D7.3 Dissemination Activities and Materials

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Author (email) Institution	**Lorenzo Picinali, Marco Comunità & Veranika Lim (l.picinali@imperial.ac.uk), ICL** **Nikos Frangakis (nikos.frangakis@iccs.gr) ICCS** **Maria Tsirigoti (maria.tsirigoti@iccs.gr), ICCS** **Nantia Skepetari (nantia.skepetari@iccs.gr), ICCS**
Editor (email) Institution	**Nikos Frangakis (nikos.frangakis@iccs.gr) ICCS**
Leading partner	**ICL**
Participating partners	**ICCS**

[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 *D7.3 - Dissemination Activities and Material* of the H2020 project PLUGGY. This is an accompanying report of actual dissemination and communication material produced. This work was carried out as part of WP7 Communication and Dissemination.

During the first 12 months of the project, and following the guidelines outlined in *D7.1 Communication and Dissemination Strategy*, PLUGGY produced the project branding, the website and the communication and dissemination kit (leaflet, rollup banner and other items). In this period, the main social media channels have also been activated, including Twitter, Facebook, Instagram and LinkedIn. These activities were followed by the release of the introductory press release, and the creation of a series of mailing lists including key stakeholders, newsletter's recipients list, which will be used during the whole duration of the project.

In the following 24 months, the communication and dissemination activities were carried out as originally planned. Public engagement activities carried out within the 36 months of the project included the creation of a Workshop titled *Advances in Digital Cultural Heritage*, organised as part of the 23rd ICE/IEEE International Technology Management Conference (June 28th, 2017, in Madeira, Portugal), and a series of public presentations at national and international events, such as scientific conferences, workshops and fairs.

Considering the initial plans, and the work done during the 36 months of the project, the PLUGGY communication and dissemination activities carried out within WP7 can be considered a success.

1 Introduction

This is the public deliverable D7.3 of the H2020 project PLUGGY. This work was carried out as part of WP7 Communication and Dissemination. The strategy for the communication and dissemination channels and target audiences for the PLUGGY outcomes was defined in deliverable D7.1 Communication and Dissemination Strategy.

The main objective of the strategy is to present a coherent plan and make a constructive contribution to implementing and delivering high impact communication and dissemination activities that cover the actions taken from the very start of the project, actions planned for different stages of the project as well as continuous activities running throughout the lifetime of the project.

This document is structured as follows. Section 2 reiterates the key dissemination channels for the PLUGGY project. Section 3 presents the dissemination material created to serve the project's dissemination and communication activities. Section 4 presents the dissemination activities of the partners within the 36 months of the project, followed by a summary in Section 4. In Section 5 a summary of the Key Performance Indicators (KPIs) is reported, and Section 6 concludes the deliverable.

1.1 PURPOSE OF THE DOCUMENT

The purpose of this document is to summarise the dissemination activities carried out within the PLUGGY project, and to offer a general overview of the material produced.

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 also strongly related to *D7.2 – Community outreach and social briefing*, which is due to be delivered as well by the end of the project.

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

2 Key dissemination channels

A broad range of dissemination channels are used to disseminate the project's progress and findings, at local, regional, national and EU level. The key dissemination channels for PLUGGY are:

- Project website
- Social Media channels
- Presentations at field conferences, scientific events, fairs, workshops and other events
- E-Newsletter
- Local, national & European media
- Publications
- EU dissemination networks and resources
- Collaborators' dissemination channels

More detailed information about these can be found in *D7.1 – Communication and Dissemination Strategy*. An overview table is presented below.

Channel	Objective	Audience	Content
Direct Communication (i.e. emails, call meetings, physical meetings)	Inform principal subject people	Professionals, Policy Makers	Project's Identity, Vision, Aim, Approach, Impact, developments & milestones
Website	Inform potential users	People who have decided to visit	Project's Identity, Aim, Approach, Impact, Newsroom, Media Kit, Events, Imprint, Contact details, etc.
Newsletter	Inform loyal audiences	Loyal audience	Project events, developments, milestones, photos, calendar, etc.
Facebook	Celebrate project news, cultural heritage related news	General audience	Photos, snappy texts and links
Twitter	Celebrate project news, cultural heritage related news	General audience	Short texts, links and photos
Instagram	Celebrate project news, invite young people "behind our scenes"	Young audience	Photos with snappy texts and links

LinkedIn	Celebrate project news	Professionals	Photos, snappy texts and links
YouTube	Celebrate project videos	General audience	Project videos
PLUGGY Events	Celebrate, promote project developments & innovations	Loyal audience, Professionals, Policy Makers, The Media	Project's presentation & demonstration
Field Conferences/Scientific Events	Celebrate, promote project developments & innovations	Professionals, Scientific Community, Policy Makers	Project's Identity, Vision, Aim, Approach, Impact, developments & milestones
Scientific Journals	Celebrate, promote project developments & innovations	Professionals, Scientific Community, Policy Makers	Project's Identity, Vision, Aim, Approach, Impact, developments & milestones
Local Festivities, Happenings	Celebrate, promote project developments & innovations	General audience	Project's Identity, Vision, Aim, Approach, Impact, developments & milestones
PLUGGY Communication & Dissemination material (i.e. leaflets, roll up banner, short animated videos, giveaways)	Additional material as information sources for Project's Identity, Vision, Aim, Approach & Impact	Potential users, loyal audiences, Professionals, Policy Makers the Scientific Community & key journalists & bloggers	Project's Identity, Vision, Aim, Approach, Impact
Press	Inform potential users	General audience	Press Releases & advertorials on PLUGGY innovations & developments

Table 1: PLUGGY's dedicated channels

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3 Dissemination Material

3.1 OVERVIEW

Within PLUGGY's Communication and Dissemination Strategy, a set of promotional materials will be developed in order to complement, support and illustrate the project's strategic and communication objectives. The communication and dissemination kit is composed of a set of specially designed items that includes:

- A leaflet
- A roll-up banner template
- Short animated videos
- A number of giveaways for PLUGGY Users' Community
- A digital press kit

3.2 PLUGGY GIVEAWAYS

PLUGGY's giveaways have been designed by PIOP and approved by the ICCS as described in D7.1 Communication and Dissemination Strategy. All materials have been carefully selected and designed, in order to reflect the essence of PLUGGY and enhance its visibility and awareness.

The list of the initially selected giveaways includes:

- PLUGGY Notebook
- PLUGGY Pencil
- PLUGGY Post-it pad
- PLUGGY Sticker
- PLUGGY e-cards
- PLUGGY Gadget

All promotional materials follow PLUGGY's brand identity (logos, colour palette, taglines, key words and messages) and respect the communication directives and guidelines provided by the project (partners' logos, EC emblem, acknowledgement text etc.). Where applicable, the giveaways also bear PLUGGY's QR code, linking directly to PLUGGY's website.

The giveaways were distributed during the project's dissemination events (pilots, demonstration events, conferences, scientific events, workshops), in order to provide a more tangible feeling of PLUGGY and engage members of the PLUGGY Users' Community, visitors of the events and platform users more effectively. The giveaways intend also to be actually used along with the use of PLUGGY. In that way they share key characteristics

and values that are related to the nuances of cultural heritage sharing, creativity and digital era.

3.2.1 PLUGGY Notebook

Inspired by and capitalising upon PLUGGY's brand name, mobile nature and architectural structure, the A5-sized, 66-page notebook (Figure 1, Figure 2) incorporates the following design elements:

- Road map element (front cover photograph)
- Location spots element (front cover photograph)
- Participation motivating messages:
  - "Note that your story counts" (front cover)
  - "Keep track of your cultural experiences" (page 2)
- PLUGGY logo(cover pages, individual internal pages)
- PLUGGY message "Plug into cultural heritage"(cover pages)
- PLUGGY website URL (www.pluggy-project.eu)(back cover)
- PLUGGY partners' logos (back cover)
- PLUGGY QR code (back cover)
- PLUGGY social media accounts (back cover)
- EC emblem and Horizon 2020 acknowledgement text (back cover)

Figure 1:PLUGGY Notebook (external view)

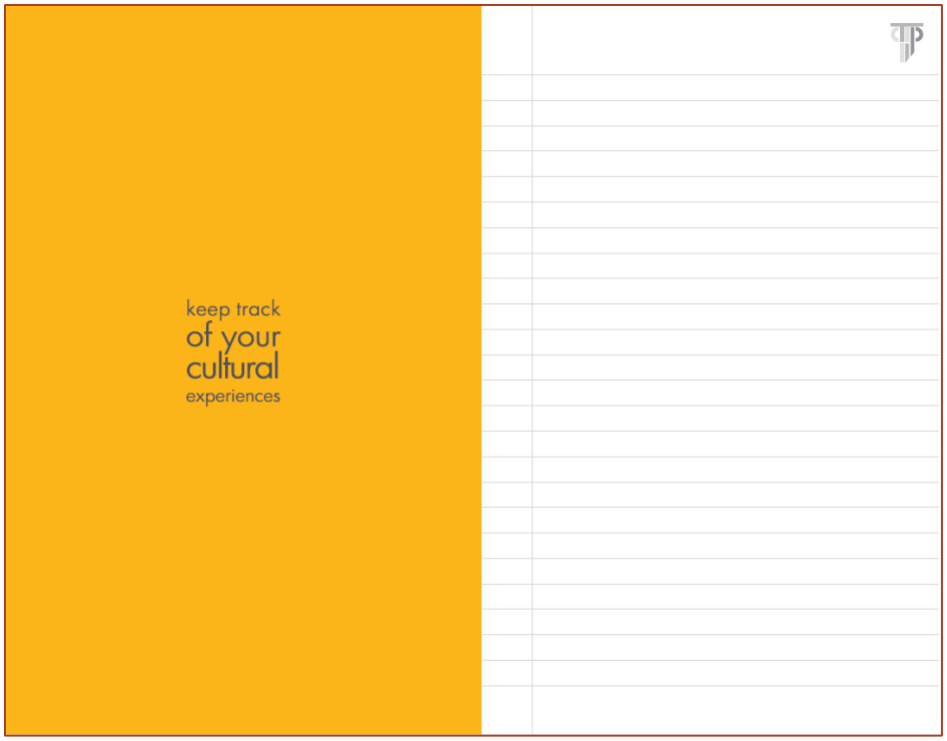


Figure 2: PLUGGY Notebook (internal view)

