It basically comprises of specially targeted key factors from a wide spectrum of cultural fields and facilities, which were communicated and involved through different ways in the project, acting as active ambassadors of PLUGGY. By getting introduced to PLUGGY's concept and platform, its creative architecture and structure, its key values and contribution to cultural heritage preservation and enhancement, participants in the PLUGGY Community:

- Got updated with PLUGGY news, achievements and developments.
- Promoted PLUGGY to their networks, raising awareness and interest for the project.
- Consisted a critical mass of committed professionals, who participated in the testing and progressive evaluation phases of the project, providing valuable feedback.
- Supported and promoted PLUGGY initiatives along the project's deployment, motivating members of their communities to use PLUGGY and activating their creative participation.

2.2 COMMUNITY OUTREACH DATABASE

As the first step for the creation of the PLUGGY Users' Community, a Community Outreach Database has been initiated and gradually populated with the participation and active involvement of all PLUGGY partners. The database has been built in a dedicated shared excel file, with distinct tabs for the various audiences potentially addressed by PLUGGY throughout all its development phases.

A first categorisation of these audiences has been established on the basis of PLUGGY's generally identified target audiences. Furthermore, in order to achieve maximum exposure and credible feedback from official sources, engage as much users as possible to the PLUGGY Social Platform and Curatorial Tool activities and ensure knowledge interchange between key actors, a specialised group of contacts has been created under the audience name "Networking & Knowledge Exchange". This specific audience consists

of contacts from key European and international relevant cultural heritage associations, authorities, organisations, and digital networks around cultural heritage and culture related policies. These contacts were also informed about the benefits of PLUGGY for the promotion of the European and National cultural heritage and their feedback was requested on a regular basis, along with the project's progress and implementation.

The list of these audiences is briefly presented in Table 1, while more detailed information can be found in *D7.1 – Communication and Dissemination Strategy*.

#	Community Outreach Audiences	Description
1	Museums, Galleries & Sites	Museums, galleries, archaeological sites, cultural sites, monuments and any institution that collects, preserves, interprets, and displays items of artistic, cultural, or scientific significance for the education of the public.
2	Art & Culture Professionals	Archaeologists, museologists, art curators, historians, art collectors, artists, architects, administrators or managers around arts or cultural organisations.
3	Cultural Associations & Groups	Private cultural associations or organisations, associations for the preservation of local cultural heritage assets, local traditional dancing schools, traditional music schools, traditional craftsmanship groups, communities with a sense of identity that celebrate the history, culture and diversity of a place, communities, groups and individuals that create, maintain and transmit tangible and intangible cultural heritage, etc.
4	NGOs	Non-governmental organisations with proven competence, expertise and experience in safeguarding tangible and intangible cultural heritage and objectives, local historical associations, etc.

5	Festivities	Local events that liven up the aspects of a community's identity, culture and history, etc.
6	App Developers	App Developers communities - specialised in Arts and Culture Apps - potential focus groups in upcoming PLUGGY App Challenge.
7	Cultural Tourism Professionals - Tour Guides	Cultural Tourism professionals, Guides, Travel Bloggers, etc.
8	Municipalities	Sectors of Culture, etc.
9	Socio - Cultural Foundations & Initiatives	Socio - Cultural Foundations and Initiatives that make grants in the areas of arts, culture and education.
10	Academia	University departments, faculties, professors, research institutes.
11	Ministries & Governmental Organisations	Culture, tourism, education
12	SMEs	Small and Medium-sized Enterprises (SMEs) in the field of culture, digital arts and art design, potentially interested in PLUGGY's commercial exploitation.
13	Media	Media outlets, journalists, bloggers in Culture, Technology & Science area of coverage.
14	Networking & Knowledge Exchange	Key European and international authorities and initiatives, associations, organisations and digital networks around cultural heritage and culture-related policies

Table 1 - PLUGGY Community Outreach Audiences

Within M1-M12 of the project, 2.800 contacts had already been registered in the aforementioned 14 distinct community outreach audiences. The overview and breakdown of these contacts per audience and partner country is presented in Table 2 and Charts 1-3 below, while the detailed lists are showcased in Appendix 1.

PLUGGY's Community Outreach Database was initially designed to be a "living" document throughout the whole project's duration, constantly updated with further contacts by all partners. However, as of May 25th 2018, the EU General Data Protection Regulation (GDPR) was put in force, eliminating the project's ability to further exploit the contacts that had been gathered per audience. A second mass mail was sent to all contacts on May 24th 2018, informing them about the directive and prompting them to subscribe to PLUGGY's newsletter once more, in order to be able to continue to be informed about PLUGGY's news and evolution in a GDPR-compliant manner.

#	Audience	Greece	Italy	United Kingdom	Spain	Slovakia	Other countries	Total per target audience	% on total
1	Museums, Galleries & Sites	454	128	50	14	62	51	759	27%
2	Art & Culture Professionals	79	35	3	362	2	4	485	17%
3	Cultural Associations & Groups	88	15	2	17	6	2	130	5%
4	NGOs	36	10	1	16	13	2	78	3%
5	Festivities	255	12		10	8	0	285	10%
6	App Developers	45	15	4	10		0	74	3%
7	Cultural Tourism Professionals - Tour Guides	30	6	5	10	56	6	113	4%
8	Municipalities	53	27		18	71	0	169	6%
9	Socio - Cultural Foundations & Initiatives	44	10		13	4	2	73	3%
10	Academia	74	21	4	10	6	7	122	4%
11	Ministries & Governmental Organisations	170	14		10	17	0	211	8%
12	SMEs	6	9	1	12		1	29	1%
13	Media	178	11			9	0	198	7%

14	Networking & Knowledge Exchange	32	11	7			24	74	3%
	Total per country	1544	324	77	502	254	99	2800	100%
	% on total	55%	12%	3%	18%	9%	4%	100%	

Table 2 -Total Distribution of Contacts per Target Audiences and per Country

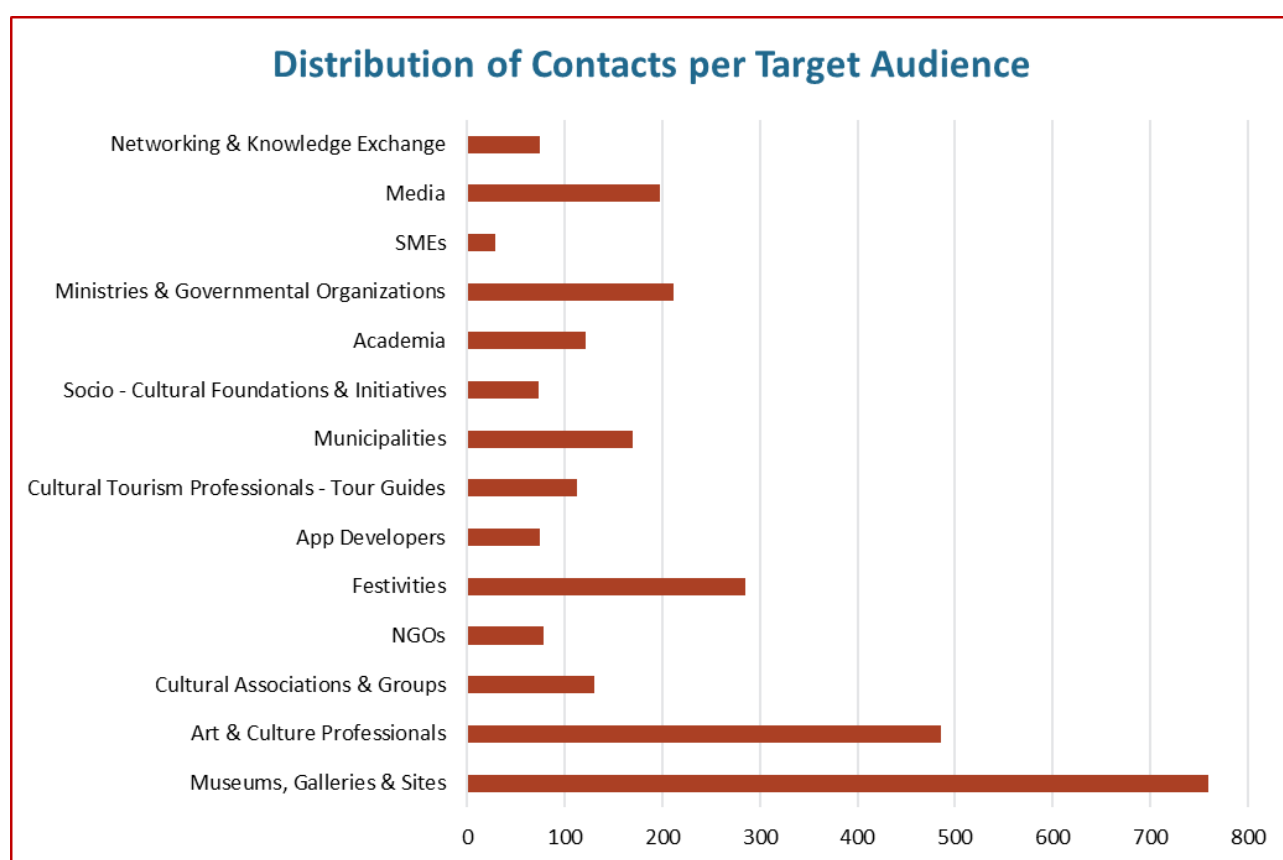


Chart 1 - Distribution of Contacts per Target Audience

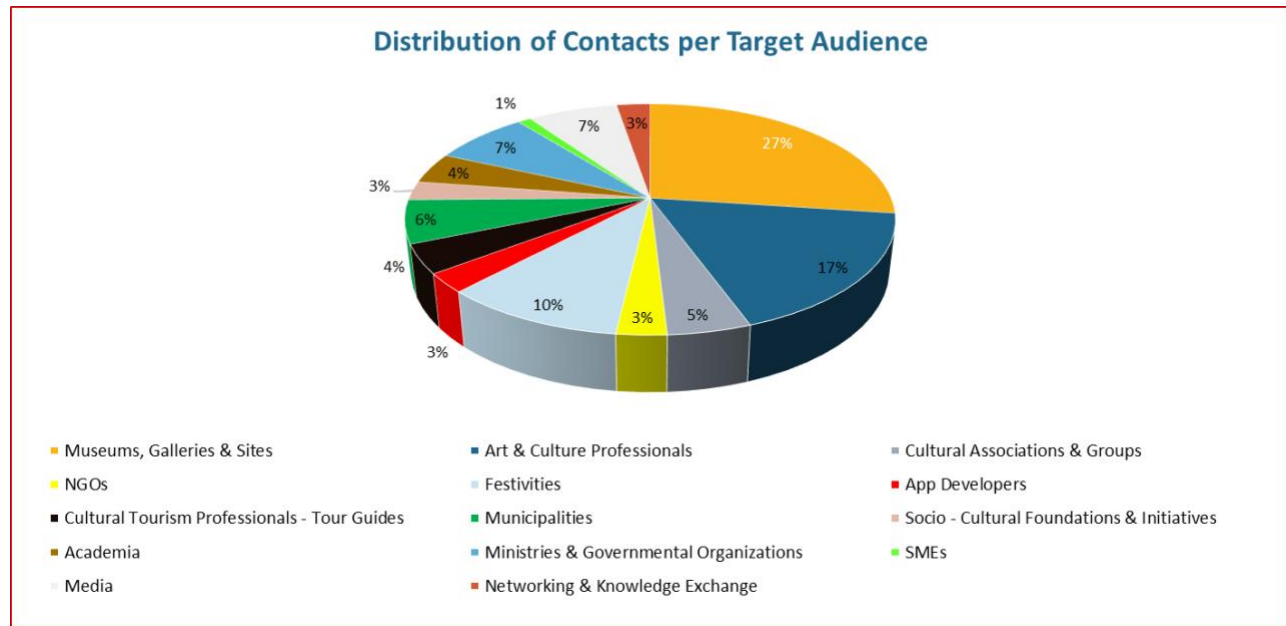


Chart 2 - Distribution of Contacts per Target Audience

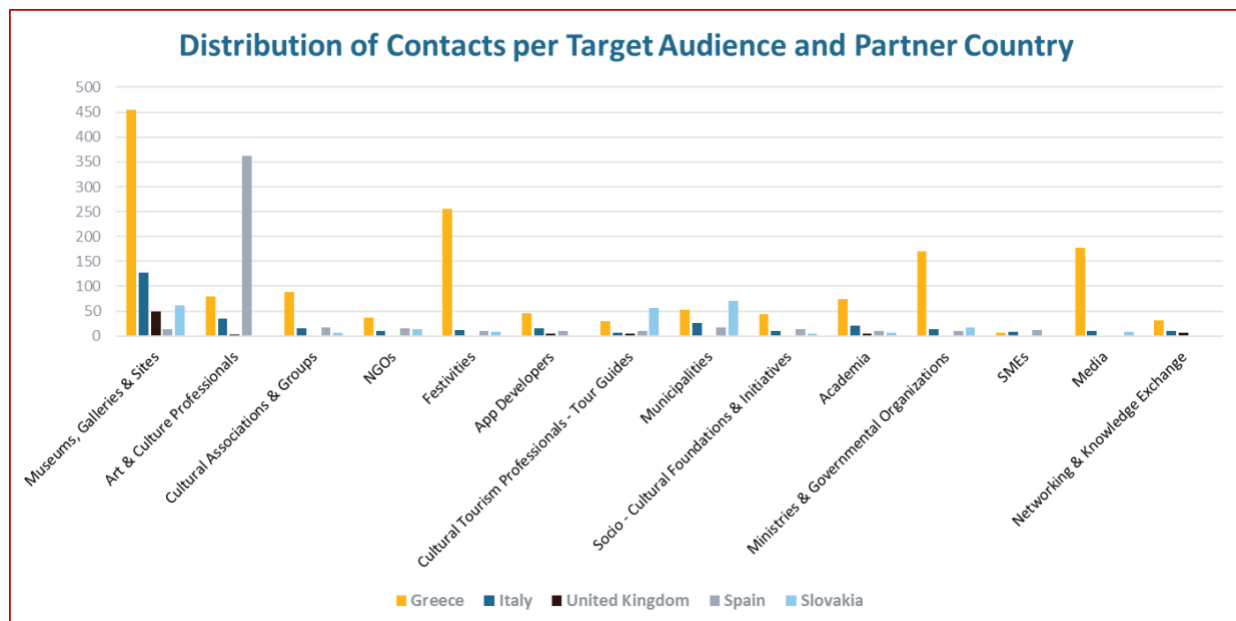


Chart 3 - Distribution of Contacts per Target Audience and Partner Country

2.3 INVOLVING COMMUNITIES: THE APPROACH

The communication initiatives and activities towards the Community Outreach Audiences described in Chapter 2.2. was planned to follow a scheme of gradual diffusion, based on AIDA communication model (Awareness-Interest-Desire-Action) that has been outlined and elaborated in D7.1 Communication and Dissemination Strategy and grow along

PLUGGY's rollout and deployment (Figure 2). This four-stage dissemination strategy included a mix of communication tools, starting from regular announcements, press releases and informative mails and newsletters through traditional and digital media for all audiences and evolving with informational meetings, conferences and demonstrational workshops.

The Community Outreach Audiences would be approached (a) massively, (b) individually or (c) per cluster of audiences, following specific criteria. In the latter case, the audience clustering would be based on the existence of common interests among the audience of each cluster, as well as of similar ways that PLUGGY might benefit their purposes and results. An indicative clustering approach might be:

Cluster 1 | Museums, Galleries & Sites, Art & Culture Professionals, Cultural Associations & Groups, Festivities, NGOs, Foundations & initiatives

Cluster 2 | App Developers, SMEs

Cluster 3 | Academia, Institutes

Cluster 4 | Ministries, Municipalities, Networking & Knowledge Exchange, Tourism, Media

In any case, the communication approach and the clustering criteria of the audiences would be decided on an ad-hoc basis, according to the communication initiative's objective, type and extent. Following the EU General Data Protection Regulation (GDPR), since May 25th 2018, massive communication initiatives (i.e. mass mails to contacts that are not registered to PLUGGY Newsletter's mailing list) were discontinued, for compliance purposes. The participation of these contacts to PLUGGY's initiatives has been made since then either by open-call type communication vehicles through PLUGGY's digital and social media channels or selectively, according to each communication initiative's specific characteristics and specifications.

For a detailed reference and analysis of the communication and networking activities actualised during the M1-M36, see Chapter 4 of the present document.

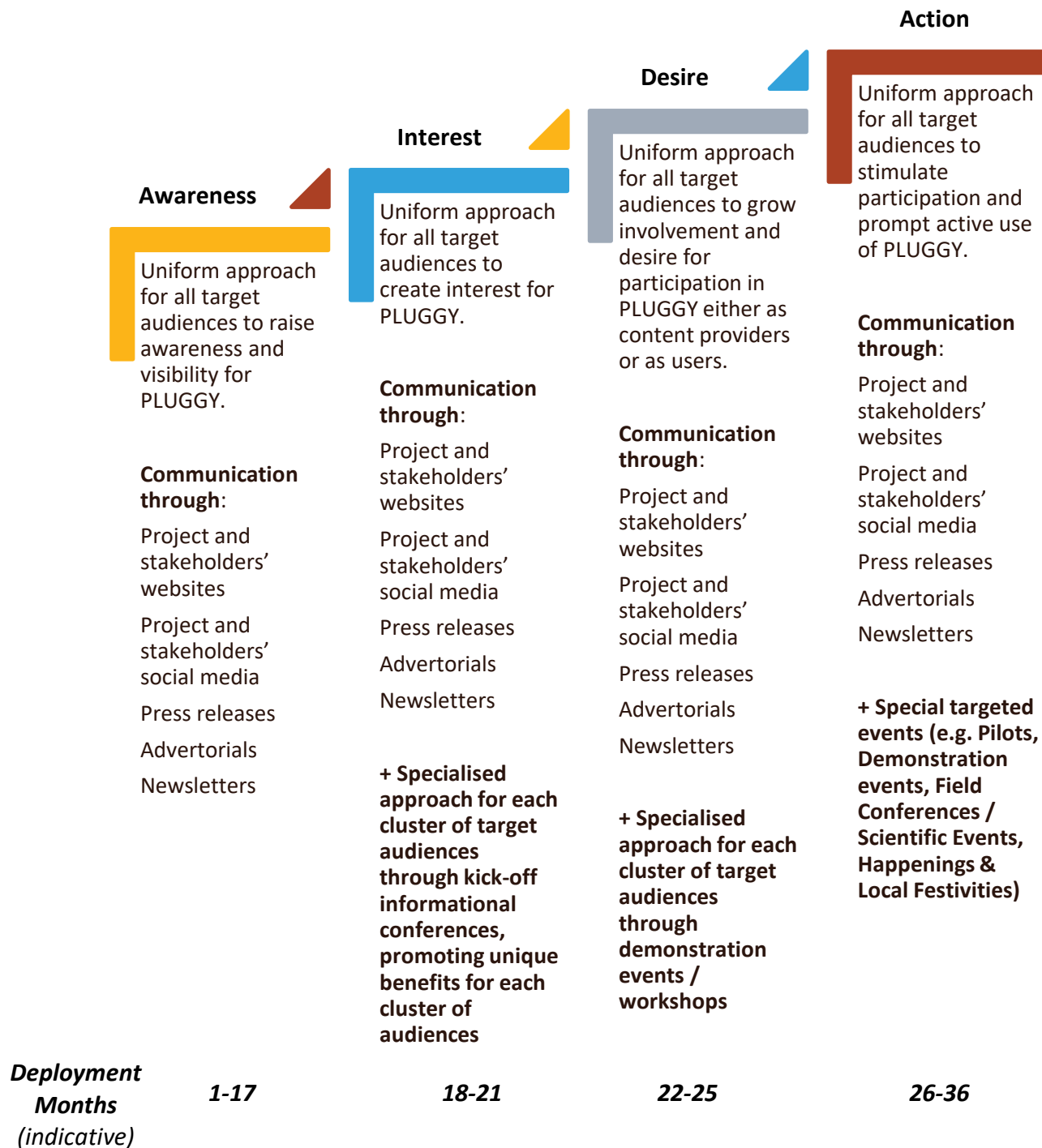


Figure 2- 4-stage dissemination strategy for involving communities

3 PLUGGY Communication & Networking Methodology

3.1 OVERVIEW

As described in D7.1 Communication and Dissemination Strategy, as well as in Chapter 2.2 of the present document, PLUGGY's Community Outreach and Policy Briefing designed and implemented specific and variously targeted outreach initiatives towards the various Community Outreach Audiences. These initiatives took place during the different stages of PLUGGY project's evolution and according the project's special needs and objectives per stage, in order to gradually disseminate the project and involve and engage the relevant audiences accordingly.

Within M1-M36 of the project, the following initiatives have been launched.

3.2 AWARENESS-RAISING MASS MAIL TO ALL AUDIENCES

Capitalising upon PLUGGY's Community Outreach Database volume (2.800 contacts within M1-M12), a mass mail has been decided to be sent to all Community Outreach Audiences, in order to:

- briefly introduce PLUGGY
- invite contacts to subscribe to PLUGGY's Newsletter
- invite contacts to follow PLUGGY's social media accounts

For the mass mailing purposes, PLUGGY's Community Outreach Audiences have been divided into 6 distinct clusters, according to the specific message PLUGGY needs to communicate to them, in terms of the provided benefits that are relevant to them. The mail content has been especially adapted in the "Why PLUGGY" section, highlighting PLUGGY's key messages and benefits that are most relevant to each specific audience.

Furthermore, in order to achieve higher mail acceptance, positive response, readership and audience penetration, the mail message has been translated to Italian, Spanish and Greek and sent to each countries' contacts in their native language.

The clusters of PLUGGY's Community Outreach Audiences used for this purpose, along with the equivalent variable message (benefit) are displayed in Table 3, while the draft mail content per country can be found in Appendices 2-5.

#	Clustering of Audiences	Key (variable) message
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1	<ul style="list-style-type: none"> - The General Public - The Media - Academia 	<p>PLUGGY addresses the need of society to be actively involved in cultural heritage activities not only as an observer but also as a creator and a major influencing factor.</p>
2	<ul style="list-style-type: none"> - Museums, Galleries & Sites - Socio-Cultural Foundations & Initiatives - Non-governmental organisations 	<p>PLUGGY addresses the need of society to be actively involved in cultural heritage activities not only as an observer but also as a creator and a major influencing factor.</p> <p>Furthermore, PLUGGY's networking platform and smartphone apps offer you a brand new way that will make your heritage more accessible and help you to self-promote and augment collections with interesting stories, linking them with other museums, art galleries etc. and with the material uploaded by the users. PLUGGY has also the potential to engage your visitors and invite them to be involved in the creation of new digital resources and cultural content.</p>
3	<ul style="list-style-type: none"> - Art & Culture Professionals - Cultural Organisations & Groups - Festivities 	<p>PLUGGY addresses the need of society to be actively involved in cultural heritage activities not only as an observer but also as a creator and a major influencing factor.</p> <p>PLUGGY is not a static experience associated with an event, a museum or a visit. It facilitates a living cultural experience wherever and whenever. Through PLUGGY's networking platform and innovative tools, you will be able to act as a skilled "storyteller" by creating fascinating personalised stories and sharing them through social networking with friends, associates and other professionals and the public. Your stories and input will be a truly valuable contribution in preserving cultural heritage and transmitting cultural values and history as well as in promoting tangible and intangible heritage assets, both well and less-well known.</p>

4	<ul style="list-style-type: none"> - SMEs - App Developers 	<p>PLUGGY addresses the need of society to be actively involved in cultural heritage activities not only as an observer but also as a creator and a major influencing factor.</p> <p>PLUGGY's innovations and user-centric approach will contribute in the creation of new business models of cooperation among creative industries, traditional and novel cultural institutions, strengthening business opportunities. Creative industries will be able to take advantage of PLUGGY's content and expandable architecture, in order to develop innovative and engaging applications, thus indirectly promoting local development and entrepreneurship.</p>
5	<ul style="list-style-type: none"> - Cultural Tourism Professionals, Tour Guides 	<p>PLUGGY addresses the need of society to be actively involved in cultural heritage activities not only as an observer but also as a creator and a major influencing factor.</p> <p>As culture shapes destinations, places, people, aspirations and lifestyles and is an essential factor of social and economic development, as well as a crucial pillar of touristic marketing strategies, the opportunities arising from PLUGGY's components and innovations are of great touristic interest and are expected to give tourism an innovative digital boost.</p>
6	<ul style="list-style-type: none"> - Municipalities - Scientific Community - Ministries & Governmental Organisations - Networking & Knowledge Exchange 	<p>Cultural heritage is central to the European Agenda for Culture. PLUGGY addresses the need of society to be actively involved in cultural heritage activities not only as an observer but also as a creator and a major influencing factor.</p> <p>Empowering the citizens to upload their own content and curate stories, around topics they feel are important and interesting, will be a powerful tool in order to better understand how individuals are perceiving cultural heritage, what</p>

		<p>is important to them and how they would like to perceive and experience different forms of cultural expression.</p> <p>Moreover, it will contribute to the promotion of innovative technologies as a generator of intelligent, sustainable and inclusive growth, supporting the digitisation of cultural heritage as a strategic aspect of tourism's promotion and vitality.</p> <p>Stay tuned with PLUGGY news and impactful developments and create high impact communication partnerships with the project for mutual support, synergies, sharing of best practices and genuine interest in cultural heritage.</p>
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Table 3 - Clustering of PLUGGY's Community Outreach Audiences for the purposes of the 1st massive informative mail sending

The 24 mass mails (4 languages x 6 variable-content messages) were sent in M13 through PLUGGY's central e-mail account (info@pluggy-project.eu).

3.3 GDPR-COMPLIANT MASS MAIL

Following the EU General Data Protection Regulation (GDPR), since May 25th 2018, massive communication initiatives and contacts not registered to PLUGGY's Newsletter mailing list were discontinued for compliance purposes.

A second mass mail was sent to all contacts on May 24th 2018 informing them about the directive and prompting them to subscribe to PLUGGY's newsletter once more, in order to be able to continue to be informed about PLUGGY's news and evolution in a GDPR-compliant manner. The mail format/content of this communication can be found in Appendix 6.

3.4 SOCIAL MEDIA CAMPAIGNS

As outlined in *D7.1 Communication and Dissemination Strategy*, two kinds of social media campaigns have been conducted during summer 2018 with the objectives to communicate PLUGGY's key achievements and current news with the stakeholders and the public, increase PLUGGY's visibility and awareness and instigate interaction, engagement and participation. The campaigns run through PLUGGY's official accounts in

three key social media platforms (Facebook, Twitter and Instagram) and were supported by PLUGGY's website and newsletter with exclusive announcements, posts and articles. Special #hashtags were used for these campaigns, along with the project's official ones as these are described in *D7.1 Communication and Dissemination Strategy*.

- **Push campaign:** The campaign was focused on raising visibility and awareness around PLUGGY. It was designed to reflect the project's philosophy, mission and objectives and communicate its current news and evolutions with special focus on the project's highlights during the time of the campaign (e.g. PLUGGY's AR-app test and evaluation, taking place at PIOP's Silversmithing Museum in Ioannina, Greece during July 2018). It also invited viewers to follow PLUGGY online through its social media accounts and register to PLUGGY's newsletter.
- **Pull campaign:** The campaign followed the push campaign and was based on the core values of PLUGGY, focusing on the participation of citizens. The campaign exclusively invited and motivated people to share their interpretation of personal and common cultural heritage by publicly posting a brief description of the cultural heritage story/theme/topic/element of their choice on their social media accounts or on PLUGGY's accounts. Through the use of dedicated #hashtags, the posts could be tracked down and viewed as an online collection of important crowdsourced cultural heritage features that might later on feed PLUGGY's social platform with complete stories. Thanking notes were posted by PLUGGY to each incoming post that would include the campaign's #hashtags. These notes were linked to a specially designed video, produced by Vakalo Art & Design College students, through the collaboration of PLUGGY with the college.

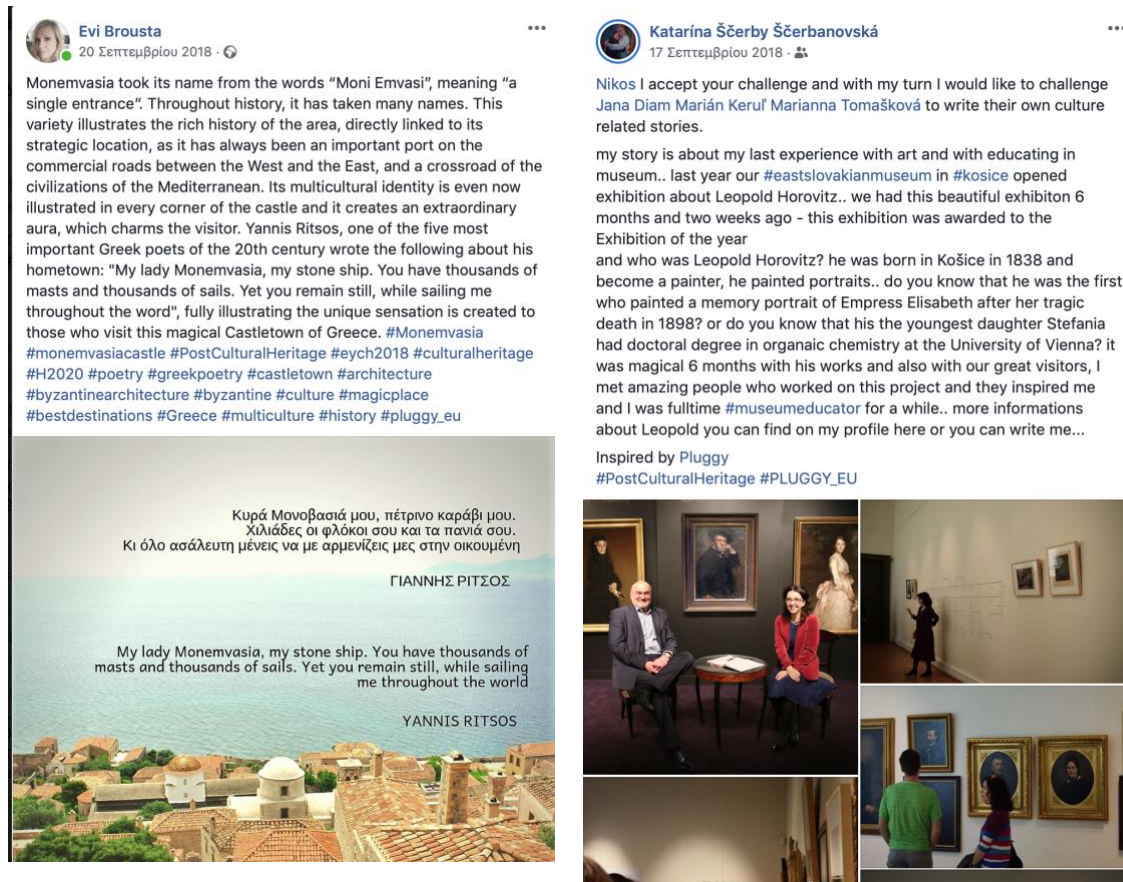


Figure 1: Facebook challenge posts

The two social media campaigns are described and illustrated in detail in MS7.3, *Dissemination Activities and Materials*.