3.2.2 PLUGGY Pencil

Inspired by and capitalising upon PLUGGY's brand name, mobile nature and architectural structure, the pencil (Figure 3) incorporates the following design elements:

- PLUGGY Logo
- PLUGGY message "Plug into cultural heritage"
- PLUGGY website URL (www.pluggy-project.eu)
- Lively colour, based on PLUGGY's colour palette

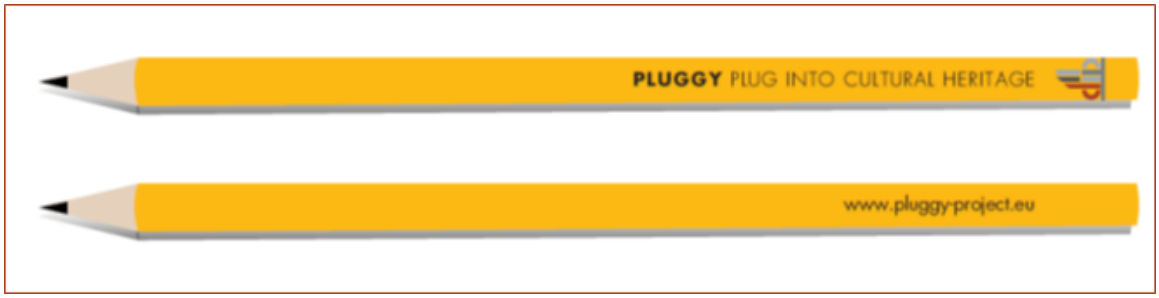


Figure 3: PLUGGY Pencil

3.2.3 PLUGGY Post-it pad

Inspired by and capitalising upon PLUGGY's brand name, mobile nature and architectural structure, the 4-page pad (Figures 6-7) includes multiple, variably shaped post-it sticker sets and incorporates the following design elements:

- Road map element (front cover photograph)
- Location spots element (front cover photograph and 4 post-it packs)
- Puzzle element (2 post-it packs)
- PLUGGY pluggable architecture (page 2)
- Participation motivating messages:
  - "Note that your story counts" (front cover)
  - "Don't forget to keep posts of your stories" (page 2)
- PLUGGY logo (all pages and on each post-it sticker)
- PLUGGY message *"Plug into cultural heritage"* (cover pages and page2)
- PLUGGY website URL (www.pluggy-project.eu) (back cover)
- PLUGGY partners' logos (back cover)
- PLUGGY QR code (back cover)
- PLUGGY social media accounts (back cover)
- EC emblem and Horizon 2020 acknowledgement text (back cover)

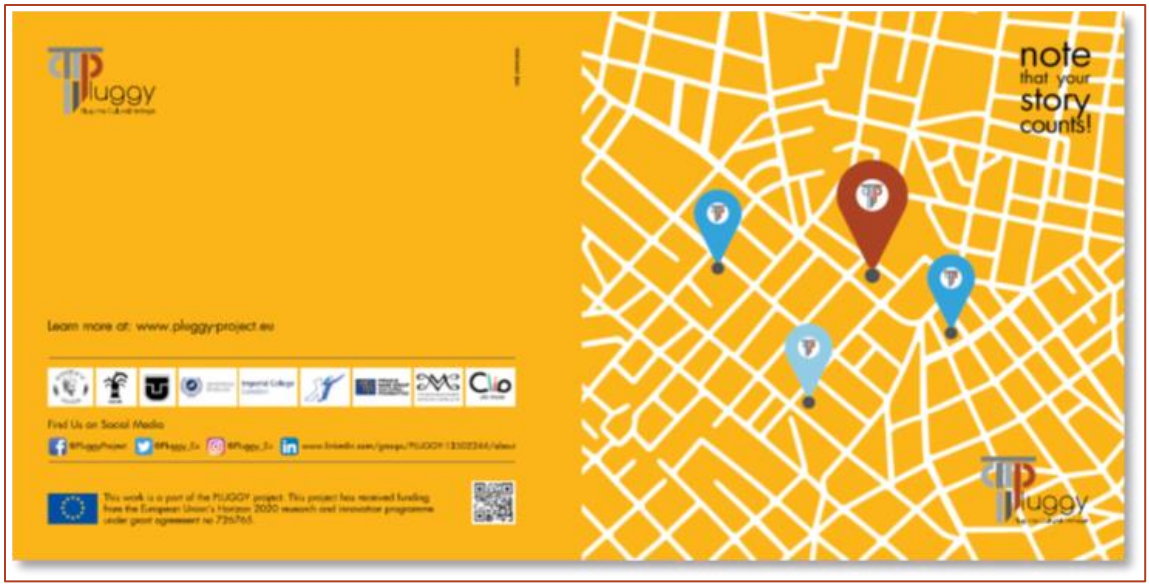


Figure 6– PLUGGY Post-it pad (external view)

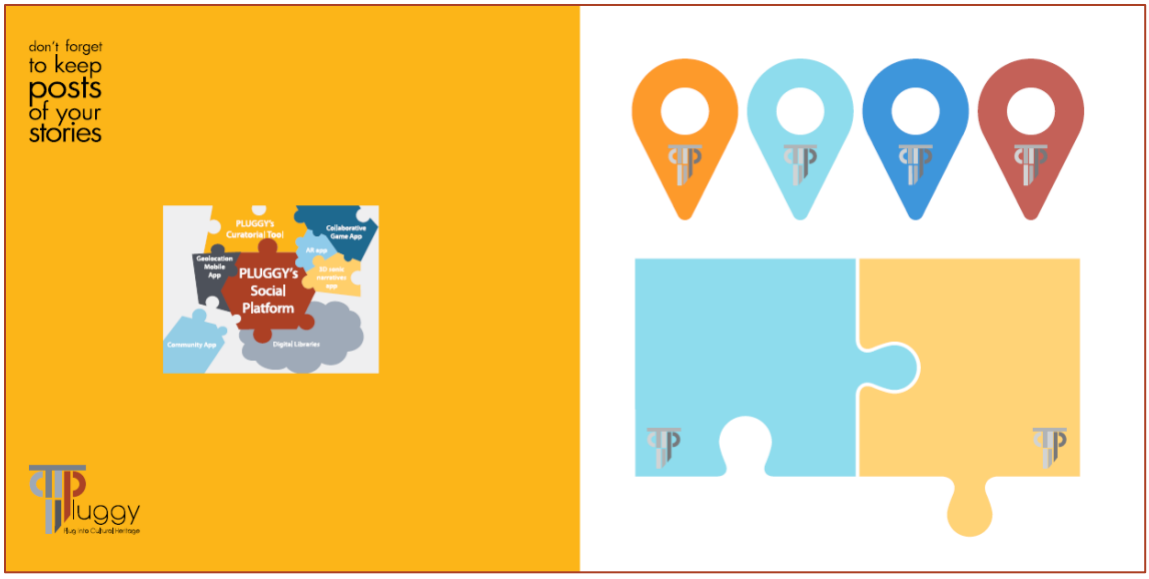


Figure 4: PLUGGY Post-it pad (internal view)

3.2.4 PLUGGY Sticker

Inspired by and capitalising upon PLUGGY's brand name, mobile nature and architectural structure, the sticker (Figure 8) incorporates the following design elements:

- PLUGGY QR code
- PLUGGY Logo
- PLUGGY message "Plug into cultural heritage"
- Lively colour, based on PLUGGY colour palette

Figure 5: PLUGGY Sticker

3.2.5 PLUGGY e-cards

Inspired by and capitalising upon PLUGGY's brand name, mobile nature and architectural structure, the initially designed e-cards (Figure 6) incorporate the following design elements:

- Road map element
- PLUGGY official photographs
- Location spots element
- PLUGGY logo
- PLUGGY message "PLUGGY for cultural heritage"
- PLUGGY website URL (www.pluggy-project.eu)
- PLUGGY partners' logos
- PLUGGY QR code
- PLUGGY social media accounts
- EC emblem and Horizon 2020 acknowledgement text

Figure 6: PLUGGY e-cards

4 Dissemination activities

4.1 PLUGGY BRANDING

As outlined in D7.1, a dedicated logo was designed by the project's partners (see Figure 1) from the beginning of the project in order to act as a trademark, promote instant public recognition and trigger reactions from the viewers even from the first conducted communication and dissemination activities.

Figure 7: PLUGGY's logo

The logo was created also in a grey-scale version. A set of colour palettes was also created in order to strengthen the idea of a unique entity and to create awareness. The branding material was then integrated in the PLUGGY Website and Dissemination & Communication Kit (see following Sections), and in a series of templates, including letterhead, presentation and deliverable templates.

4.2 PLUGGY WEBSITE

A website (www.pluggy-project.eu) has been developed for the PLUGGY project to serve as a powerful dissemination tool and a key element of engagement with interested stakeholders.