3.5 PARTICIPATION IN MEETING AND WORKSHOPS

Besides the electronic means of reaching the targeted audience, a key element of PLUGGY's community outreach was the participation of its partners in key meetings and workshops establishing a face to face relation with interested parties.

4 Community outreach

4.1 NETWORKING WITH OTHER PROJECTS

PLUGGY liaised and collaborated with several European Research and Technological Development initiatives, participating in important Working Groups and events, networking and exchanging ideas and knowledge with their members, co-organising special sessions in conferences or boosting joint dissemination activities.

4.1.1 ARCHES

ARCHES aims to create more inclusive cultural environments particularly for those with differences and difficulties associated with perception, memory, cognition and communication. It will achieve this through in-depth research analysis and the development of innovative applications, functionalities and experiences based on the reuse and redevelopment of the aforementioned digital resources.

PLUGGY and ARCHES collaborated in creating a 3D audio soundscape for the Victoria and Albert museum using PLUGGY technology and ARCHES content.

4.1.2 COURAGE

COURAGE (“Cultural Opposition – Understanding the CultuRal HeritAGE of Dissent in the Former Socialist Countries”) is a three-year international research project funded by Horizon 2020, the EU Framework Programme for Research and Innovation.

PLUGGY collaborated with COURAGE in creating a policy brief titled "Learning from the History of Dissent in Communism to Foster a Shared European Memory of Freedom Practices."



Figure 2: PLUGGY COURAGE collaboration outcome

4.1.3 CROSSCULT

The European H2020 projects “EMOTIVE: Storytelling for Cultural heritage” and “CrossCult: Empowering reuse of digital cultural heritage in context-aware crosscuts of European history” organised an EU projects’ workshop in order to explore possible collaborations between EU funded projects relevant to Cultural Heritage. ICCS participated, sharing knowledge and networking for future co-organised liaison activities. The Workshop succeeded in gathering the most brilliant EU projects in the field of cultural heritage in Europe.

PLUGGY exchanged knowhow, best practices and lessons learned with CROSSCULT on two different workshops: a) Athens, Greece, (14 May 2018). B) Euromed 2018, Cyprus

4.1.4 EMOTIVE

EMOTIVE is an EU-funded heritage project that aims to use emotional storytelling to dramatically change how we experience heritage sites.

PLUGGY participated in EMOTIVE kick off meeting laying a roadmap for the collaboration of the 2 projects. EMOTIVE participated in a dedicated workshop of PLUGGY regarding Authoring Tools (18/11/2018), whilst they provided PLUGGY with some internal deliverables regarding methodologies for making the stories more emotional. Discussion took also place in using PLUGGY's 3D audio tool in their stories. Finally, there was an effort for having a common evaluation of the PLUGGY's technical prototypes and the two projects also exchanged their work on "personas".

4.1.5 CULTURELABS

CultureLabs proposes an innovative approach and an ICT-empowered infrastructure to facilitate the organisation and the deployment of participatory projects through the provision of specialised digital toolkits that offer stakeholder-appropriate ingredients and recipes.

PLUGGY and CULTURELABS share common ideas and a dedicated meeting took place in NTUA (February 2019) regarding the ideas of the 2 projects.

4.1.6 DANDELION

DANDELION – COURAGE Research Policy Workshop, Brussels, Belgium, (14 February 2018)

On the 14th February 2018, the projects COURAGE and DANDELION organised a joint Research Policy Workshop entitled, "Coordinating Policy Recommendations for Durable Action". Taking place in Brussels, the workshop aimed to improve the capacity of H2020 projects in the development of policy recommendations, developing synergies and bringing the results directly to representatives of the European Commission and policy makers. ICCS participated in the workshop to present PLUGGY's key attributes and to learn from the experiences of other EU-funded projects within the framework programme Societal Challenge 6, "Europe in a changing world – inclusive, innovative and reflective societies".

4.1.7 HERITAMUS

HERITAMUS is digital tool meant to be used by any community of practitioners of any cultural practice, contributing to a reflective society.

PLUGGY and HERITAMUS met at the fair of CH innovators in Brussels and exchanged knowhow on how to engage the general public.

4.1.8 IMARECULTURE

i-MareCulture scope is to raise public awareness of European identity by focusing in maritime cultural heritage, which by default bridges different civilisations.

PLUGGY had 2 meeting with IMARECULTURE on two different occasions discussing best practices and lesson learned.

4.1.9 REACH

REACH EU project opening conference, Budapest, Hungary, (10-11 May 2018)

Pluggy's partner TUK, the Technical University of Košice, attended the Opening Conference of EU project REACH, presenting a poster about PLUGGY and sharing experience at a networking session that gathered experts from the international cultural heritage field.

4.1.10 RURITAGE

RURITAGE is a 4-year EU-funded project under the Horizon 2020 programme. The main ambition of RURITAGE is the creation of an innovative rural regeneration paradigm based on Cultural and Natural Heritage.

Several users of RURITAGE used PLUGGY's platform to upload their stories (e.g. <https://pluggy.eu/exhibitions/5d01eee780bf49217e415aac>)

4.1.11 VIMM

Workshop on Advances in Digital Cultural Heritage, Madeira, Portugal (28 June 2017)

PLUGGY co – organised the Workshop on Advances in Digital Cultural Heritage as part of the 23rd ICE/IEEE International Technology Management Conference that took place on the 27th, 28th and 29th June 2017, in Madeira Island – Portugal. The workshop provided an opportunity for PLUGGY to liaise with other leading projects and initiatives in the field, such as COST Action TD1406, ViMM, DARIAH-CY, INCEPTION, Europeana, SHCity and ITN-DCH. During the workshop, the authors of the accepted papers presented the recent advances in the cultural heritage domain on digitalisation and technological solutions to engage participation.

The PLUGGY consortium was represented by the Imperial College of London. A paper was presented on the core concept and relevance of PLUGGY in relation to the current

literature and previous work done on distributed curation, personalisation and social media in cultural encounters. The paper further presents the user-centred design approach around the planned case studies, using an iterative design process and evaluation to validate our design choices.

4.2 EXPERT AUDIENCES' PARTICIPATION IN PLUGGY

4.2.1 Social Platform and Curatorial Tool

Focus groups at the Silversmithing Museum in Ioannina, Greece (July 2018)

During month 19, two qualitative focus group sessions were conducted in PIOP's Silversmithing Museum in Ioannina, Greece, where experts from various cultural fields from PLUGGY's Community Outreach were invited to experiment on and evaluate PLUGGY's Social Platform and Curatorial Tool. Overall 10 people took part in the two focus group sessions. Indicatively the fields of expertise covered the areas of cultural management, exhibitions curation, collections' management, cultural heritage, cultural studies and related projects. The objective of the focus groups was the experimentation of participants with PLUGGY's Social Platform and Curatorial Tool interfaces, the qualitative evaluation of their features and functionalities and the mining of valuable comments and remarks towards the optimisation of the functionalities from the users' perspective.

More details about this evaluation, as well as the specific findings and user implications are described and illustrated in detail in *D6.2 Report on the Iterative Evaluation and Validation*.

PLUGGY presentation at the Betliar museum, Slovakia (23 August 2019)

The event was planned specifically to present PLUGGY platform and applications to Betliar museum. We were aware of the focus of the organisation and decided to present them whole platform with focus to their field of interest. The meeting was organised in area of Betliar museum between Tomas Sabol and director of the museum. The museum was interested mainly in Pluggy's geolocation tours. They are in touch with us and ready to contact us when new exhibition will be created.

4.2.2 Collaborative Games

Nordic Game Conference, Malmö, Sweden (22-24 May 2019)

XTeam partner presented PLUGGY at Nordic Game Conference held on 22-24 May 2019 at Slagthuset in Malmö, Sweden. This annual conference hosts lots of international exhibitors and more than 2000 professionals and has become the one and only meeting place for the highly successful game developers of Europe.



Rome Video Game Lab, Rome, Italy (10-12 May 2019)

PLUGGY partners from Vianet and XTeam represented PLUGGY at the Rome Video Game Lab that took place on 10-12 May 2019 in Rome, Italy and informed visitors about the project.



La Scienza sotto la Rocca (Science under the Rock), Monselice, Italy (16 November 2018)

PLUGGY's partner Stefano Tamascelli from Xteam Software Solution presented PLUGGY during the conference entitled "Culture beyond the horizon-cultural perspectives beyond 2020, including digital, virtual and artificial intelligence" on the occasion of the event

Science under the Rock. The event was held on 16th of November 2018 at the Council Hall of the city of Monselice, Italy and was attended by more than 40 people.



Rovigo ADVENETO Culture, Rovigo, Italy, (13 February, 2017)

Participation in AD Veneto Culture, organised by the Veneto region (Italy) to promote and create a digital agenda on culture and tourism. XTeam presented PLUGGY as an innovative cultural European project.

4.2.3 3D audio

2019 AES International Conference on Headphones Technology, San Francisco, USA (27-29 August 2019)

PLUGGY partners from ICL participated in **the 2019 AES International Conference on Headphones Technology** that took place on from 27th to 29th August 2019 in San Francisco, USA. This conference focuses on technologies for headphones with a special emphasis on the emerging fields of Mobile Spatial Audio, Individualisation, Assistive Listening and Audio for Augmented Reality. It gathers scientists, developers and practitioners who are involved in theory, technical design, application or evaluation of headphone technology. The conference is an interdisciplinary gathering encouraging fruitful discussions across the headphone, hearing aid and audio delivery industries. ICL partners had a demo presentation entitled Well-based and Mobile Binaural Audio and Sonic Narratives that ran both days and also **presented a paper** entitled Estimating ear canal volume through electrical impedance measurements from in-ear headphones on the last day.

The idea of using 3D audio in a cultural heritage application was well received from both the technical audience as also non experts participants with an interest in cultural heritage. Below, the feedback ICL received during the conference:

- The idea of using electrical impedance measurements on the headphone drivers in order to gather information about the ear canal is very interesting...now you are trying to estimate only ear canal volume, but it'd be interesting to see if we could estimate other things, such as shape of the ear canal, and maybe in the future also HRTFs.
- PlugSonic Soundscape is excellent! Those tools were available only to researchers in the past, and it's great to hear that they are now available using a simple interface, and through a platform-agnostic tool.
- The workflow for creating a soundscape from single audio recordings, and then experience it interactively through a mobile device is very streamlined, simple to understand and ultimately usable in many areas and scenarios.
- I didn't know you could do interactive 3D binaural audio, using a web browser!

PLUGGY presentation at the UPJS Perception and Cognition Lab, Slovakia (1 October 2019)

The event was planned specifically to present PLUGGY platform and specifically Pluggy's 3D soundscape application to the UPJS Perception and Cognition Lab. The meeting was organised as a face to face where the demo was presented to director of the organisation. We have been looking for further cooperation as the field of interest of the Lab is very close to application developed by ICL. The meeting was successful and next cooperation is possible and we have created direct communication channel between ICL and the UPJS Perception and Cognition Lab.

4.2.4 Augmented Reality

PLUGGY presentation at the Auction house SOGA in Bratislava, Slovakia (20 August, 19 September 2019)

The event was planned specifically to present PLUGGY platform and applications to Slovak Auction House. We were aware of the focus of the organisation and decided to present them whole platform with focus to their field of interest. The meeting was organised via Skype, it allows us to present overview of the platform and online demo to PR manager of the organisation. The meeting was successful and we decided to have face to face meeting more focused on Pluggy's Augmented Reality application.

The event was planned specifically to present PLUGGY platform and applications to Slovak Auction House, it was a decision from the previous Skype meeting. It was a face to face meeting with director and PR manager of the organisation, the presentation was focused to demo of Augmented Reality application and brief overall Pluggy description. The director of the Slovak Auction House really liked the way of presenting real sculptures via

modern technologies and is open for the future cooperation. Currently they see only obstacle with creation of 3D models from their cultural artifacts.

4.3 DEVELOPERS

In order to promote the use of PLUGGY and demonstrate its pluggable nature, the consortium organised an open competition (app challenge), where external organisations and individuals were invited to present ideas for the exploitation of the PLUGGY Social Platform and Curatorial Tool. Twelve applications were submitted in paper, out of those only six were selected by a committee. Five applications have been submitted and out of those, four were positively evaluated. The results of the app challenge are in detailed documented in D7.4 “Report on app challenge”.

4.4 STUDENTS’ COMMUNITIES

4.4.1 Students’ involvement from the University of Málaga (Spain)

From an early phase of the project (M6), UMA approached a group of students from Málaga University / Audiovisual Communication and Advertising Department / Advertising and Public Relations Bachelor Degree in order to disseminate PLUGGY and engage them to it. Students offered to prepare a proposal for PLUGGY’s local communication strategy and implementation in Spain, as part of their “Cultural Communication” course. The students’ approach consisted of a thorough research upon PLUGGY’s current status and environment through a detailed SWOT analysis and a set of fresh promotional ideas that will enable PLUGGY in its strategy to engage especially the younger target groups. The approach was presented to PLUGGY partners and parts of it have been incorporated in the D7.1 document, enriching PLUGGY’s overall communication strategy.

4.4.2 Cooperation with Vakalo Art & Design College (Greece)

ICCS and PIOP approached the Board of Directors of Vakalo Art & Design College in Greece, regarding a desired collaboration, focused on PLUGGY’s visual identity applications. The Vakalo College (<http://vakalo.gr/vakalo-college-english/>) is the first school of Applied Arts in Greece to offer programmes of study at tertiary level. Founded in 1958, with a history of 60 successful years, it has established a reputation as the foremost design education institution in Greece, and among the top colleges internationally. More specifically, the idea of the collaboration is to inspire professors and students in fields such as Graphic Design, Digital Design and Animation and involve them into designing communication material inspired by PLUGGY, as part of their practical cases studies during courses such as Visual Identity, Visual Communication, Print Graphics, Web design & New media, Comic design etc. The outcome of the collaboration might include visual applications of PLUGGY based on its fundamental philosophy and

identity (with first probable applications focusing on e-cards, posters or other implementations), as well as cultural stories on PLUGGY’s social platform, curated through PLUGGY’s curatorial tools by Vakalo College’s graduate students. During the first year of this collaboration, PLUGGY was introduced as a case study for students and several digital works of art have been produced (from video spots and short movies to digital applications), one of which has been selected to support PLUGGY’s second social media campaign (the Pull campaign) as briefly described in part 4.5 and in more detail in *MS7.3 Dissemination Material and Activities*, as well as other dissemination activities of PLUGGY.

4.5 GENERAL PUBLIC

In order to reach PLUGGY’s identified multiple audiences, PLUGGY’s partners attended fairs, conferences and events related to the project’s fields either as panelists or key speakers or as attendees, gaining or sharing knowledge and presenting the project’s assets and results.

Through the project’s lifetime, PLUGGY’s partners participated in the following events, starting with the most recent:

Collaborative Game App Testings, Italy (September 2019)

Two Collaborative Game testings were held in September. The first, entitled “The Treasure of Mondolfo” took place in Mondolfo on 1 September 2019 with 160 people taking part and the second in Venice under the title “A Cinema-Like Venice”, an event created on the occasion of the Venice Film Festival a week later.

IAAPA Expo Europe 2019, Paris, France (16-19 September 2019)

PLUGGY participated in the **IAAPA Expo Europe 2019** held on 16-19 September 2019 at the Paris Expo Porte De Versailles in Paris, France. The annual IAAPA Expo is the largest conference and trade show dedicated to the attractions industry. Around 250 participants had the chance to use and evaluate the PLUGGY’s Collaborative Games.



European Heritage Days, (1-30 September 2019)

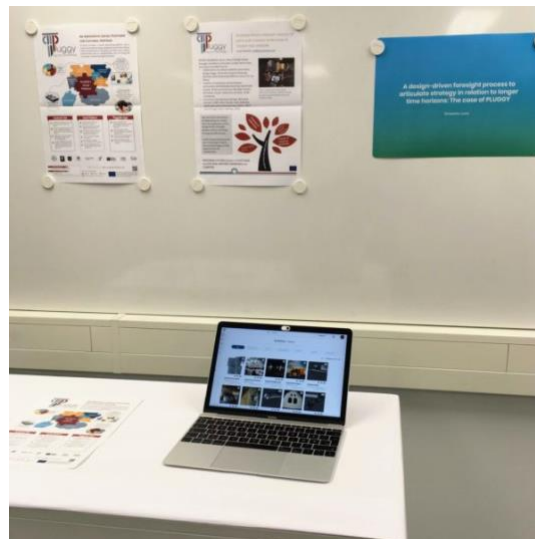
The **European Heritage Days** is the most widely celebrated participatory cultural event in Europe, which provides access to thousands of rarely opened sites and unique events to over 20 million people every year. The European Heritage Days take place in the 50 signatory countries to the European Cultural Convention every year in September. Although PLUGGY’s partner, East Slovakian Museum (ESM) takes part every year to the

event, this year participated by presenting PLUGGY and the pilots which took place in the museum's exhibitions.



ICED Conference 2019, Delft, the Netherlands (5-8 August 2019)

PLUGGY partners from VIANET presented the project in the market place of the **ICED Conference 2019** that was held in Delft, the Netherlands, on 5-8 August 2019. They also presented an **one-page paper and poster for conference** entitled “A design-driven foresight process to articulate strategy in relation to longer time horizons: The case of PLUGGY”.



Meeting Della Giostra, Rovigo, Italy, (29-31 July 2019)

Our partners from XTEAM participated in the **Meeting Della Giostra** that took place on 29-31 July in Rovigo, Italy representing PLUGGY. The event attracted a lot of professionals from the entertainment industry and culture field as well as people from the local authorities of the area.



2nd Summer School “Rural Space as Cultural Heritage”, Dimitsana, Greece (21-28 July 2019)

PLUGGY and its crucial role in the safeguarding and promotion of local cultural heritage was presented to the students of the **2nd Summer School “Rural Space as Cultural Heritage”**, organised by the Directorate of Modern Cultural Heritage of the Hellenic Ministry of Culture and Sports, in Dimitsana (Arcadia, Peloponnese), Greece during 21-28 July 2019. The students also participated in a dedicated workshop, through which they had the opportunity to curate digital stories about the cultural, societal and environmental transformations of Dimitsana through time on PLUGGY’s Geolocation App, created by Clio Muse. The students shared their thoughts and enthusiasm regarding the application as contributors of cultural content/stories, evaluated their experience and provided valuable feedback, as part of the pilot phase of PLUGGY that took place in PIOP’s Open-Air Water Power Museum in Dimitsana, Silversmithing Museum in Ioannina and Environment Museum of Stymphalia in Greece, as well as in East Slovakian Museum of Košice, Slovakia throughout this summer. Summarising, PIOP’s participation included among others:

- Presentation about the necessity of digital applications as tools for the safeguarding and promotion of local cultural heritage
- Presentation of PLUGGY platform
- Demonstration of PLUGGY applications, as part of PLUGGY’s pilot phase (walking tour, game, soundscape)
- Workshop on PLUGGY pins, in order to create cultural tours in Dimitsana



Collaborative Game App Testings, Italy (8 June & 6 July & 2019)

PLUGGY partner Xteam organised some more **Collaborative Game App Testings** in which the participants, who were around 80 people, not only had fun but also gave their feedback so as to make the game even better! The first, entitled **“The mystery of the tomb”** was held in Bologna on 8 June 2019, the next took place in Trieste on 30 June 2019, under the title **“The Empress’s Diamonds”** and the last one, the **“Leonardo’s lost drawing”** was organised in Milan on 6 July 2019.



Great Exhibition Road Festival, South Kensington, UK (June 2019)

In conjunction with **the Great Exhibition Road Festival**, the Dyson School of Design Engineering organised the Summer Show. The Great Exhibition Road Festival is a new three-day celebration of curiosity, discovery and exploration which took place on 28-30 June 2019 in South Kensington, UK. Our partners from Imperial College London (ICL) were

co-organisers and not only presented PLUGGY, but they also demonstrated the PlugSonic app on 29th & 30th June.



International Conference on Creative Economy, Cultural Development and Social Equity, Málaga, Spain (27-28 June 2019)

Pluggy partners from Universidad de Málaga (UMA) presented an overview of the project as well as the project's results at the **International Conference on Creative Economy, Cultural Development and Social Equity** which was held on 27-28 June 2019 in Málaga, Spain.



Museums festival 2019, Slovakia (10 June 2019)

PLUGGY joined the **Museums festival 2019**, a meeting of all the museums in Slovakia on 10 June 2019. East Slovakian Museum (ESM) partner presented the project during the festival and also had organised a booth where visitors could get information about PLUGGY.



Collaborative Game Testing, Treviso, Italy (3 June 2019)

Another fun testing of the Collaborative Game organised by our partner XTeam. This time, **'The Hunt-The treasure of Ezzelino'** as it was entitled, was held in Treviso, Italy on 3 June 2019. About 50 people participated, had fun and gave their feedback.



Verona & Vicenza Italy (13 April & 18 May 2019)

PLUGGY partner XTeam organised two fun testings of the Collaborative Game. The first was organised during an event in Verona, Italy on 13 April 2019 entitled **'The Hunt-Verona Hacker'** in which more than 50 people, between 23 and 35 years old, participated and had great fun. The second one entitled **'The Hunt – The Palladio Code'** was held on 18

May 2019 in Vicenza, Italy and attracted about 30 people. All the participants left their comments which were more than positive and XTeam will evaluate them appropriately.



ECHIC 2019, Athens, Greece (4-5 April 2019)

PLUGGY was presented by ICCS at **ECHIC 2019** which was held in the Byzantine Museum in Athens, Greece on 4-5 April 2019. The conference was hosted in collaboration with the University of the Peloponnese and other participating Greek education and cultural institutions.



Bologna Children's Book Fair, Bologna, Italy (2 April 2019)

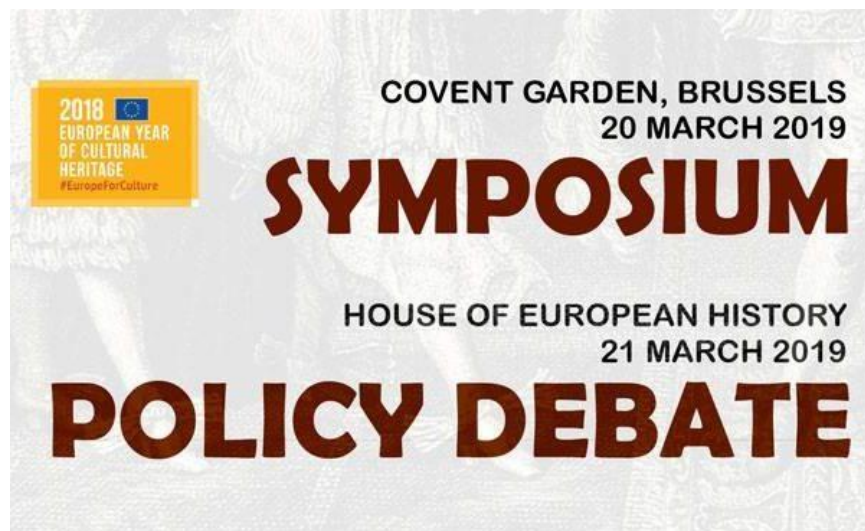
PLUGGY was presented on 2nd April 2019 in Bologna, Italy during the **Bologna Children's Book Fair** that is one of the biggest events in the publishing year's calendar built around children's content by PLUGGY's partners XTeam Software Solutions and Vianet.



Symposium entitled “Horizons for Heritage Research – Towards a Cluster on Cultural Heritage”, Brussels, Belgium (20 March 2019)

PLUGGY spent two days full of cultural heritage in Brussels, Belgium. On the 20th March 2019, PLUGGY participated in the **Symposium entitled “Horizons for Heritage Research – Towards a Cluster on Cultural Heritage”**. The aim of the Symposium was to agree on the content of a Manifesto that will provide the basis for the creation and the sustainability of a research stakeholder cluster on Cultural Heritage. The Symposium was hosted by the European Commission and supported by the Secretariat offered by REACH. On the 21st March 2019 at the House of European History, PLUGGY joined the **Policy Debate on Cultural Heritage and the Cultural and Creative Industries in Europe**. The policy debate was hosted by MEP Christian Ehler, rapporteur of the Horizon Europe proposal in the European Parliament, and co-organised with the European Commission.

PLUGGY organised a **webinar dedicated to the App Challenge** in order to help participants with the details of the App Challenge and answer any question they may have had. It lasted more than an hour and had several participants from all around Europe.



Vakalo Art & Design College Exhibition, Athens, Greece (18-20 December 2018)

A very interesting art **exhibition** took place on 18-20 December 2018 along with PLUGGY's plenary meeting in Athens, Greece. Graduate students from **Vakalo Art & Design College** got inspired by PLUGGY and created an exhibition with videos and AR posters. The visitors of the exhibition had also the chance to use and experience PLUGGY social platform.

**Let's meet PLUGGY, East Slovakia (10 December 2018)**

On 10th December 2018 PLUGGY's partner East Slovakian Museum (ESM) presented the project to about 20 representatives from museums, galleries and cultural institutions in East Slovakia in a **dedicated workshop**. The **presentation entitled "Let's meet PLUGGY"** was very interesting and the participants got informed about PLUGGY and the possible ways they can use it in their field.



Greek ICT Forum, Athens, Greece (4 December 2018)

The Greek ICT Forum is the annual Institutional Meeting of professionals, scientists and executives of the Greek IT and Digital Communications market. It has been running continuously since 1999 and the celebration of its 20th event coincides with decisive events and events that affect the course and future of the Greek IT and ICT market. PLUGGY was presented to its cultural heritage sessions with an audience of 50 people.

European Research Night Event, Athens, Greece, (28 September 2018)

PLUGGY participated in the European Researchers night in Athens, an event organised by the National and Technical University of Athens (NTUA) at the “Averof” building, the historical building of the university, on Friday 28 September and it was a tremendous success. PLUGGY was hosted in a room with a capacity of approximately 100 people, which was literally full, from the beginning until the end of the event. There was a presentation of PLUGGY’s AR app, distribution of leaflets and several giveaways (PLUGGY QR code stickers, posts-it and pencils).



UNESCO Memory of the World Documentary Heritage Inscription Awards, London, UK (19 September 2018)

ICL presented PLUGGY at the 2018 Memory of the World UK awards with over 200 invited delegates from the worlds of science, culture, government and heritage, including ministers and local dignitaries, members of our neighbouring institutions, UNESCO UK and funding bodies, Imperial College's President Alice Gast, members of the Senior Management Team, Faculty and Departmental Heads and members of the Governing Body.

**PLUGGY's Collaborative Game App spread joy, Venice, Italy (15 September 2018 & 29 September 2018)**

Two innovative treasure hunts were organised by PLUGGY's partner XTeam in order to get evaluation on PLUGGY's Collaborative Game App in two beautiful Italian cities. The first entitled **"The return of the cursed mask"** took place in Venice, Italy on 15th September 2018, with the participation of about 40 people who uncovered the watery wonderland of the city. Few days later, on the 29th September 2018, about 80 people participated in the second treasure hunt with the title **"The Leonardo's lost page"** was held in Milan, Italy. While participants had a lot of fun, XTeam was collecting feedback regarding the app, so that it can be even better for the users.

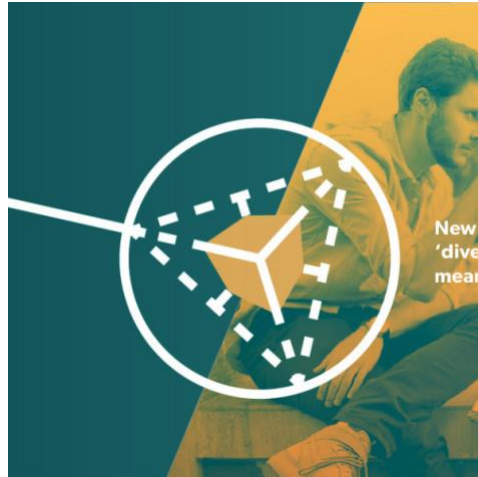


Inclusive Museum Conference, Granada, Spain (6-9 September 2018)

Presentation of a draft paper (A “Calophony” of Stories by Leonidas Argyros) Leonidas Argyros from PLUGGY’s partner Clio Muse participated in the 11th International Conference on the Inclusive Museum, which brings together a community of museum practitioners and researchers. The conference was held on the 6-9th of September 2018 in Granada, Spain. Leonidas’ presentation was entitled ‘A “Calophony” of Stories: Museum Collections Empowering the Voiceless’.