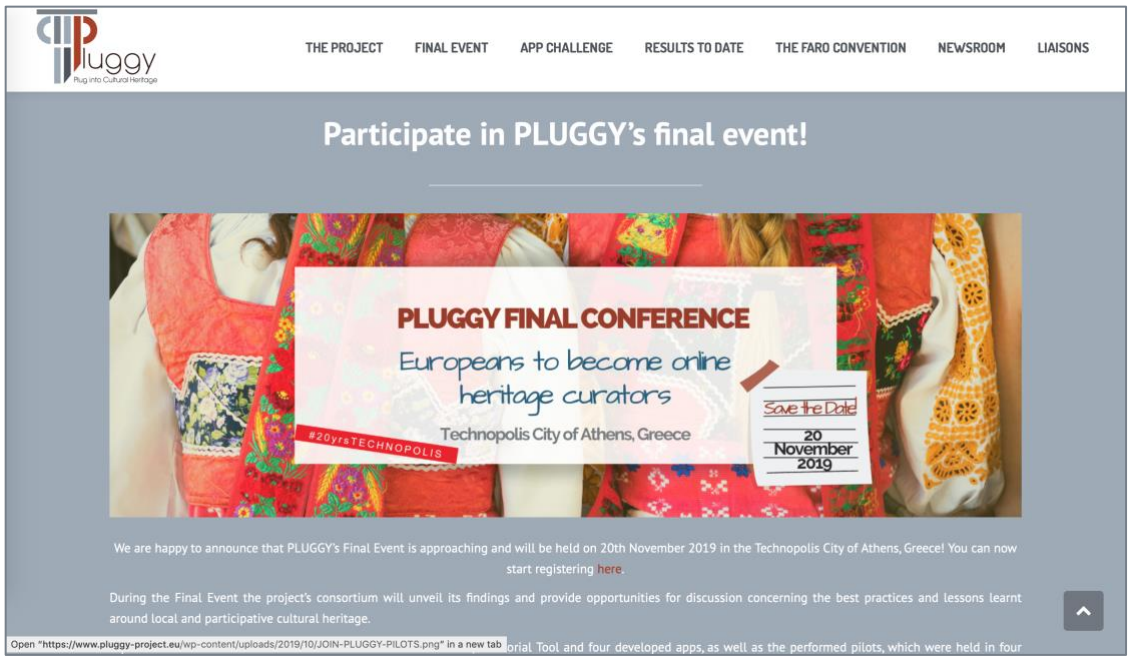
PLUGGY's website has been designed to achieve multiple objectives:

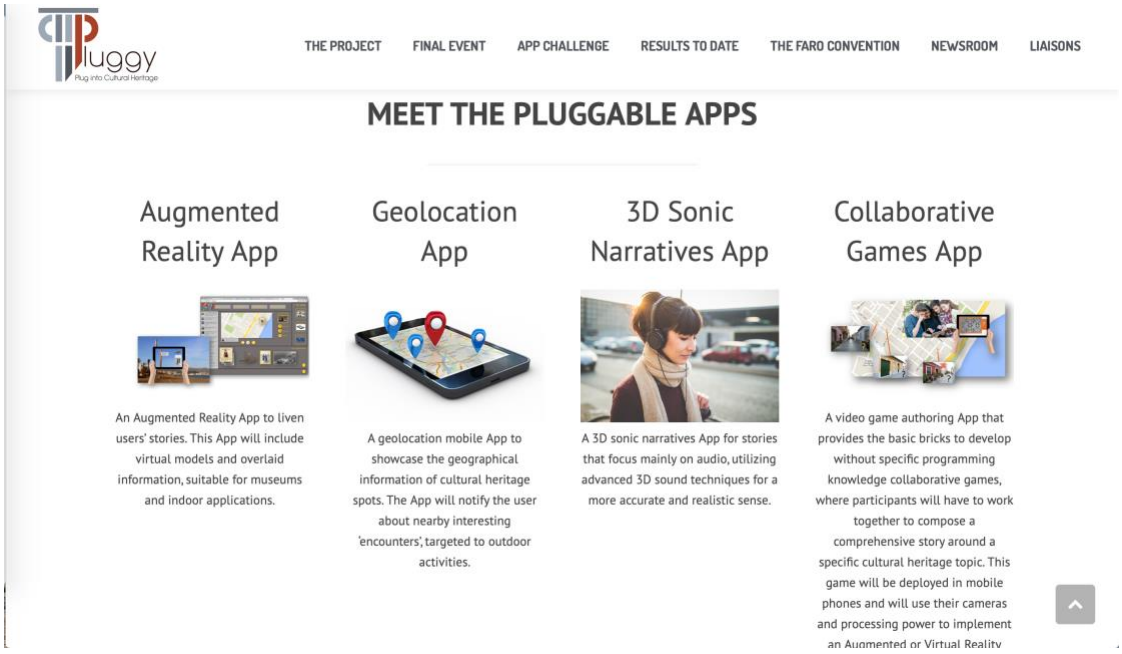
- To be a content hub;
- To present the project and its brand in a visually attractive and engaging manner
- To provide an easy-to-navigate definite and comprehensive source of information about all aspects of the project to all stakeholder groups – different audiences;
- To act as a means of contacting and interacting with the project's team;

- To provide regular updates on the project;
- To encourage registration for newsletter updates;
- To encourage registrations by journalists and bloggers who have a keen eye on upcoming PLUGGY's news releases and stories;
- To act as a repository for materials that may be required at disparate locations.

PLUGGY's website has been built upon a framework that is dynamic, flexible and agile in structure and functionality so that it can evolve and expand to meet the changing requirements of the project over time. It has a clearly recognizable and coherent appearance – in line with the project's visual identity and an appealing layout chosen to speak to the different target audiences. Moreover, it is created with responsive web design techniques that make it applicable and fitting to all devices.

It presents the project brand and provides well-presented info about the project's concept, approach, impact, partners and key components – the pluggable apps, as well articles and reports for its upcoming and previous events, news, liaison activities, press releases and stories or other related news, photographic and audiovisual material as well as links to relevant EC projects and initiatives' results and research activities.


THE PROJECT
FINAL EVENT
APP CHALLENGE
RESULTS TO DATE
THE FARO CONVENTION
NEWSROOM
LIAISONS
Participate in PLUGGY's final event!
PLUGGY FINAL CONFERENCE
Europeans to become online heritage curators
Technopolis City of Athens, Greece
#20yrsTECHNOPOLIS
Save the Date
20 November 2019
We are happy to announce that PLUGGY's Final Event is approaching and will be held on 20th November 2019 in the Technopolis City of Athens, Greece! You can now start registering here.
During the Final Event the project's consortium will unveil its findings and provide opportunities for discussion concerning the best practices and lessons learnt around local and participative cultural heritage.
Open "https://www.pluggy-project.eu/wp-content/uploads/2019/10/JOIN-PLUGGY-PILOTS.png" in a new tab
orial Tool and four developed apps, as well as the performed pilots, which were held in four


THE PROJECT
FINAL EVENT
APP CHALLENGE
RESULTS TO DATE
THE FARO CONVENTION
NEWSROOM
LIAISONS
MEET THE PLUGGABLE APPS
Augmented Reality App
An Augmented Reality App to liven users' stories. This App will include virtual models and overlaid information, suitable for museums and indoor applications.
Geolocation App
A geolocation mobile App to showcase the geographical information of cultural heritage spots. The App will notify the user about nearby interesting 'encounters', targeted to outdoor activities.
3D Sonic Narratives App
A 3D sonic narratives App for stories that focus mainly on audio, utilizing advanced 3D sound techniques for a more accurate and realistic sense.
Collaborative Games App
A video game authoring App that provides the basic bricks to develop without specific programming knowledge collaborative games, where participants will have to work together to compose a comprehensive story around a specific cultural heritage topic. This game will be deployed in mobile phones and will use their cameras and processing power to implement an Augmented or Virtual Reality

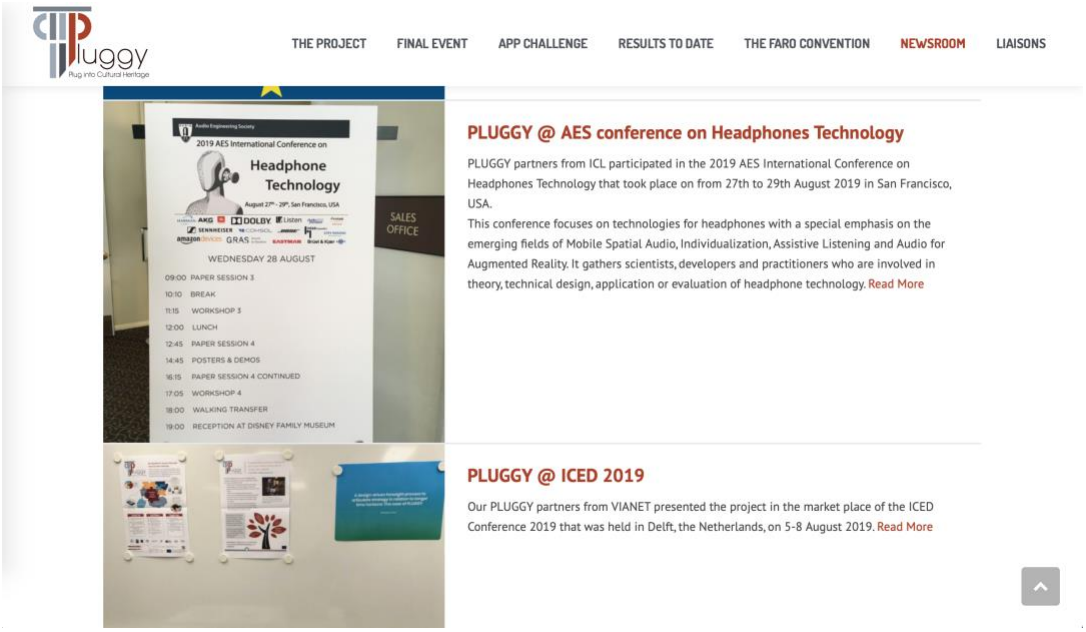


Figure 8: Screenshots from PLUGGY's website

The website is continuously updated in contents and structure and includes newsfeeds from PLUGGY's main social media presence (Facebook and Twitter). It also includes links to the social media pages opened on the main digital platforms (e.g. Facebook, Twitter, LinkedIn, and Instagram) and provides the possibility to easily share the website contents.

To measure the website traffic, gather more information on how visitors find and use the website and how to ensure repeat visits, Matomo Analytics has been activated.

Figure 9, Figure 10 show PLUGGY's website activity in the last six months (May '19-October'19).

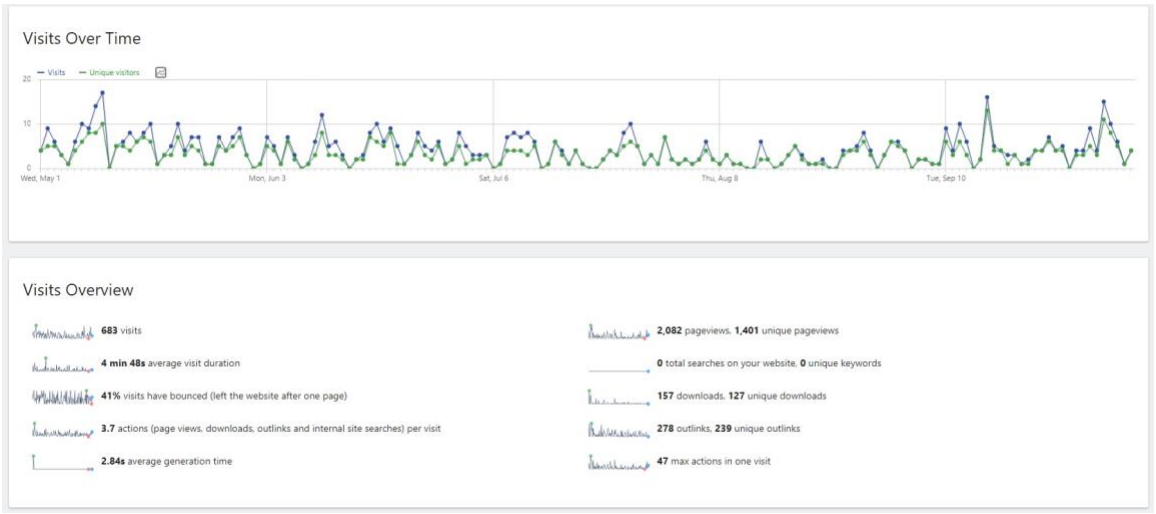


Figure 1 –Matomo Analytics report of the PLUGGY website for the period between May '19 and October'19

Figure 9: Detail of visits report for the period between May '19 and October '19

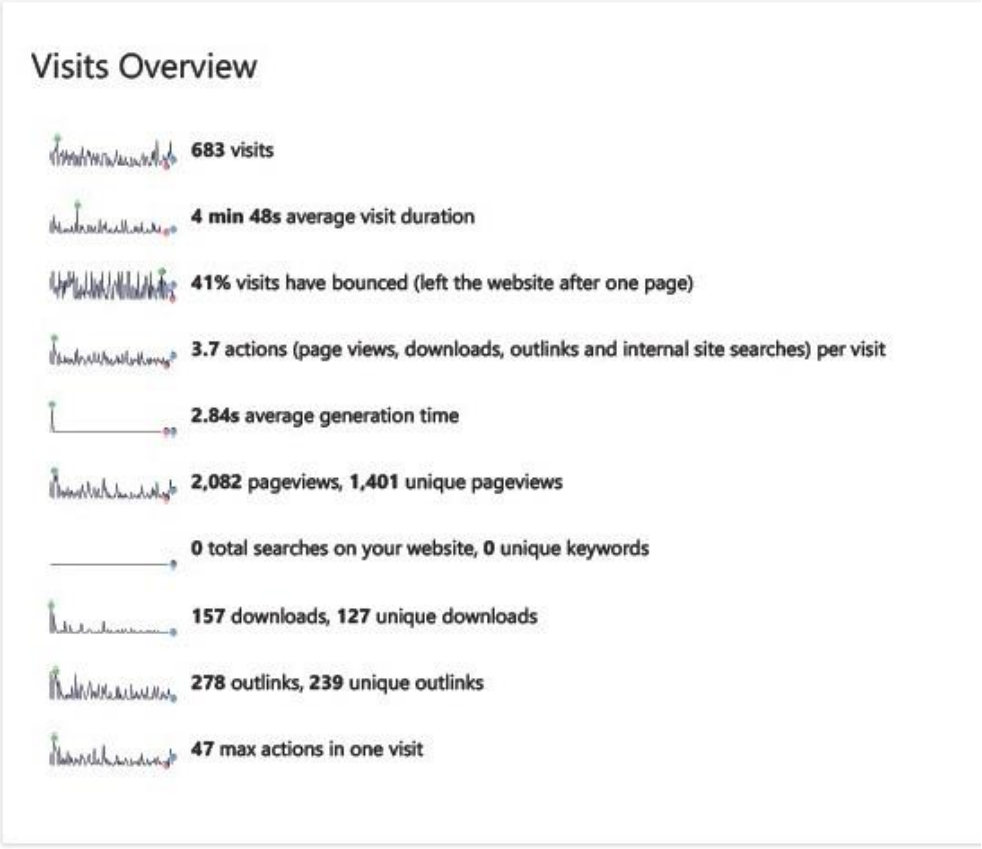


Figure 10: Details of visits behaviour for the period between May '19 and October '19

The website has been updated at the end of the project to depict a more product-oriented approach instead of a European project presentation.

The new front page includes a short video presenting the platform and the apps.