**PLUGGY at the “Co-creating augmented cultural experiences in Albertopolis” workshop, London, UK (5 September 2018)**

A scientific workshop entitled **“Co-creating augmented cultural experiences in Albertopolis”** was organised by the EU PLUGGY project, Imperial College and Royal College of Art as part of the **“2018 International Conference on Engineering & Product Design Education”**, on the 5th of September 2018. During the workshop, over 40 participants were introduced to the project and involved in the evaluation of the first prototype of the 3D Audio Narratives app developed by ICL. Two sonic narratives about the Albert Memorial in Hyde Park (London, UK) and the “Life in the Dark” exhibition at the Natural History Museum (London, UK) were designed specifically for the event to showcase the idea and the technologies behind the project.



PLUGGY presentation and evaluation at Silversmithing museum of PIOP, Ioannina, Greece (July 2018)

Silversmithing museum of PIOP in Ioannina, Greece welcomed and hosted PLUGGY between 17th and 27th of July 2018. For ten days, visitors of the museum had the chance to experience and evaluate PLUGGY's augmented functionality and features. People of all ages digitally explored a selection of silver gilt artifacts and PLUGGY team measured the app's usability and effectiveness. The interest of the visitors was so fruitful, especially among the school students who were thrilled by the AR app, that the event immediately became one of the most popular, cultural events of the summer. On the occasion of the event Nikos Frangakis, PLUGGY's project manager and Spyros Souvlakis from the PIOP's Museum Department gave a very interesting interview, which is available in the project's YouTube Channel.



Festival of Museums 2018, Bratislava, Slovakia (18-19 June 2018)

The 15th Festival of Museums 2018 was held in the City Museum of Bratislava, Slovakia, on 18th – 19th of June 2018. During the event, more than 45 museums from Slovakia presented their work and new ideas to their colleagues and found new connections for their work or research. PLUGGY's partner East Slovakian Museum (ESM), which holds the very honorable title of the "Museum of the Year 2017", was given some extra time to be presented. Therefore, they had the chance to present PLUGGY to the participants of the event.



PLUGGY's SEED in project's DANDELION's SEED Library, Online presence in an online Library

ICCS curated PLUGGY's SEED in project DANDELION's SEED Library in the context of successive **liaison activities** between the two projects. The DANDELION SEED Library is an innovative online platform that provides SEEDs (that means a kind of a multi-media digital brochure) to projects in the field of Social Sciences & Humanities in order to communicate their research findings directly with the industry, the media, the political stakeholders and the general public.

PLUGGY at the Info day "Museums, Skills and New Perspectives in the digital era", Patra, Greece, (6 November 2017)

The DAISy Research Group of the Hellenic Open University (<http://daissy.eap.gr>) organised the Info day entitled: **"Museums, Skills and New Perspectives in the digital era"** on Monday 06 November 2017, in the building of Library and Information Centre of the Hellenic Open University, in Patras, Greece. Aim of the Info day was the identification of the created needs of the professionals of culture and museum due to the quickening pace of the adoption of ICT in the cultural sector. The Info day was attended by museum professionals, students and graduates of cultural programmes, scientists and researchers in the fields.

PLUGGY attended the event and interacted with its participants, presenting them its innovative concept and assets, aiming to the development of a Facebook like social

platform and a suite of smartphone apps, expected to enable individuals, community groups, industry, museums and countries as a whole to bring out, document and share their heritage online and thereby celebrate Europe's collective heritage.



INNOVATHENS 6th Business Accelerator, Athens, Greece (9 October 2017)

PLUGGY was presented during the inauguration event for the 6th cycle of INNOVATHENS Business Accelerator, held in Athens, Greece on October 9th 2017 and focusing for the second subsequent year on Creative and Cultural Industries. PLUGGY's leading partner in Greece, ICCS, presented PLUGGY's philosophy, key objectives and business model, as an innovative case study, combining cutting edge technology with cultural heritage, the creative industries and potential commercial opportunities. INNOVATHENS is the Hub of Innovation & Entrepreneurship of Technopolis City of Athens, that was launched in 2014 in Greece in collaboration with Athens Synergies (6 entrepreneurial associations, listing more than 350 of the most innovative and extroverted businesses of Athens). Targeting young individuals and/or working groups in Athens and beyond who wish to create, establish or enhance their own innovative enterprises, INNOVATHENS seeks to provide professional guidance and support services of high added value to the start-up community.



European Researchers' Night, Athens, Greece, (2017)

PLUGGY joined European Researchers' Night, held in the premises of the National Technical University in Athens, and came closer to several young attendants and student communities in a night that stimulated interest in and curiosity for science and research through many "edutainment" activities and challenges.

European Researchers' Night is one of the most famous European Union initiatives, in which research, science and innovation are celebrated. It is part of a series of Marie Skłodowska-Curie events and aims to show the public what being a researcher means and how interesting the research work can be. It takes place every year, on the last Friday of September, simultaneously in about 300 cities all over Europe and beyond and since 2005 has attracted over 1.5 million visitors.

Smart Innovation Festival 2017, Silea, Italy, (15 – 17 September 2017)

PLUGGY was introduced by its dedicated Italian partner, the XTEAM Software Solutions srls, to several different stakeholders who attended the Festival Smart Innovation 2017 that took place in Silea, Italy on 15 – 17 September 2017.

Organised by the Municipality of Silea in collaboration with the cultural association Laboratorio Archimede, the Smart Innovation Festival created a unique networking space and gave the possibility to attendants of all age groups, regardless their level of education, employment or work engagement, to interact, share knowledge, discover new opportunities and create important synergies. Innovation and creativity were the keywords of the event. Through engaging workshops, interactive labs, exhibitions, conferences and several research and scientific sessions, several Innovation topics were successfully addressed – Robotics and Rehabilitation New Careers, the Fourth Industrial Revolution, Startups, Innovative and Successful Ideas, Co-work and co-create, Technologies that simplify everyday life, Home Automation, Apps and Internet of Things.



PLUGGY's Collaborative Game App, Italy (Summer 2017)

PLUGGY partner XTEAM organised several events in which the Collaborative Game was used and evaluated by the numerous participants. "The hidden symphony" was held in Bergamo, on 20 July 2017, where about 30 people participated and seven days later "The Awakening of the Goddess" with almost 40 participants took place in Padova. On 3rd August, another testing entitled "The Hunt" was held in the city of Mantova with 40 participants who evaluated the game while having fun!

Rovigo Fiera dell'elettronica, Rovigo, Italy, 19 February 2017

PLUGGY was presented to general public in entertainment event in Rovigo. Impact/Estimated reach: 1,000 attendees. A dedicated roll-up banner was also presented.

Winter Wonderland Italia, Ferrara, Italy, 7 - 8 January, 2017

PLUGGY was presented to general public in special entertainment Christmas event in Ferrara. Impact/Estimated reach: 2,000 attendees. A dedicated roll-up banner was also presented.

4.5.1 Facebook challenge

Around September and October 2018 an extensive campaign took place in Facebook in the form of a "challenge a friend". Participants had to write a cultural heritage story, tag PLUGGY and #PostCulturalHeritage and then challenge three friends to do the same. We estimate that around 100 stories were posted, involving people far beyond the consortium of PLUGGY.

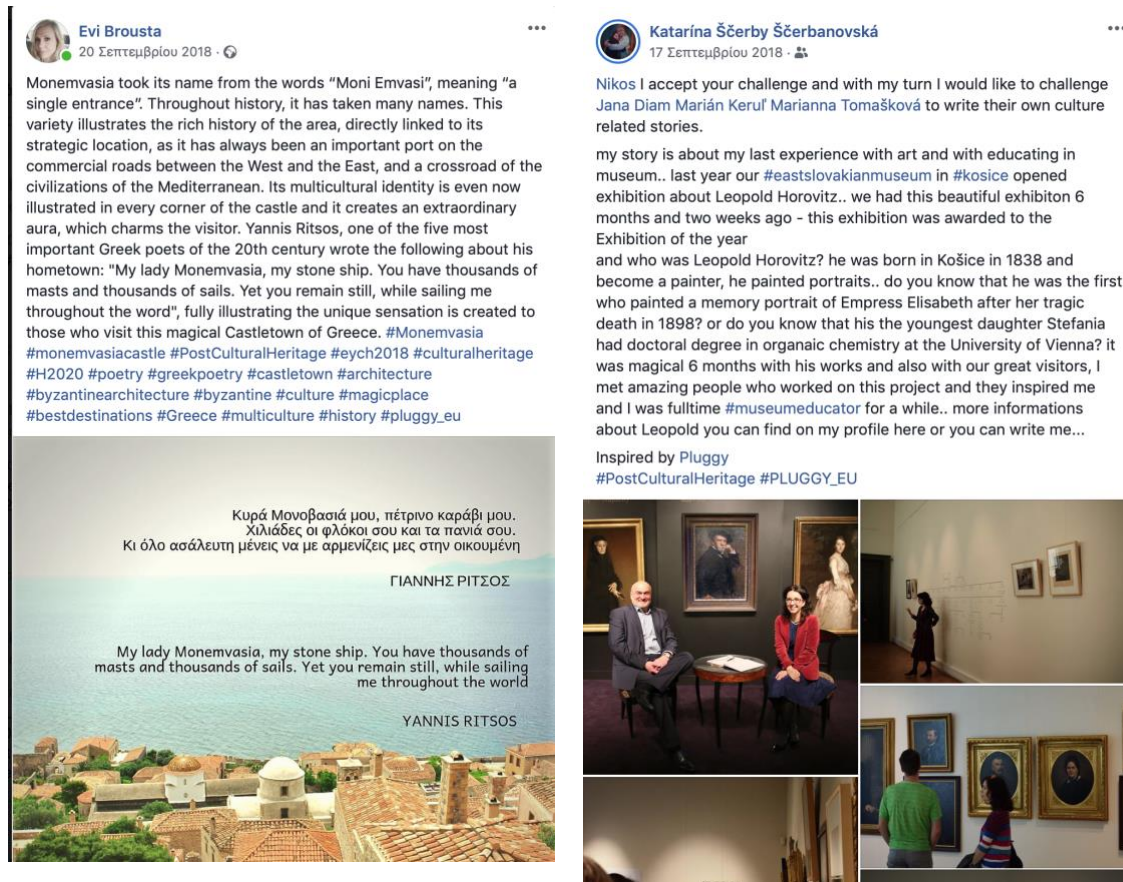


Figure 3: Facebook challenge posts

5 Policy Briefing

PLUGGY participated in several events organised by the EU or EU-related bodies in order to engage the European authorities with the activities of PLUGGY and specifically with the Social Platform. The events in which PLUGGY participated in and are organised by the EU or other EU relating bodies are presented below:

Cultural Heritage in the Digital Era, Brussels, Belgium, (25 October 2017)

PLUGGY was presented at the 'Cultural Heritage in the Digital Era' workshop organised by the European Cooperation in Science & Technology Association (COST). The event was attended by over 35 participants, including representatives of the European Commission, research bodies and universities as well as Project Officers and members of the Permanent Representations of several Member-States to the EU.

ICT and cultural heritage workshop, European Commission, Luxembourg, (13 - 14 December 2017)

PLUGGY was invited by the European Commission to take part in a session entitled 'ICT and cultural heritage workshop' on 13-14 December 2017 at the Euroforum Building in Luxembourg. The focus of the event was to explore possible future digital based research and innovation activities on European Cultural Heritage in the framework of the next work programme.

The objective of the workshop was to gather a group of renowned experts from different stakeholders engaged in the field of the interaction of Cultural Heritage with digital technologies. EC has invited experts from libraries, museums, archives and audio-visual archives as well as Research Institutes ICT technology providers and the creative industries. The workshop will help the European Commission services to shape their proposals for future activities in the Cultural Heritage sector for the next work programme and for activities to propose for the next framework programme.

Coordinating Policy Recommendation for Durable Action, Brussels, Belgium (14 February 2018), co-organised by COURAGE and DANDELION

The policy workshop addressed some key challenges – how to produce policy recommendations, what format they should take to encourage people to read them, how policies can be best framed, how policies can better appeal to representatives of the Commission and how projects can collaborate better to present results that together will have greater impact.

The workshop also focused on some of the key issues relating to cultural heritage, including legal issues facing projects, the challenges posed by the digital world, cultural preservation trends and the conflicting interest of key players in this sector.

The main outcome of the workshop was the following proposal for FP9.



Figure 4: COURAGE, DANIELION proposal for FP9

Cooperation with CROSSCULT and other initiatives in shaping lesson learned and recommendations for the upcoming FP.

Athens 14.5.2018: EU Cultural Heritage projects: collaboration possibilities

Cyprus 3.11.2018: On Saturday, November 3rd 2018 at the premises of the Filoxenia Conference Centre in Nicosia, Cyprus and hosted by the EUROMED2018 conference, the 2nd meeting/workshop of the EU projects working on Cultural Heritage took place. The workshop was organised by CrossCult researchers from the University of Peloponnese. The topics of discussions were based on issues raised by the projects prior to the meeting. Participating projects were asked to provide a short presentation with their open challenges, IPR issues and sustainability issues.

Culture, digital media and entrepreneurship: from digitisation to gamification, Athens, Greece (18-19 May 2018)

Briefing of the Greek minister of Digital Politics, Telecommunications and Information on participative cultural heritage and the notions of PLUGGY.

Cultural Informatics workshop in Euromed 2018 Limassol, Cyprus, (29 October-3 November 2018)

PLUGGY, along with other 16 EU projects related to cultural heritage, participated in the Cultural Informatics workshop on the 3rd of November 2018. The workshop took place during the International Conference on Digital Heritage Euromed 2018 that was held in Cyprus on 29th October-3rd November 2018. The aim of this workshop was to bring together projects, research groups, stakeholders, independent researchers and practitioners who are active in the broader area of cultural informatics in order to present the current state of affairs, discuss open challenges faced by each one and explore possible collaborations. The ultimate goal was that tools, technologies, know-how, methods and best practices can be exchanged, thus significantly improving our efficiency and management/allocation of public and private resources.

ICT & Cultural Heritage Workshop 2018, Brussels, Belgium, (14 November 2018)

The event was organised by the EC in Brussels, Belgium on 14th of November 2018 and its focus was to explore possible future digital based research and innovation activities on European Cultural Heritage in the framework of the next work programme. The workshop managed to gather about 50 renowned experts from different stakeholders engaged in the field of the interaction of Cultural Heritage with digital technologies.

Nikos Frangakis, PLUGGY's Project manager from ICCS, presented both the project and the success story of the collaboration between PLUGGY and the Vakalo College of Arts & Design. Moreover, PLUGGY was one of the five finalist of the unofficial competition award for sustainable development that was held during the workshop.

Fair of European Innovators in Cultural Heritage, Brussels, Belgium, (15-16 November 2018)

The event was a wonderful occasion to see how the EU is promoting research & innovation in cultural heritage, fostering creativity and new connections across countries. Researchers, innovation providers, policy makers, representatives from cultural institutions, start-ups and incubators, business companies, creatives, pioneers from technology and economics, European institutions representatives were some of the people who took part in the event. Nikos Frangakis, PLUGGY's Project manager, from ICCS presented the project during the breakout session “**Digital Innovations for experiencing and co-creating cultural heritage**” and had interesting interactions with many other EU projects related to cultural heritage. There was also a PLUGGY booth where leaflets and QR code stickers were distributed. During the Fair of Innovators in Cultural Heritage there were several networking opportunities with other EU projects like Culturemoves and CulturalGems.

CH Symposium and Policy Debate, Brussels, Belgium (20-21 March 2019)

Organised by REACH Social Platform for participatory approaches and social innovation in culture entitled “Horizons for Heritage Research – Towards a Cluster on Cultural Heritage”

Policy Debate on Cultural Heritage and the Cultural and Creative Industries in Europe. The policy debate was hosted by MEP Christian Ehler.

This policy debate resulted in the REACH position paper about cultural heritage research in Horizon Europe, which was endorsed by PLUGGY.



Figure 5: REACH position paper

6 Conclusions

The high impact of PLUGGY has been achieved through the way the consortium managed to engage a wide community of users and professionals. The main points of the PLUGGY's community outreach are summarised below:

- Motivated the consortium partners into engaging their networks of actors
- Communicated the project goals to the cultural heritage related audience, the press and the general public
- Disseminated the project developments in the scientific and cultural heritage community
- Demonstrated the capabilities of the PLUGGY architecture and implementation to the cultural heritage professionals
- Demonstrated the business opportunities of a pluggable Social Platform for cultural heritage to the app developers and solutions providers
- Demonstrated the added value of a cultural heritage Social Platform to the citizens
- Demonstrated the effectiveness of an ICT implementation to serve the basic principles of the Faro convention to the public bodies

Appendices

APPENDIX 1 – COMMUNITY OUTREACH DATABASE

Tables 4 and 5 summarise the volume of contacts gathered per Community Outreach Audience and country through M1-M12 time period.

The detailed lists of contacts that constitute the Community Outreach Database of PLUGGY have been uploaded on Redmine in the dedicated *“D7.2 Appendix 1 - PLUGGY_Community Outreach Consolidated File 30.11.2017”* Microsoft Excel file.

#	TARGET AUDIENCES COUNTRIES	Greece	Italy	United Kingdom	Spain	Slovakia	Other countries	Total per target audience	% on total
1	Museums, Galleries & Sites	454	128	50	14	62	51	759	27%
2	Art & Culture Professionals	79	35	3	362	2	4	485	17%
3	Cultural Associations & Groups	88	15	2	17	6	2	130	5%
4	NGOs	36	10	1	16	13	2	78	3%
5	Festivities	255	12		10	8	0	285	10%
6	App Developers	45	15	4	10		0	74	3%
7	Cultural Tourism Professionals - Tour Guides	30	6	5	10	56	6	113	4%
8	Municipalities	53	27		18	71	0	169	6%
9	Socio - Cultural Foundations & Initiatives	44	10		13	4	2	73	3%
10	Academia	74	21	4	10	6	7	122	4%
11	Ministries & Governmental Organizations	170	14		10	17	0	211	8%
12	SMEs	6	9	1	12		1	29	1%
13	Media	178	11			9	0	198	7%
14	Networking & Knowledge Exchange	32	11	7			24	74	3%
Total per country		1544	324	77	502	254	99	2800	100%
% on total		55%	12%	3%	18%	9%	4%	100%	

Table 4 - Distribution of Contacts per Target Audience and Country

#	TARGET AUDIENCES OTHER COUNTRIES	Germany	France	Hungary	Poland	Belgium	The Netherlands	Sweden	Czechia	Austria	Egypt	China	Canada	Russia	Croatia	USA	Portugal	Other	Sum
1	Museums, Galleries & Sites	20	13	8	6				4										51
2	Art & Culture Professionals	1				1				1						1			4
3	Cultural Associations & Groups		1													1			2
4	NGOs						1								1				2
5	Festivities																		0
6	App Developers																		0
7	Cultural Tourism Professionals - Tour Guides							1			1	1	1	1		1			6
8	Municipalities																		0
9	Socio - Cultural Foundations & Initiatives	1														1			2
10	Academia	1				2	1	1				1					1		7
11	Ministries & Governmental Organizations																		0
12	SMEs		1																1
13	Media																		0
14	Networking & Knowledge Exchange	2	5	1		6	4	3		1								2	24
	Total per country	25	20	9	6	9	6	5	4	2	1	2	1	1	1	4	1	2	99
	% on total	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

Table 5 - Distribution of Contacts per Target Audience and Country

APPENDIX 2 – AWARENESS-RAISING MASS MAIL (DRAFT ENGLISH VERSION)



MEET PLUGGY!

THE INNOVATIVE SOCIAL PLATFORM FOR CULTURAL HERITAGE

Introducing PLUGGY

We welcome you to [PLUGGY](#), the **pluggable social platform for heritage awareness and participation** that aims at encouraging the participation and involvement of European citizens in the promotion and enhancement of cultural heritage on a local, national and international level.

With this mail, we would like to briefly inform you about PLUGGY's mission and objectives and invite you to get to know more about its philosophy and the possibilities it offers.

For more information, please find attached PLUGGY's official brochure and Press Release.

Why PLUGGY

PLUGGY is an EU funded research project that was initiated in December 2016 and is expected to launch, over the next three years, an **inventive social platform** as well as a suite of smartphone apps that will enable individuals, community groups, industry, museums and countries as a whole to bring out, document and share their heritage online and thereby celebrate Europe's collective heritage.

Variable / alternative messages according to the target audience (groups of audiences)

1	<ul style="list-style-type: none"> • The General Public • The Media • Academia 	<p><u>PLUGGY</u> addresses the need of society to be actively involved in cultural heritage activities not only as an observer but also as a creator and a major influencing factor.</p>
2	<ul style="list-style-type: none"> • Museums, Galleries & Sites • Socio-Cultural Foundations & Initiatives • Non-governmental organisations 	<p><u>PLUGGY</u> addresses the need of society to be actively involved in cultural heritage activities not only as an observer but also as a creator and a major influencing factor.</p> <p>Furthermore, <u>PLUGGY</u>'s networking platform and smartphone apps offer you a brand new way that will make your heritage more accessible and help you to self-promote and augment collections with interesting stories, linking them with other museums, art galleries etc. and with the material uploaded by the users. <u>PLUGGY</u> has also the potential to engage your visitors and invite them to be involved in the creation of new digital resources and cultural content.</p>
3	<ul style="list-style-type: none"> • Art & Culture Professionals • Cultural Organisations & Groups • Festivities 	<p><u>PLUGGY</u> addresses the need of society to be actively involved in cultural heritage activities not only as an observer but also as a creator and a major influencing factor.</p> <p><u>PLUGGY</u> is not a static experience associated with an event, a museum or a visit. It facilitates a living cultural experience wherever and whenever. Through <u>PLUGGY</u>'s networking platform and innovative tools, you will be able to act as a skilled "storyteller" by creating fascinating personalised stories and sharing them through social networking with friends, associates and other professionals and the public. Your stories and input will be a truly valuable contribution in preserving cultural heritage and transmitting cultural values and history as well as in promoting tangible and intangible heritage assets, both well and less-known.</p>

4	<ul style="list-style-type: none"> • SMEs • App Developers 	<p>PLUGGY addresses the need of society to be actively involved in cultural heritage activities not only as an observer but also as a creator and a major influencing factor.</p> <p>PLUGGY's innovations and user-centric approach will contribute in the creation of new business models of cooperation among creative industries, traditional and novel cultural institutions, strengthening business opportunities. Creative industries will be able to take advantage of PLUGGY's content and expandable architecture, in order to develop innovative and engaging applications, thus indirectly promoting local development and entrepreneurship.</p>
5	<ul style="list-style-type: none"> • Cultural Tourism Professionals - Tour Guides 	<p>PLUGGY addresses the need of society to be actively involved in cultural heritage activities not only as an observer but also as a creator and a major influencing factor.</p> <p>As culture shapes destinations, places, people, aspirations and lifestyles and is an essential factor of social and economic development, as well as a crucial pillar of touristic marketing strategies, the opportunities arising from PLUGGY's components and innovations are of great touristic interest and are expected to give tourism an innovative digital boost.</p>
6	<ul style="list-style-type: none"> • Municipalities • Scientific Community • Ministries & Governmental Organisations • Networking & Knowledge Exchange 	<p>Cultural heritage is central to the European Agenda for Culture. PLUGGY addresses the need of society to be actively involved in cultural heritage activities not only as an observer but also as a creator and a major influencing factor.</p> <p>Empowering the citizens to upload their own content and curate stories, around topics they feel are important and interesting, will be a powerful tool in order to better understand how individuals are perceiving cultural heritage, what is important to them and how they would like to perceive and experience different forms of cultural expression.</p> <p>Moreover, it will contribute to the promotion of innovative technologies as a generator of</p>

		<p>intelligent, sustainable and inclusive growth, supporting the digitisation of cultural heritage as a strategic aspect of tourism’s promotion and vitality.</p> <p>Stay tuned with PLUGGY news and impactful developments and create high impact communication partnerships with the project for mutual support, synergies, sharing of best practices and genuine interest in cultural heritage.</p>
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Meet our partners

PLUGGY comprises a **multidisciplinary mixture of 9 partners from 5 European countries**, including 4 research institutes and universities, a network of 10 museums in Greece and Slovakia, as well as 3 innovative SMEs, specialised in user interaction, creative content and digital arts.

Clickable logos will appear here

Approach

PLUGGY Components

PLUGGY consists of three connected components that facilitate a living cultural experience wherever and whenever.

A) The Social Platform

PLUGGY will design and implement an innovative Social Platform, providing functionality similar to social media like Facebook, LinkedIn and Instagram, adjusted to a heritage-centric platform, web-based, easy to access and easy to contribute. Through its innovative tools, citizens will be able to act as “storytellers” by creating their personalised stories and sharing them through social networking with friends, associates and culture professionals.

B) The Curatorial Tool

Through the innovative Curatorial Tool, users will be able to combine and enrich their cultural experiences and stories with material provided by the platform and

further relate them with authoring material provided by already available digital collections and libraries and with content uploaded by other users.

C) The Pluggable Apps

The platform will include a suite of smartphone apps, designed to enable users to creatively enrich their stories with innovative authoring tools. The following apps are currently under development:

- An **Augmented Reality App** that will liven users' stories through their smartphone cameras and screens.
- A **Geolocation Mobile App**, to showcase the geographical information of cultural heritage spots.
- A **3D Sonic Narratives App**, through which the users will be able to record and place sounds to cultural heritage spots during their visit. Through the app's advanced 3D techniques these recordings will be automatically processed, creating a more immersive and realistic experience.
- A **Video Game Authoring App**, that will provide users the basic bricks to easily develop collaborative digital games and puzzles without any specific programming knowledge. In that way, discovering the material and immaterial aspects of cultural heritage will become an uncomplicated and fun experience.

Follow us

Register now to PLUGGY's **Newsletter** and **social media accounts** and be up to date with the project's latest news. Discover more about PLUGGY in our [website](#) and [media kit](#).

.... Subscription form will appear here

We are looking forward for your ideas and suggestions regarding PLUGGY. Please send your message at info@pluggy-project.eu or at PLUGGY's social media.

... logos of PLUGGY's social media will appear here

APPENDIX 3 – AWARENESS-RAISING MASS MAIL (DRAFT ITALIAN VERSION)

FAI LA CONOSCENZA DI PLUGGY!

LA PIATTAFORMA SOCIALE INNOVATIVA PER I BENI CULTURALI

Chi è PLUGGY

Benvenuti in PLUGGY, la piattaforma sociale che permette di collegarti in modo consapevole e con una partecipazione attiva ai beni culturali, con l'obiettivo di incoraggiare la partecipazione e il coinvolgimento dei cittadini europei nella promozione e sviluppo della cultura a livello locale, nazionale e internazionale.

Con questa mail vorremmo informarti brevemente sulla missione e gli obiettivi di PLUGGY ed invitarti a conoscere meglio la sua filosofia e le possibilità che può offrire.

Per maggiori informazioni, ti invitiamo a leggere il volantino e la Rassegna Stampa in allegato.

Perchè PLUGGY

PLUGGY è un progetto di ricerca finanziato dalla UE che è stato iniziato nel dicembre 2016 e che lancerà, nei prossimi tre anni, una piattaforma sociale originale, insieme ad alcune applicazioni per smartphone, che permetterà a persone, comunità, società, musei e paesi di mettere in evidenza, documentare e condividere la cultura online e quindi di consacrare i beni culturali dell'Europa intera.

Messaggi orientati ai differenti segmenti o gruppi

1	<ul style="list-style-type: none"> • Pubblico (generale) • Media • Accademia 	PLUGGY vuole risolvere il problema di una società che ha bisogno di essere coinvolta attivamente nelle attività relative ai beni culturali, non solo come osservatore passivo ma anche soprattutto come soggetto attivo , con la capacità di influenzare altri utenti .
2	<ul style="list-style-type: none"> • Musei, Gallerie & Siti 	PLUGGY vuole risolvere il problema di una società che ha bisogno di essere coinvolta attivamente nelle attività relative ai beni culturali, non solo come osservatore passivo ma anche soprattutto come

	<ul style="list-style-type: none"> • Fondazioni & Iniziative Socio-Culturali • Altre organizzazioni 	<p>soggetto attivo, con la capacità di influenzare altri utenti.</p> <p>Inoltre, la piattaforma e le applicazioni per smartphone PLUGGY ti forniscono un modo assolutamente nuovo per rendere la cultura più accessibile e ti aiutano ad aumentare e promuovere collezioni di storie nuove e interessanti, collegandole a musei, gallerie d'arte, e altro con il materiale fornito dagli utenti. PLUGGY ha inoltre la potenzialità di interessare i tuoi visitatori, invitandoli a partecipare alla creazione di nuove risorse digitali e contenuti culturali.</p>
3	<ul style="list-style-type: none"> • Professionisti di Arte & Cultura • Gruppi & Organizzazioni Culturali • Festival 	<p>PLUGGY vuole risolvere il problema di una società che ha bisogno di essere coinvolta attivamente nelle attività relative ai beni culturali, non solo come osservatore passivo ma anche soprattutto come soggetto attivo, con la capacità di influenzare altri utenti.</p> <p>PLUGGY non è un'esperienza statica associata ad un evento, ad un museo o ad una visita. PLUGGY rende più facile vivere un'esperienza culturale viva, ovunque e continuativa. Tramite la piattaforma di rete e gli strumenti innovativi, potrai presentarti e comportarti come un vero "cantastorie", creando storie personalizzate e affascinanti e condividerle tramite la rete con i tuoi amici, conoscenti, altri professionisti e il pubblico. Le tue storie e le tue cooperazioni in rete saranno un contributo prezioso per preservare la cultura, per trasmettere i valori culturali e la storia, per promuovere i beni culturali tangibili e non, sia che essi siano conosciuti o no.</p>
4	<ul style="list-style-type: none"> • Piccole e medie imprese • Sviluppatori di applicazioni 	<p>PLUGGY vuole risolvere il problema di una società che ha bisogno di essere coinvolta attivamente nelle attività relative ai beni culturali, non solo come osservatore passivo ma anche soprattutto come soggetto attivo, con la capacità di influenzare altri utenti.</p> <p>Le innovazioni e l'approccio centrato all'utente di PLUGGY daranno un contributo alla creazione di un nuovo modello di business improntato alla cooperazione tra aziende creative e istituzioni</p>