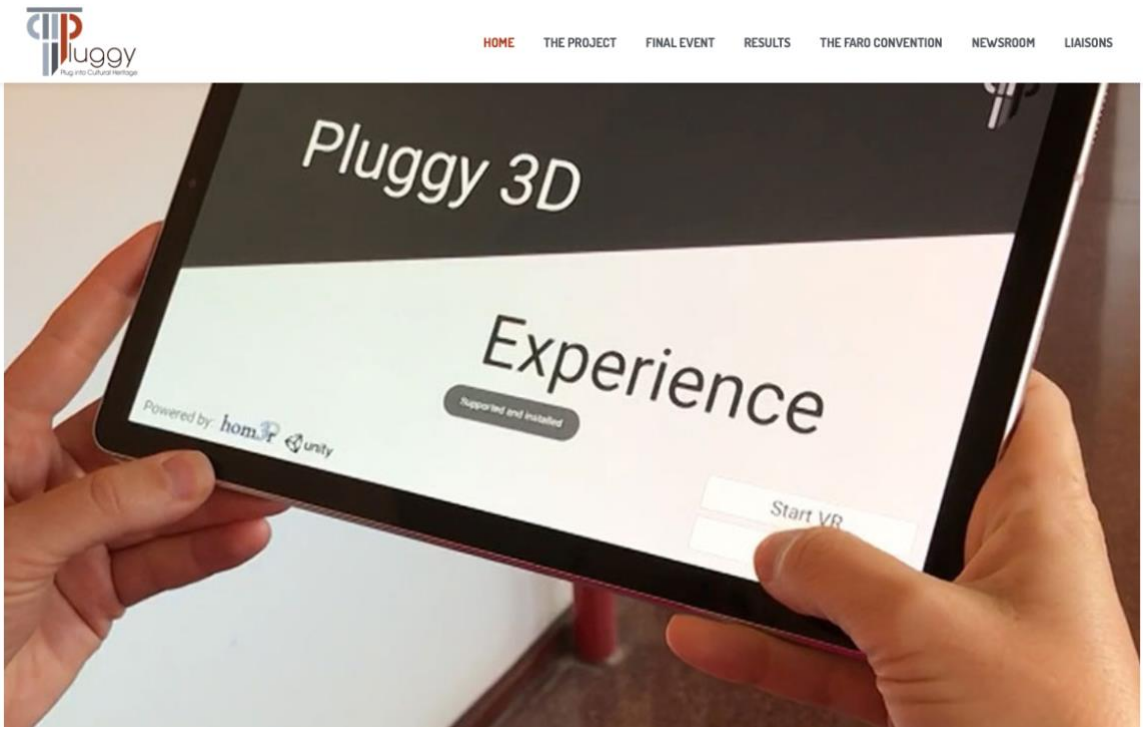


Figure 11: New website-video

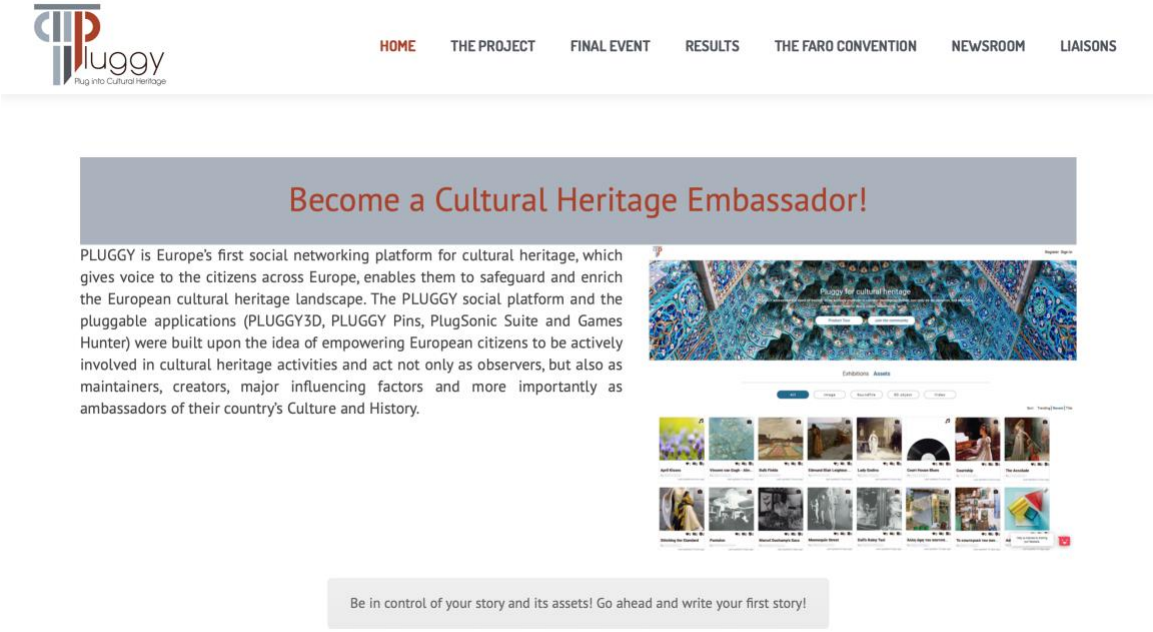


Figure 12: New website-Short information

Presentation of the four free applications as flip boards

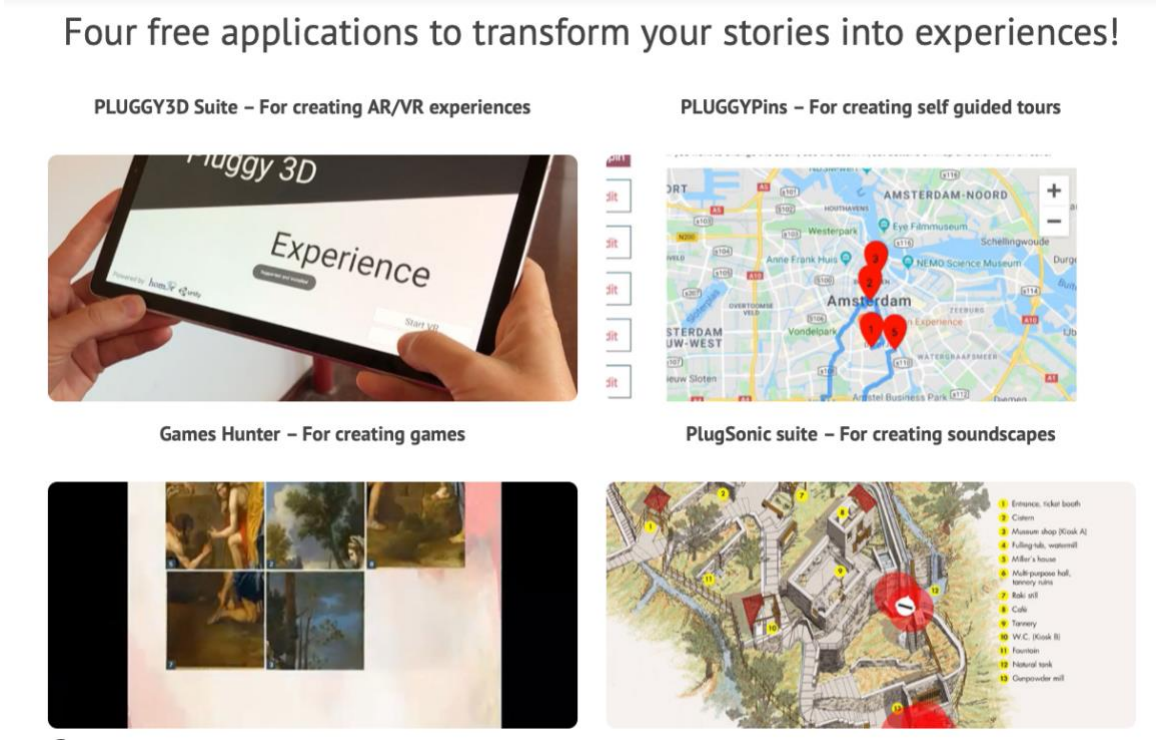


Figure 13: New website-four apps

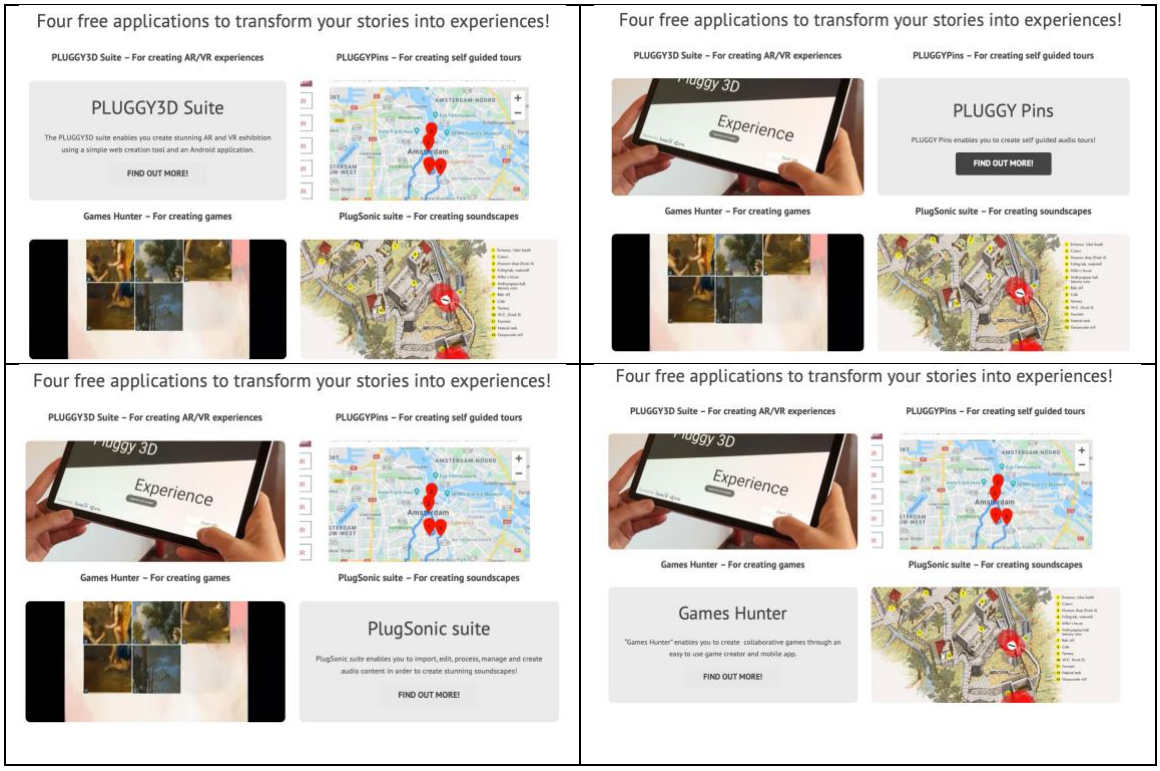


Figure 14: New website-fours apps flipped pages

An overview of the PLUGGY's core values

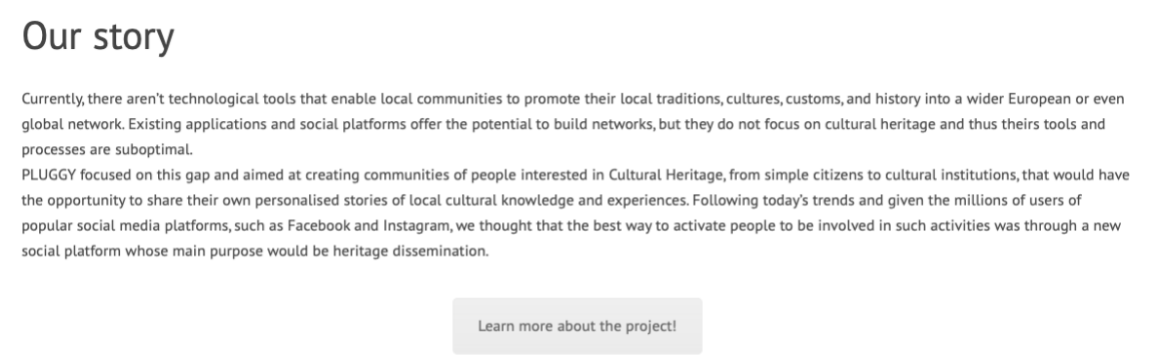


Figure 15: New website-our story

4.3 PLUGGY NEWSLETTER

A periodic newsletter providing valuable information on PLUGGY's developments, key findings, passed and forthcoming events, project's liaising activities and other important news in the fields related to the project is scheduled to be prepared and sent out to PLUGGY's newsletter subscribers every 6 months, starting from M12.

The first issue of PLUGGY newsletter was sent in December 1st, 2017[3]. The second issue of the PLUGGY newsletter was released on May 2018[4] and the third issue was released at the end of November 2018[5]. The fourth and last newsletter was released on May 2019[6]. The Newsletter was designed and curated in Stampready platform. All the newsletters are annexed in Appendix II.