		<p>culturali tradizionali e innovative, rafforzandone le opportunità di business. Le società creative saranno capaci di trarre il massimo vantaggio nell'uso di PLUGGY, dei suoi contenuti e della sua architettura espandibile. In tal modo, potranno essere sviluppate applicazioni innovative e coinvolgenti, che quindi contribuiranno all'espansione dell'industria locale e della imprenditorialità.</p>
5	<ul style="list-style-type: none"> • Professionisti del Turismo Culturale - Guide Turistiche 	<p><u>PLUGGY</u> vuole risolvere il problema di una società che ha bisogno di essere coinvolta attivamente nelle attività relative ai beni culturali, non solo come osservatore passivo ma anche soprattutto come soggetto attivo, con la capacità di influenzare altri utenti.</p> <p>Come la cultura modella le destinazioni, i luoghi, la gente, le loro aspirazioni e lo stile di vita ed è un fattore essenziale dello sviluppo economico e sociale, così come la cultura stessa è un pilastro essenziale delle strategie del marketing turistico, le opportunità offerte dagli elementi e le innovazioni di <u>PLUGGY</u> sono di grande aiuto e forniranno un impulso determinante al turismo.</p>
6	<ul style="list-style-type: none"> • Comuni ed Enti Locali • Comunità Scientifiche • Ministeri & PA • Networking & Scambio di Conoscenza 	<p>Il patrimonio culturale è un fattore primario per l'Agenda Europea della Cultura.</p> <p><u>PLUGGY</u> vuole risolvere il problema di una società che ha bisogno di essere coinvolta attivamente nelle attività relative ai beni culturali, non solo come osservatore passivo ma anche soprattutto come soggetto attivo, con la capacità di influenzare altri utenti.</p> <p>Dare ai cittadini la capacità di caricare in rete i contenuti e poter gestire le loro storie, centrate intorno agli argomenti che loro ritengono importanti ed interessanti, costituisce uno strumento molto potente per capire meglio come gli individui percepiscono il patrimonio culturale, cosa è importante per loro e come vorrebbero captare e vivere l'esperienza di diverse forme di espressione culturale.</p>

		<p>Inoltre, il progetto potrà contribuire alla promozione delle tecnologie innovative come generatore di una crescita razionale, sostenibile e inclusiva, fornendo il necessario supporto alla digitalizzazione del patrimonio culturale, come aspetto strategico alla promozione e prosperità del turismo.</p> <p>Rimani sintonizzato sul canale delle notizie aggiornate di PLUGGY e dell'impatto che susciterà lo sviluppo del progetto, con la creazione di una collaborazione ad alto impatto comunicativo, con cooperazioni sinergiche, condivisione delle best practises e interesse genuino per il patrimonio culturale.</p>
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Ti presentiamo i nostri partner

PLUGGY comprende un insieme multidisciplinare composto da 9 partner di 5 paesi europei, inclusi 4 istituti di ricerca ed università, una rete di 10 musei in Grecia e Slovacchia, così come 3 piccole società innovative, specializzate in interazione con gli utenti, contenuti creativi e arte digitale.

Clickable logos will appear here

Filosofia del progetto

Componenti di PLUGGY

[PLUGGY](#) consiste in tre componenti interconnessi che facilitano un'esperienza culturale viva, ovunque e continuativa.

A) La Piattaforma sociale

[PLUGGY](#) prevede la progettazione e realizzazione di una Piattaforma Sociale innovativa, che comprende funzionalità simili a Facebook, LinkedIn e Instagram, ma centrata sui beni culturali, comunque un social media di semplice accesso e facile da utilizzare e fornire contributi. Tramite i suoi strumenti innovativi, i cittadini saranno in grado di diventare dei moderni cantastorie, creando le loro storie e condividerle attraverso la rete con i propri amici, conoscenti e professionisti della cultura.

B) Strumento per Curatori culturali

Tramite uno strumento innovativo per Curatori, gli utenti saranno in grado di mettere insieme storie ed esperienze culturali con il materiale fornito dalla piattaforma; in tal modo possono arricchire ulteriormente le storie con materiale disponibile nelle collezioni digitali o nelle librerie e con i contenuti caricati da altri utenti.

C) Le Applicazioni Collegabili

La piattaforma prevede un insieme di applicazioni per smartphone, progettate per consentire agli utenti di arricchire in modo creativo le loro storie con strumenti innovativi, mirati alla realizzazione di contenuti multimediali. Le seguenti applicazioni sono in fase di sviluppo:

- **Un'Applicazione di Realtà Aumentata**, per dar vita alle storie dell'utente tramite la fotocamera del suo smartphone e il suo schermo.
- **Un'Applicazione Mobile di Geolocalizzazione**, per mostrare informazioni geografiche dei siti culturali.
- **Un'Applicazione Audio 3D**, attraverso la quale gli utenti saranno in grado di registrare suoni e inserire colonne sonore ai filmati di beni culturali ripresi durante una visita. Tramite tecniche avanzate in 3D, le registrazioni audio saranno processate automaticamente, in modo da creare un'atmosfera totalmente immersiva e realistica.
- **Un'Applicazione per la Composizione di Video Game**, che fornisce agli utenti il materiale base per sviluppare in modo semplice giochi di collaborazione digitali e quiz senza una specifica conoscenza della programmazione. In questo modo, la scoperta del materiale e degli aspetti immateriali del patrimonio culturale diventeranno un'esperienza semplice ed esilarante.

Seguici

Registrati ora alla **Newsletter** di PLUGGY e agli **account dei social media** per restare aggiornato sulle notizie del Progetto. Scopri di più su PLUGGY nel nostro [sito](#) e con i [media kit](#)

.... Subscription form will appear here

Noi ti saremmo grati per le tue idee e proposte riguardo PLUGGY. Mandaci un messaggio a info@pluggy-project.eu o sui social media di PLUGGY: lo leggeremo con attenzione!

... logos of PLUGGY's social media will appear here

APPENDIX 4 – AWARENESS-RAISING MASS MAIL (DRAFT SPANISH VERSION)



¡TE PRESENTAMOS A PLUGGY!

UNA PLATAFORMA SOCIAL INNOVADORA PARA EL PATRIMONIO CULTURAL

Introducción a PLUGGY

Te presentamos a [PLUGGY](#), la plataforma social innovadora para el patrimonio cultural. Su objetivo es estimular la participación y la iniciativa de los ciudadanos europeos en la promoción y enriquecimiento del patrimonio cultural, tanto a nivel local como nacional e internacional.

Nos gustaría informarte brevemente sobre la misión y objetivos de PLUGGY, invitarte a conocer su filosofía y las posibilidades que ofrece.

Tienes más información en el folleto oficial y en la nota de prensa que van adjuntas a este mensaje.

Por qué PLUGGY

PLUGGY es un proyecto financiado por la U.E. que comenzó en diciembre de 2016. El proyecto creará, a lo largo de tres años, una **nueva plataforma social** y un conjunto de aplicaciones (*apps*) para smartphone que servirán a asociaciones, empresas, museos, instituciones y, en general a cualquier ciudadano y ciudadana a compartir y documentar el patrimonio cultural en la red, contribuyendo así a gestionar colectivamente el patrimonio cultural de Europa.

Mensajes alternativos según la audiencia objetivo

1	<ul style="list-style-type: none"> • Público general • Medios 	PLUGGY se pone al servicio de la sociedad para que ésta se involucre activamente en las
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	<ul style="list-style-type: none"> • Universidad 	<p>actividades culturales y de defensa del patrimonio, no sólo como espectadora, sino también como creadora y como gestora.</p>
2	<ul style="list-style-type: none"> • Museos, galerías y enclaves culturales • Iniciativas y fundaciones socioculturales • Organizaciones no gubernamentales 	<p>PLUGGY se pone al servicio de la sociedad para que esta se involucre activamente en las actividades culturales y de defensa del patrimonio, no sólo como espectadora, sino también como creadora y como gestora.</p> <p>La red social y las aplicaciones para smartphones de PLUGGY ofrecen nuevas formas de hacer el patrimonio que gestionas y defiendes más accesible, ayudando a la vez a la promoción de tu organización; te permiten enriquecer tus colecciones con historias interesantes, enlazarlas con las de otras organizaciones y con material aportado por los usuarios. PLUGGY también tiene el potencial de enganchar a los visitantes de tus exposiciones e invitarles a la creación de nuevos recursos digitales de contenido cultural.</p>
3	<ul style="list-style-type: none"> • Profesionales del arte y la cultura • Grupos y organizaciones culturales • Festivales 	<p>PLUGGY se pone al servicio de la sociedad para que ésta se involucre activamente en las actividades culturales, no sólo como espectadora, sino también como creadora y como gestora.</p> <p>PLUGGY no será una experiencia estática asociada a un evento, museo o visita, sino que busca facilitar una experiencia cultural viva y dinámica. La plataforma social y las aplicaciones de PLUGGY te darán las herramientas para crear narraciones cautivadoras y compartirlas en la red social con tus contactos, amistades, profesionales y público en general. Tus historias serán una contribución valiosísima para la defensa del patrimonio, la transmisión de valores culturales y la promoción de elementos tangibles e intangibles, aquellos más conocidos y aquellos que necesitan serlo.</p>
4	<ul style="list-style-type: none"> • PYMES • Desarrolladores de aplicaciones 	<p>PLUGGY se pone al servicio de la sociedad para que ésta se involucre activamente en las actividades culturales y de defensa del</p>

		<p>patrimonio, no sólo como espectadora, sino también como creadora y como gestora.</p> <p>Las innovaciones de PLUGGY y su estrategia centrada en el usuario contribuirán a la creación de nuevos modelos de negocio basados en la cooperación entre industrias creativas y las industrias culturales, nuevas y tradicionales, fortaleciendo las oportunidades de negocio. Las industrias creativas podrán aprovechar el contenido y la arquitectura abierta de PLUGGY, para desarrollar aplicaciones atractivas e innovadoras, lo que puede redundar en el desarrollo y el emprendimiento local.</p>
5	<ul style="list-style-type: none"> • Guías y otros profesionales del sector turístico. 	<p>PLUGGY se pone al servicio de la sociedad para que ésta se involucre activamente en las actividades culturales y de defensa del patrimonio, no sólo como espectadora, sino también como creadora y como gestora.</p> <p>La cultura moldea lugares, personas, aspiraciones y estilos de vida, siendo un factor decisivo del desarrollo económico y social, y por supuesto un pilar fundamental en las estrategias del sector turístico. Las oportunidades que surgen de los componentes e innovaciones de PLUGGY pueden dar un empuje en innovación digital muy interesante para este sector.</p>
6	<ul style="list-style-type: none"> • Ayuntamientos y Diputaciones • Comunidad científica. • Administraciones y organizaciones gubernamentales. • Redes de conocimiento. 	<p>El patrimonio cultural es un elemento central de la Agenda Cultural Europea. PLUGGY se pone al servicio de la sociedad para que ésta se involucre activamente en las actividades culturales y de defensa del patrimonio, no sólo como espectadora, sino también como creadora y como gestora.</p> <p>Promover que ciudadanos y ciudadanas compartan, conserven y curen su propios contenidos culturales puede ser una herramienta poderosa para entender mejor cómo es percibido el patrimonio cultural, qué es lo que tiene más interés e importancia para la ciudadanía, y cómo percibe y experimenta las diferentes formas de expresión cultural.</p>

		<p>PLUGGY quiere asimismo contribuir a la promoción de tecnologías innovadoras, actuando como generador de crecimiento inteligente, sostenible e inclusivo, mediante el apoyo a la digitalización del patrimonio cultural como estrategia para la promoción y la vitalización del sector turístico.</p> <p>Mantente al tanto de las noticias e innovaciones de PLUGGY; crea alianzas de comunicación con nuestro proyecto, con las que darnos soporte mutuo y crear sinergias, compartir buenas prácticas y un interés genuino en el patrimonio.</p>
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Conoce a los socios del proyecto

El consorcio de PLUGGY es una **mezcla multidisciplinar de 9 socios que provienen de 5 países europeos**, que incluye 4 organismos públicos de investigación, una red de 10 museos en Grecia y Eslovaquia, y tres PYMES innovadoras especializadas en interacción de usuario, contenidos creativos y artes digitales.

Clickable logos will appear here

Metodología

Módulos de PLUGGY

[PLUGGY](#) consiste en tres módulos interconectados que pretenden facilitar una experiencia cultural viva y dinámica en cualquier momento y desde cualquier lugar.

A) La Plataforma Social

[PLUGGY](#) diseñará e implementará una Plataforma Social innovadora, que proporcionará funcionalidad similar a la de redes sociales como Facebook, LinkedIn o Instagram, y estará centrada en el patrimonio cultural, basada en web, y pensada para facilitar al máximo el acceso y la subida de contenidos. Gracias a sus herramientas innovadoras, los ciudadanos y ciudadanas podrán convertirse en narradores que crean historias personales para compartirlas con contactos y amistades, pero también con profesionales de la cultura.

B) Curación de Exhibiciones Virtuales

A través de una nueva herramienta de curación de contenidos, los usuarios podrán presentar sus experiencias culturales y sus historias combinando material de la plataforma social propio y de otros usuarios con material de otros repositorios y colecciones digitales existentes, creando auténticas exhibiciones virtuales.

C) Las *Pluggable Apps*

La plataforma incluirá un conjunto de aplicaciones innovadoras para *smartphone*, diseñadas para permitir a los usuarios enriquecer y experimentar el contenido de la plataforma, que utilizan la tecnología para atraer a nuevos públicos a contribuir al patrimonio cultural. Las aplicaciones en desarrollo son:

- Una **App de Realidad Aumentada**, para aumentar las historias de los usuarios a través de las cámaras y las pantallas de los *smartphones*.
- Una **App de Geolocalización**, para situar y exhibir la información geográfica de los enclaves del patrimonio cultural.
- Una **App de Sonificación 3D**, a través de la cual los usuarios podrán grabar y situar sonidos espacialmente en enclaves culturales durante su visita. A través de las técnicas 3D estas grabaciones serán procesadas automáticamente para crear experiencias inmersivas y realistas.
- Una **App de Creación de Videojuegos**, que dotará a los usuarios de los bloques básicos necesarios para crear juegos y puzles colaborativos fácilmente, sin necesidad de saber programar, con el objetivo de presentar aspectos materiales e inmateriales del patrimonio cultural de forma sencilla y divertida.

Síguenos

Regístrate ahora para recibir la **newsletter** de PLUGGY, y sigue sus **redes sociales** para estar al día con las últimas noticias del proyecto. Descubre todo sobre PLUGGY en nuestra [web](#) y nuestro [media kit](#).

.... Subscription form will appear here

Nos encantaría que nos enviases ideas y sugerencias sobre PLUGGY. Escríbenos a info@pluggy-project.eu o contáctanos en las redes sociales de PLUGGY.

... logos of PLUGGY's social media will appear here

APPENDIX 5 – AWARENESS-RAISING MASS MAIL (DRAFT GREEK VERSION)



ΓΝΩΡΙΣΤΕ ΤΟ PLUGGY!