[3] https://www.pluggy-project.eu/newsletters/1/index.html
[4] https://www.pluggy-project.eu/newsletters/2/index.html
[5] https://www.pluggy-project.eu/newsletters/3/index.html
[6] https://www.pluggy-project.eu/newsletters/4/index.html

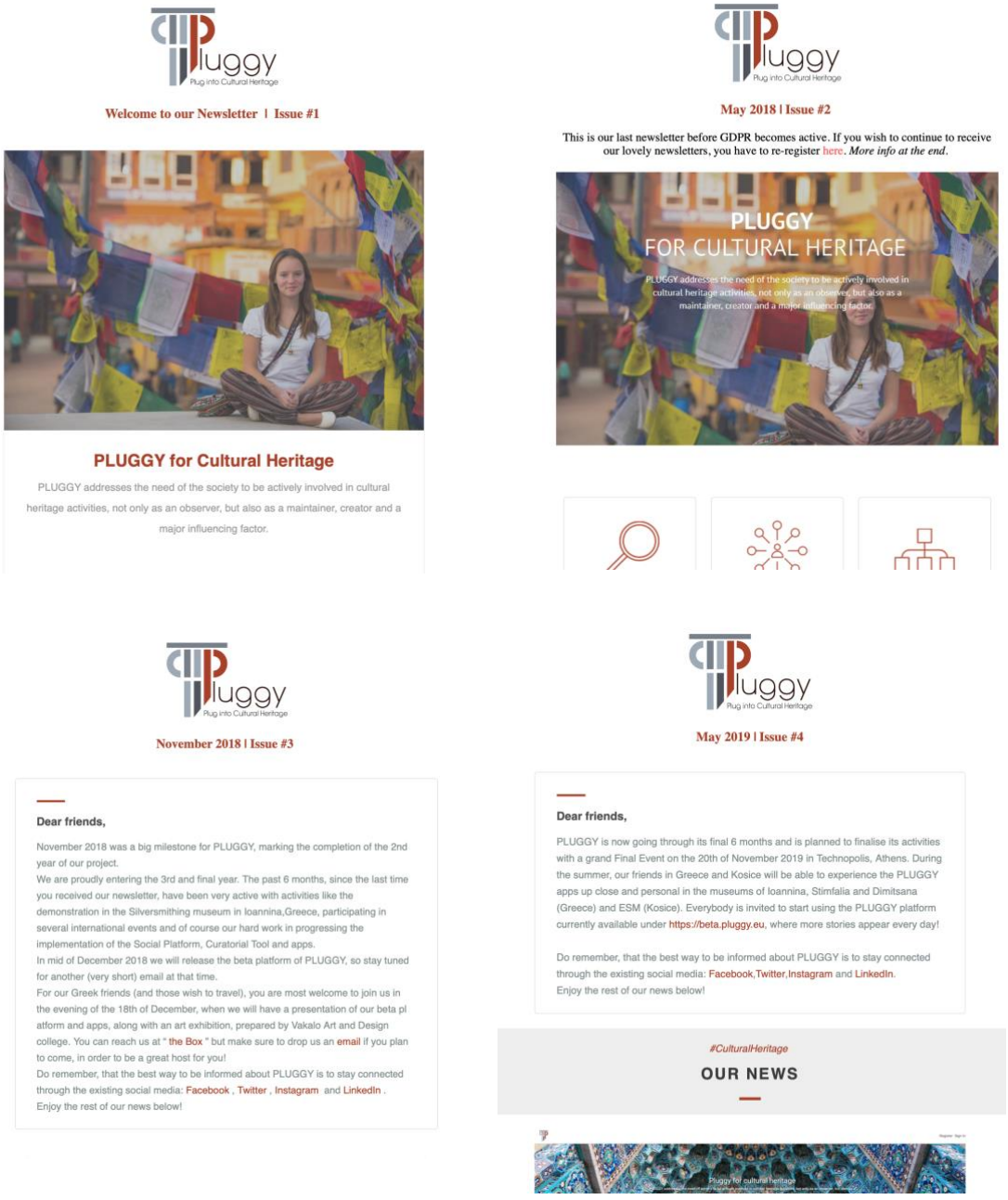


Figure 16: PLUGGYs' newsletters screenshots

4.4 PLUGGY'S SOCIAL NETWORKS

In order to consistently and effectively communicate with its multiple, often diverse targeted audiences and create social links with them, PLUGGY uses Facebook, Twitter, LinkedIn and Instagram and celebrates its achievements, providing feeds of its news and

recent developments as well as news of interest to the project and to its fields. As of late November 2017, PLUGGY accounts per social medium are:

1. Twitter: @Pluggy_Eu
2. Facebook: @PluggyProject
3. LinkedIn: PLUGGY Group
4. Instagram: @Pluggy_Eu

4.4.1 Twitter

As of late October 2019, PLUGGY twitter account (@Pluggy_Eu) has 386 followers and 538 tweets. Via PLUGGY's twitter, the main objective is to inform PLUGGY's followers with real-time information about the project's developments and activities as well as with news that deal with project's issues. Currently, PLUGGY follows 509 Twitter accounts of projects, journals, magazines, initiatives, organisations and institutions active in the field of cultural heritage and digital cultural heritage like museums, foundations, companies, academia, knowledge and innovation centres, public administrations and living labs as well as policy makers and people that share the same values as PLUGGY values.

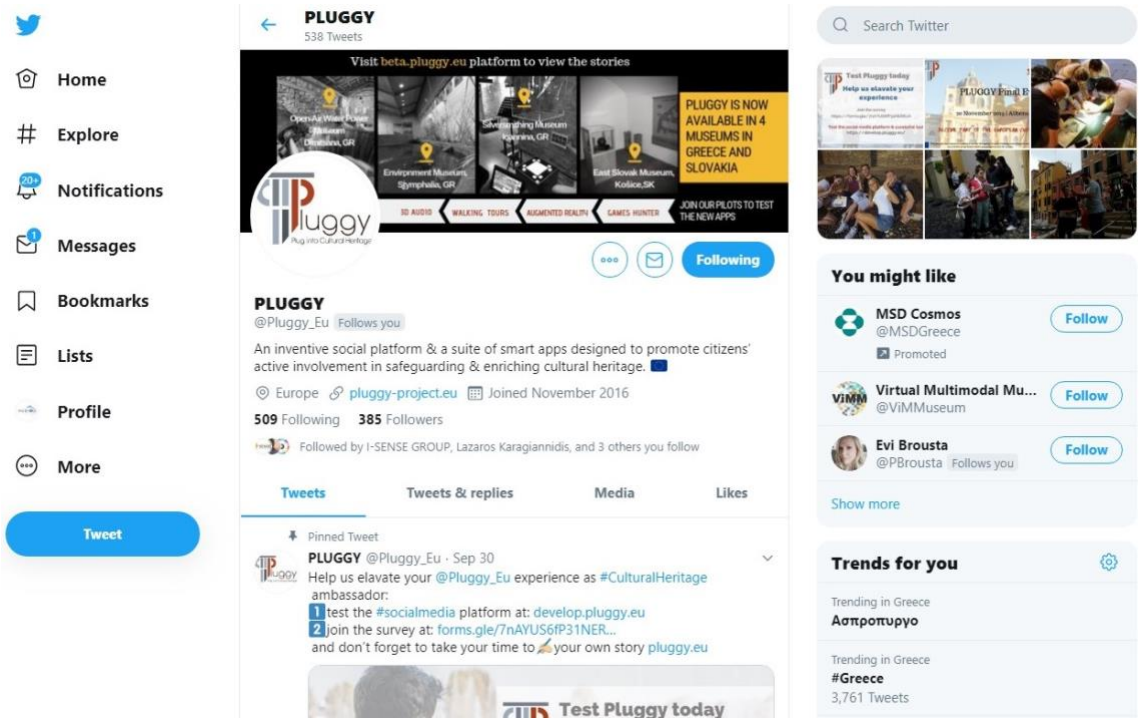


Figure 6 – PLUGGY's Twitter account network summary

Key elements of PLUGGY's Twitter account communication strategy followed are:

- We plan and tweet live;
- We include media content (pictures / videos) in our tweets;
- We subscribe to accounts dealing with PLUGGY's issues;
- We incorporate hashtags into our content relevant to appear easily in search results;
- We mention other accounts, re-tweet and respond to others;

Moreover, PLUGGY involved partners, responsible for the managing and monitoring of its Twitter account, ICCS and CLIO, consider Twitter Analytics on a monthly basis in order to analyse the effectiveness of the medium in terms of audience concentrations and impressions.

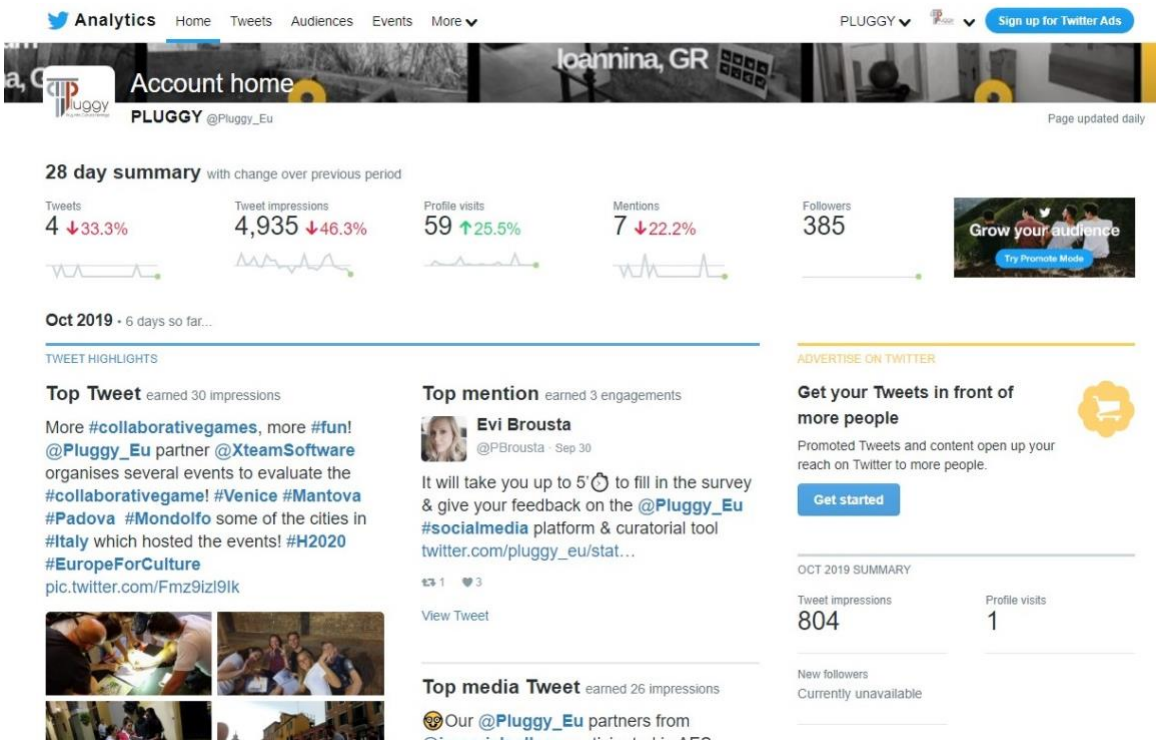


Figure 17: Twitter analytics for PLUGGY's Twitter account, 28-day summary/October '19

4.4.2 Facebook

PLUGGY's Facebook Account (@PluggyProject) is used as a key communication channel for PLUGGY, as it is considered to be by far the most popular social media channel in PLUGGY consortium's countries. As of late October 2019, PLUGGY's Facebook account has 853 people who like it, 912 people who follow it and 519 posts.