ΤΗΝ ΠΡΩΤΟΠΟΡΙΑΚΗ ΠΛΑΤΦΟΡΜΑ ΚΟΙΝΩΝΙΚΗΣ ΔΙΚΤΥΩΣΗΣ ΓΙΑ ΤΗΝ ΠΟΛΙΤΙΣΤΙΚΗ ΚΛΗΡΟΝΟΜΙΑ

Introducing PLUGGY

Σας καλωσορίζουμε στο ευρωπαϊκό έργο [PLUGGY](#), την πρωτοποριακή πλατφόρμα κοινωνικής δικτύωσης για την Πολιτιστική Κληρονομιά, που αποσκοπεί στο να ενθαρρύνει την πολιτισμική συμμετοχή του συνόλου των Ευρωπαίων πολιτών, παρέχοντάς τους τη δυνατότητα να μοιράζονται τη γνώση τους για την πολιτιστική περιουσία του τόπου τους αλλά και να συνθέτουν την κοινή και ποικιλόμορφη κληρονομιά ολόκληρης της Ευρώπης.

Με την παρούσα επικοινωνία, θα θέλαμε να σας ενημερώσουμε συνοπτικά σχετικά με την αποστολή και το όραμα του [PLUGGY](#) και να σας προσκαλέσουμε να γνωρίσετε καλύτερα τη φιλοσοφία του και τις δυνατότητες που προσφέρει.

Για περισσότερες πληροφορίες, σας αποστέλλουμε συνημμένα το επίσημο φυλλάδιο και το 1ο Δελτίο Τύπου του έργου.

Why PLUGGY

Το ευρωπαϊκό έργο [PLUGGY](#), το οποίο χρηματοδοτείται από την Ευρωπαϊκή Ένωση στο πλαίσιο του προγράμματος [Horizon 2020](#) για την έρευνα και την καινοτομία, ξεκίνησε την ερευνητική του δραστηριότητα τον Δεκέμβριο του 2016 και μέσα στα επόμενα χρόνια αναμένεται να αναπτύξει σε πιλοτικό επίπεδο μια **πανευρωπαϊκή πλατφόρμα κοινωνικής δικτύωσης** και μια σειρά από **έξυπνα**

εργαλεία, με τα οποία απλοί πολίτες, κοινωνικές και πολιτιστικές ομάδες, επιχειρήσεις, μουσεία, πολιτιστικά ιδρύματα αλλά και δημόσιοι και τοπικοί φορείς θα μπορούν να μοιράζονται τις πολιτιστικές εμπειρίες τους και να κληροδοτούν τις δικές τους ιστορίες, **γεφυρώνοντας το παρελθόν με το παρόν και το μέλλον** και συνεισφέροντας ουσιαστικά στην **ανάδειξη της τοπικής και εθνικής πολιτιστικής κληρονομιάς**.

Μεταβλητό μήνυμα ανάλογα με το audience

1	<ul style="list-style-type: none"> • Γενικό κοινό • The Media • Academia 	Αποστολή του PLUGGY είναι να ανταποκριθεί στην ανάγκη της κοινωνίας για ενεργή συμμετοχή των πολιτών της σε δραστηριότητες πολιτιστικής κληρονομιάς, προτρέποντας και εκπαιδεύοντάς τους να είναι όχι απλώς παρατηρητές, αλλά συγχρόνως δημιουργοί πολιτιστικού περιεχομένου και σημαντικοί παράγοντες επιρροής .
2	<ul style="list-style-type: none"> • Museums, Galleries & Sites • Socio-Cultural Foundations & Initiatives • Non-governmental organisations 	<p>Αποστολή του PLUGGY είναι να ανταποκριθεί στην ανάγκη της κοινωνίας για ενεργή συμμετοχή των πολιτών της σε δραστηριότητες πολιτιστικής κληρονομιάς, προτρέποντας και εκπαιδεύοντάς τους να είναι όχι απλώς παρατηρητές, αλλά συγχρόνως δημιουργοί πολιτιστικού περιεχομένου και σημαντικοί παράγοντες επιρροής.</p> <p>Επιπλέον, η πλατφόρμα κοινωνικής δικτύωσης και οι εφαρμογές του PLUGGY σας προσφέρουν έναν νέο, καινοτόμο τρόπο ανάδειξης της πολιτιστικής κληρονομιάς στους τομείς, στους οποίους δραστηριοποιείστε, κάνοντάς την περισσότερο προσιτή και βοηθώντας σας να προωθήσετε και να ενισχύσετε τις συλλογές σας με ενδιαφέρουσες ιστορίες, σε σύνδεση με άλλα μουσεία, γκαλερί τέχνης κλπ., καθώς και με υλικό που ανεβάζουν οι πολίτες. Το PLUGGY έχει επίσης τη δυνατότητα να προσελκύσει τους επισκέπτες σας και να τους προσκαλέσει να συμμετάσχουν στη δημιουργία νέων ψηφιακών πόρων και πολιτιστικού περιεχομένου.</p>
3	<ul style="list-style-type: none"> • Art & Culture Professionals 	Αποστολή του PLUGGY είναι να ανταποκριθεί στην ανάγκη της κοινωνίας για ενεργή συμμετοχή των πολιτών της σε δραστηριότητες πολιτιστικής κληρονομιάς, προτρέποντας και εκπαιδεύοντάς

	<ul style="list-style-type: none"> • Cultural Organisations & Groups • Festivities 	<p>τους να είναι όχι απλώς παρατηρητές, αλλά συγχρόνως δημιουργοί πολιτιστικού περιεχομένου και σημαντικοί παράγοντες επιρροής.</p> <p>Το PLUGGY δεν είναι μια στατική εμπειρία και δε συνδέεται αποκλειστικά με ένα γεγονός, έναν χώρο ή μια επίσκεψη, αλλά διευκολύνει μια ζωντανή πολιτιστική εμπειρία ανεξαρτήτως τόπου και χρόνου. Μέσω της πλατφόρμας κοινωνικής δικτύωσης και των εφαρμογών του PLUGGY, θα μπορείτε να ενεργείτε ως εξειδικευμένοι "αφηγητές", να δημιουργείτε τις δικές σας, συναρπαστικές ιστορίες και να τις μοιράζεστε με φίλους, συνεργάτες, άλλους επαγγελματίες και με το κοινό. Με τον τρόπο αυτό συμβάλλετε σημαντικά στη διατήρηση της υλικής και άυλης πολιτιστικής κληρονομιάς, καθώς και στη μετάδοση των πολιτιστικών αξιών και της ταυτότητας της πολιτιστικής οργάνωσης, της κοινωνικής ομάδας και του τόπου σας.</p>
4	<ul style="list-style-type: none"> • SMEs • App Developers 	<p>Αποστολή του PLUGGY είναι να ανταποκριθεί στην ανάγκη της κοινωνίας για ενεργή συμμετοχή των πολιτών της σε δραστηριότητες πολιτιστικής κληρονομιάς, προτρέποντας και εκπαιδεύοντάς τους να είναι όχι απλώς παρατηρητές, αλλά συγχρόνως δημιουργοί πολιτιστικού περιεχομένου και σημαντικοί παράγοντες επιρροής.</p> <p>Οι καινοτομίες του PLUGGY, η επεκτάσιμη αρχιτεκτονική του και η ανθρωποκεντρική προσέγγιση, στην οποία βασίζεται, θα συμβάλλουν στη δημιουργία νέων επιχειρηματικών μοντέλων συνεργασίας μεταξύ των κλάδων του πολιτισμού και της δημιουργίας και των πολιτιστικών φορέων και ιδρυμάτων, στην ανάπτυξη νέων εφαρμογών και στην ενίσχυση των επιχειρηματικών ευκαιριών σε τοπικό και διεθνές επίπεδο.</p>
5	<ul style="list-style-type: none"> • Cultural Tourism Professionals - Tour Guides 	<p>Αποστολή του PLUGGY είναι να ανταποκριθεί στην ανάγκη της κοινωνίας για ενεργή συμμετοχή των πολιτών της σε δραστηριότητες πολιτιστικής κληρονομιάς, προτρέποντας και εκπαιδεύοντάς τους να είναι όχι απλώς παρατηρητές, αλλά συγχρόνως δημιουργοί πολιτιστικού περιεχομένου και σημαντικοί παράγοντες επιρροής.</p>

		<p>Δεδομένου ότι ο πολιτισμός διαμορφώνει τους προορισμούς, τους τόπους, τους ανθρώπους, τις προσδοκίες και τον τρόπο ζωής, αποτελεί βασικό παράγοντα κοινωνικής και οικονομικής ανάπτυξης, καθώς και καίριο πυλώνα ανάπτυξης στρατηγικών προσέλκυσης τουριστών, οι ευκαιρίες που προκύπτουν από την πλατφόρμα κοινωνικής δικτύωσης και τις εφαρμογές του PLUGGY αποκτούν ταυτόχρονα μεγάλο τουριστικό ενδιαφέρον και αναμένεται να δώσουν στον τουρισμό μια καινοτόμο ψηφιακή ώθηση.</p>
6	<ul style="list-style-type: none"> • Municipalities • Scientific Community • Ministries & Governmental Organisations • Networking & Knowledge Exchange 	<p>Η πολιτιστική κληρονομιά αποτελεί κεντρικό στοιχείο της ευρωπαϊκής ατζέντας για τον πολιτισμό. Το PLUGGY έχει ως αποστολή να ανταποκριθεί στην ανάγκη της κοινωνίας για ενεργή συμμετοχή των πολιτών της σε δραστηριότητες πολιτιστικής κληρονομιάς, προτρέποντας και εκπαιδεύοντάς τους να είναι όχι απλώς παρατηρητές, αλλά συγχρόνως δημιουργοί πολιτιστικού περιεχομένου και σημαντικοί παράγοντες επιρροής σε θέματα ενδιαφέροντός τους.</p> <p>Με αυτό τον τρόπο, θα αποτελέσει ένα ισχυρό εργαλείο για τη βαθύτερη κατανόηση του τρόπου, με τον οποίο τα άτομα αντιλαμβάνονται την πολιτιστική κληρονομιά, των θεμάτων που θεωρούν σημαντικά και του τρόπου, με τον οποίο θα ήθελαν να βιώνουν διαφορετικές εκφράσεις του πολιτισμού. Επιπλέον, θα συμβάλει στην προώθηση καινοτόμων τεχνολογιών ως παράγοντα ευφούς, βιώσιμης και χωρίς αποκλεισμούς ανάπτυξης, υποστηρίζοντας την ψηφιοποίηση της πολιτιστικής κληρονομιάς ως στρατηγική πτυχή της προαγωγής και της ζωτικότητας του τουρισμού.</p> <p>Μείνετε συντονισμένοι με τα νέα και τις εξελίξεις του PLUGGY και προτείνετε μας ευκαιρίες συνεργασίας με το πρόγραμμα για αμοιβαία υποστήριξη, συνέργειες και ανταλλαγή βέλτιστων πρακτικών αναφορικά με την πολιτιστική κληρονομιά.</p>

Meet our partners

Η κοινοπραξία του έργου αποτελεί μια **διεπιστημονική ένωση 9 συνολικά εταίρων από 5 χώρες**, στους οποίους περιλαμβάνονται 4 φορείς από την **ακαδημαϊκή και ερευνητική κοινότητα**, ένα δίκτυο από 10 **μουσεία** στην Ελλάδα και στη Σλοβακία, καθώς και 3 πρωτοπόρες **μικρομεσαίες επιχειρήσεις**, εξειδικευμένες στον τομέα της **ψηφιακής σύγκλισης της πολιτιστικής κληρονομιάς και στις τεχνολογίες αλληλεπίδρασης χρηστών**.

Clickable logos will appear here

Μεθοδολογία

Τα 3 συστατικά του έργου

Το **PLUGGY** αποτελείται από τρία, συνδεδεμένα μεταξύ τους, έξυπνα εργαλεία, τα οποία ζωντανεύουν τις πολιτιστικές σας εμπειρίες οπουδήποτε και να βρίσκεστε.

A) Η Πλατφόρμα Κοινωνικής Δικτύωσης

Η πλατφόρμα κοινωνικής δικτύωσης του PLUGGY έχει ως στόχο να λειτουργήσει ως το «Facebook» του πολιτισμού. Με τη χρήση των καινοτόμων εργαλείων της, οι πολίτες θα μπορούν να ενεργούν ως έμπειροι «αφηγητές», δημιουργώντας συναρπαστικές, εξατομικευμένες ιστορίες, τις οποίες θα μοιράζονται με φίλους, συνεργάτες και επαγγελματίες του πολιτισμού.

B) Το Συγγραφικό Εργαλείο

Μέσω ενός καινοτόμου συγγραφικού εργαλείου (Curatorial Tool) που θα προσφέρει η πλατφόρμα, οι πολίτες θα μπορούν να συνδυάζουν και να εμπλουτίζουν τις πολιτιστικές εμπειρίες και τις ιστορίες τους με άλλο συναφές περιεχόμενο της πλατφόρμας, αλλά και να τις συσχετίζουν με συγγραφικό υλικό από ήδη διαθέσιμες ψηφιακές συλλογές και βιβλιοθήκες και με περιεχόμενο που θα έχουν ανεβάσει άλλοι χρήστες.

Γ) Οι Έξυπνες Εφαρμογές

Η πλατφόρμα θα ενσωματώνει μια σειρά από έξυπνες εφαρμογές, οι οποίες θα δίνουν τη δυνατότητα στους χρήστες να διανθίζουν δημιουργικά τις ιστορίες τους με διάφορα καινοτόμα εργαλεία εξιστόρησης. Πιο συγκεκριμένα, στο πλαίσιο του έργου αναπτύσσονται οι παρακάτω εφαρμογές:

- **Εφαρμογή επαυξημένης πραγματικότητας**, που θα ζωντανεύει τις ιστορίες των χρηστών μέσω των κινητών τους με τη χρήση της κάμερας και της οθόνης.
- **Εφαρμογή εντοπισμού γεωγραφικής θέσης**, μέσω της οποίας θα αναγνωρίζεται γεωγραφικά και θα χτίζεται η πληροφορία κάθε σημείου πολιτιστικού ενδιαφέροντος.
- **Εφαρμογή αφήγησης ιστοριών με ήχο 3D**, μέσω της οποίας οι χρήστες θα μπορούν να ηχογραφούν και να τοποθετούν στο χώρο τους ήχους που προσλαμβάνουν κατά τις επισκέψεις τους στα σημεία ενδιαφέροντος. Μέσω ειδικής επεξεργασίας που θα πραγματοποιείται αυτόματα από την εφαρμογή, οι ηχογραφήσεις θα μπορούν να αποκτήσουν 3D χροιά, δημιουργώντας μια τελείως διαφορετική αίσθηση ακουστικότητας.
- **Εφαρμογή συνεργατικών παιχνιδιών**, με την οποία οι χρήστες θα μπορούν εύκολα και χωρίς να απαιτούνται ιδιαίτερες γνώσεις προγραμματισμού, να συνθέτουν τα δικά τους ψηφιακά παιχνίδια και κουίζ και να ανακαλύπτουν τα αντικείμενα και τις συλλογές πολιτιστικής κληρονομιάς, αλλά και τα άυλα στοιχεία της, με απλό και συνάμα διασκεδαστικό τρόπο.

Ακολουθήστε μας

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