Figure 18: Facebook page

Key elements of PLUGGY's Facebook account communication strategy followed are:

- We subscribe to many accounts dealing with PLUGGY's relevant issues and fields;
- We are active on the pages we have subscribed to by liking, sharing and commenting posts;
- We often mention people and pages in our posts;
- We try to provide a strong presence, being active on a tri-weekly basis via continuous updating with interesting and creative content on news directly generated by the project, its partners, its dissemination activities, news from PLUGGY's collaborations/liaisons and general news generated by cultural heritage, tourism and related technologies' fields;
- We illustrate our posts with relevant media content;
- We use Facebook manager to schedule and manage our posts.

Moreover, PLUGGY involved partners, responsible for the managing and monitoring of its Facebook account, ICCS and CLIO, consider Facebook Insights on a monthly basis in order to track user interaction with the medium, to better understand its performance and to determine the best time of day or of the week to post as well as what type of content gets more popular.

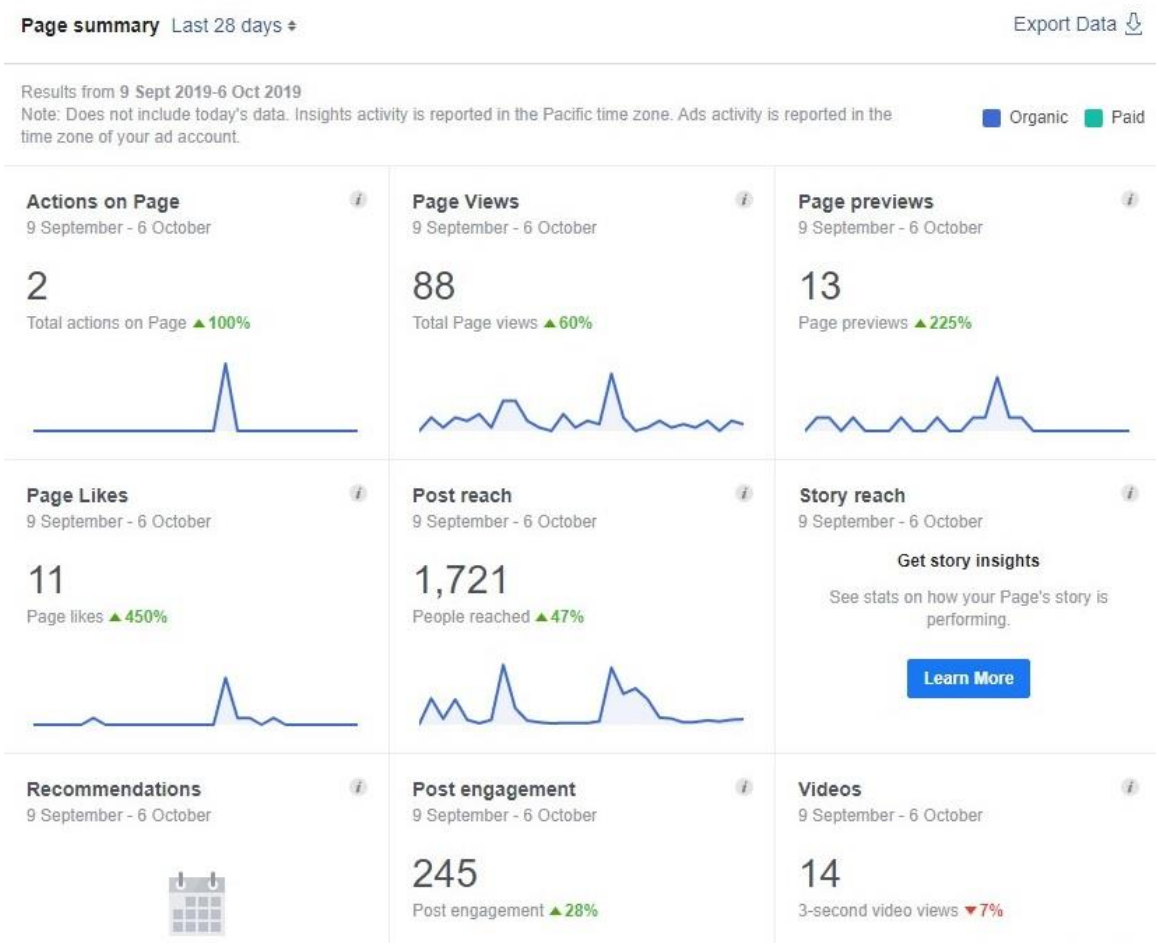


Figure 19: Facebook Insights for PLUGGY's Facebook account – 28 day summary, October '19

4.4.3 Instagram

PLUGGY's Instagram account (@Pluggy_Eu) is used for sharing photographs and videos of special moments and experiences of PLUGGY, its news as well as photo content and creative texts on its related fields. Up to late October 2019, Instagram serves mostly as a complement medium to PLUGGY's key social media accounts in Facebook and Twitter. According to ICONOSQUARE Insights monitored by ICCS and CLIO, as for late October 2019, PLUGGY's Instagram account has 153 followers, 280 followings, 93 posts and a total of 2760 likes received.

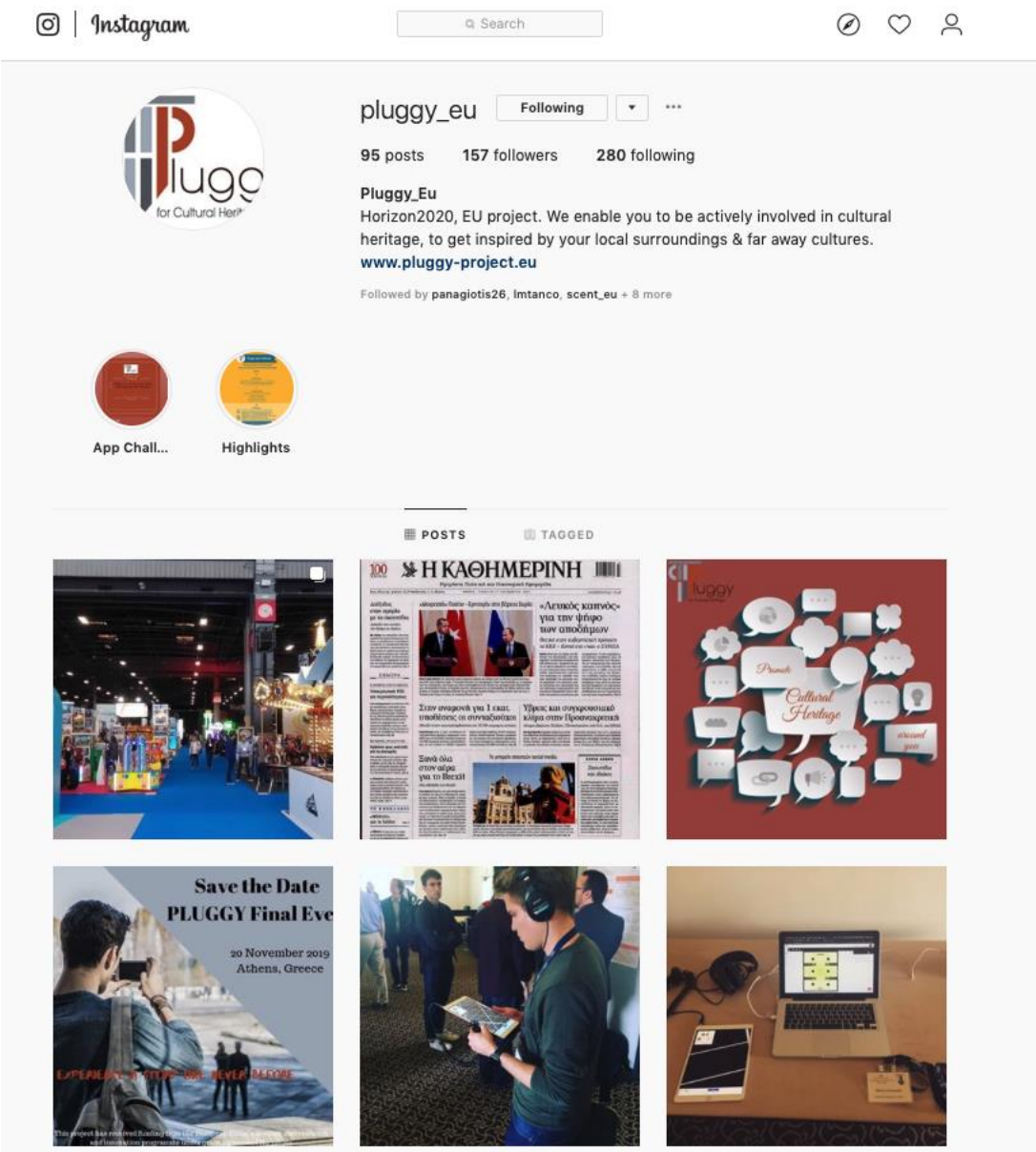


Figure 20: Instagram page

4.4.4 LinkedIn

PLUGGY's LinkedIn group (https://www.linkedin.com/groups/13502244) is used as a useful channel for building valuable networks with some of PLUGGY's target groups, including organisations, associations, individual, entities and policy makers involved in the fields relevant to PLUGGY. As for late October 2019, PLUGGY's LinkedIn group has 137 members and a total of 66 posts.

4.5 PLUGGY COMMUNICATION AND DISSEMINATION KIT

As outlined in D7.1, a communication and dissemination kit were created in the first months of the project, in order to have a ready-made and well-formatted set of dissemination items made available to all the members of the consortium.

This kit includes the following items (higher definition graphics are available in D7.1).

4.5.1 Leaflet

A six-fold leaflet was designed focusing on a general presentation of the project and its components and illustrating its concepts, mission and impact (see Figures 7 and 8).

Figure 21: PLUGGY's six-fold Leaflet – Side 1

The leaflet has been translated in partners' local languages – Greek, Slovak, Italian and Spanish, in order to be distributed at the pilots, conferences, workshops, meetings and other events that will take place in each of the partner's country during the project lifetime as well as to reach and engage efficiently and effectively all relevant audiences.

Figure 22: PLUGGY's six-fold Leaflet – Side 2

4.5.2 Roll-up banner

A Roll up banner template has also been created displaying the project's visual identity and providing a particularly practical tool with which to promote PLUGGY and deliver its assets in workshops and conferences[7].

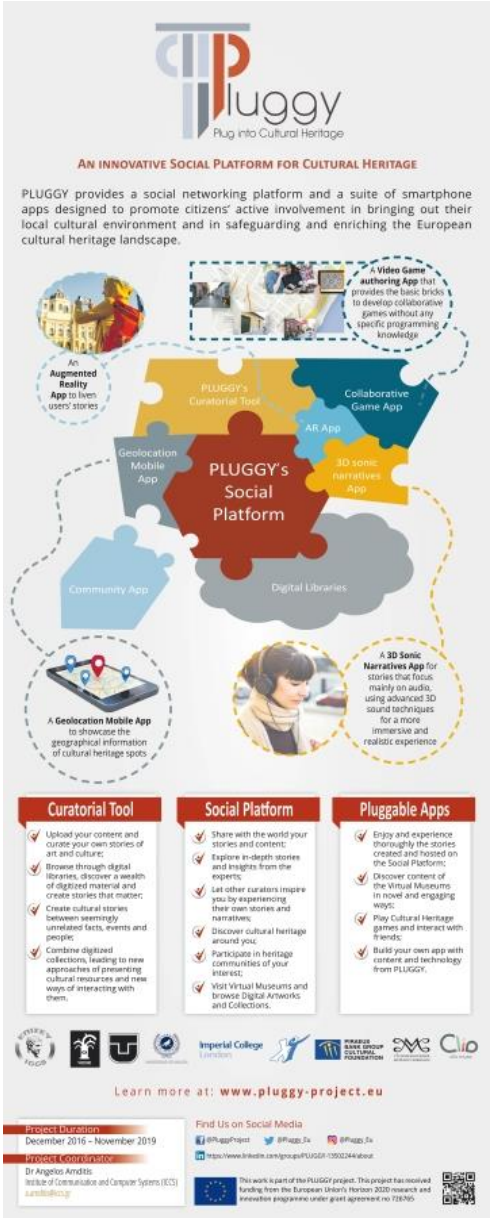


Figure 23: PLUGGY's Roll-up Banner

[7] https://www.pluggy-project.eu/wp-content/uploads/2017/06/PLUGGY-Roll-up-Banner-final_hires_25-1.jpg

4.6 MEDIA RELATIONS, PRESS RELEASES AND MEDIA COVERAGE

Media relations is an important aspect of PLUGGY's dissemination with members of the general public.

An introductory press release was written, translated and regionally adapted in partners' local languages and distributed in key journalists and bloggers specialised in culture, technology and science at the beginning of the project. PLUGGY's introductory press release generated valuable publicity and some very positive news coverage in high-impact news websites, subject portals and blogs specialised in Culture, Technology & Entrepreneurship. Publicity included many recorded media publications relating to press release's republications as well as article-interviews and opinion articles[8]. A second press release was published in Greek in July 2018 on the occasion of the evaluation of PLUGGY's augmented functionality and features in PIOP's Silversmithing Museum in Ioannina, Greece[9]. Once again PLUGGY's press release gained a lot of publicity and press clippings dedicated to PLUGGY's press release were presented on news websites, subject portals and blogs. Moreover, during PLUGGY's event in Silversmithing Museum in Ioannina, Greece, a very interesting interview, was given by PLUGGY's project manager which was released in local media and is also available in our Youtube Channel.

As the project progressed and results were generated, a number of press releases were issued around key developments. The target media for the project is broad, spans across Europe and includes the following outlets:

- National print and broadcast
- Culture media
- Scientific media
- Online media
- European Parliament and Commission Publications

A mailing list with journalists and bloggers specialised in culture, technology and science has been created from the very beginning of the project and is constantly updated by all partners.

[8] https://www.pluggy-project.eu/wp-content/uploads/2017/01/PLUGGY_Press-Release_An-inventive-Social-Networking-platform-for-social-heritage_EN.pdf

[9] https://www.pluggy-project.eu/wp-content/uploads/2018/07/Pluggy_PressRelease.pdf

Key journalists and bloggers were targeted across Europe, but particularly in the countries where PLUGGY partners are based in order to stand like key influencers of the project in its attempt to reach and interact with the general public.

A dedicated subscription form for non-identified interested journalists and bloggers has been uploaded to PLUGGY's website in order to be included in the relevant project's mailing list for project's press releases and news stories. The form has been uploaded in a special treated menu called Newsroom which also includes the project's news, press releases, the most significant press clippings, PLUGGY's newsletters and a dedicated media kit.

Additionally, more media activities such as interviews, exclusive stories and editorials, designed to look and read like informative articles on PLUGGY, will be planned for publications in the popular and subject press, being extra powerful tools for gaining valuable publicity and boost project's visibility.

4.6.1 Media coverage highlights

The list of all presence in media in included in Appendix 1 and it includes about 50 entries in news sites and blogs. Below, we highlight the most impactful.

4.6.1.1 SKAITV 60" coverage for PLUGGY

Skai TV is a Greek free-to-air television network based in Piraeus. It is part of the Skai Group, one of the largest media groups in the country. It was relaunched in its present form on 1st of April 2006 in the Athens metropolitan area, and gradually spread its coverage nationwide. Besides digital terrestrial transmission, it is available on the subscription-based encrypted services of Nova and Cosmote TV[10].

On the 6th of January 2019, following the plenary meeting in Athens and parallel exhibition, as also the press release performed, the SKAI TV night news show dedicated 60'' to PLUGGY. At that time Skai TV had a national coverage and was ranked 4th in television viewing.

Figure 24: PLUGGY at the night news show of SKAI TV

[10] https://en.wikipedia.org/wiki/Skai_TV

4.6.1.2 Kathimerini newspaper frontpage

Kathimerini (Greek: Η Καθημερινή, pronounced [i kaθimeriˈni], meaning "The Daily") is a daily morning newspaper published in Athens. It is currently the number one selling newspaper in Greece[11]. On Wednesday 23th of October 2019, PLUGGY made it to its front page, along with a dedicated ¾ page.

Figure 25: PLUGGY frontpage presence in Kathimerini newspaper

[11] http://www.typologies.gr/proti-i-kathimerini-2/

4.6.1.3 Ta NEA full page

Ta Nea (Greek: Τα Νέα; Translation: The News) is a daily newspaper published in Athens with circulation of around 35.000[12]. On the 4th of March 2017 it published an article for PLUGGY.

4/ ΔΙΑΔΙΚΤΥΟ / ΣΑΒΒΑΤΟΚΥΡΙΑΚΟ 4-5 ΜΑΡΤΙΟΥ

ΚΑΙΝΟΤΟΜΙΕΣ

ΤΟ FACEBOOK ΤΟΥ ΠΟΛΙΤΙΣΜΟΥ

ΜΕΣΩ ΤΗΣ ΠΛΑΤΦΟΡΜΑΣ PLUGGY ΟΙ ΕΠΙΣΚΕΠΤΕΣ ΑΡΧΑΙΟΛΟΓΙΚΩΝ ΧΩΡΩΝ Ή ΜΟΥΣΕΙΩΝ ΜΟΙΡΑΖΟΝΤΑΙ ΤΙΣ ΕΜΠΕΙΡΙΕΣ ΤΟΥΣ ΣΤΑ ΜΕΣΑ ΚΟΙΝΩΝΙΚΗΣ ΔΙΚΤΥΩΣΗΣ, ΣΥΜΜΕΤΕΧΟΝΤΑΣ ΣΤΗ ΜΕΓΑΛΥΤΕΡΗ ΚΑΜΠΑΝΙΑ ΤΟΥ ΔΙΑΔΙΚΤΥΟΥ

ΤΗΣ ΔΙΟΝΥΣΙΑΣ ΜΑΡΙΝΟΥ

Στον ηλεκτρονικό κόσμο του facebook, κάθε 60 δευτερόλεπτα γίνονται παγκοσμίως 510.000 σχόλια, ανανεώνονται 293.000 στάτους στα προφίλ των χρηστών και δημοσιεύονται 136.000 φωτογραφίες. Από αυτό το εντυπωσιακό ως προς την ποσότητα περιεχόμενο, ένα μικρό μόνο κομμάτι αφορά τη δράση των πολιτιστικών οργανισμών και των προϊόντων που κάθε φορά παρουσιάζουν στο κοινό. Την κατάσταση αυτή φιλοδοξεί να ανατρέψει το Pluggy, η πανευρωπαϊκή πλατφόρμα κοινωνικής δικτύωσης που βρίσκεται στα σκαριά. Για τον λόγο αυτό, το Ερευνητικό Πανεπιστημιακό Ινστιτούτο Συστημάτων Επικοινωνιών και Υπολογιστών του Εθνικού Μετσοβίου Πολυτεχνείου συμπράττει με το Πολιτιστικό Ίδρυμα Ομίλου Πειραιώς και την εταιρεία ανάπτυξης εφαρμογών πολιτισμού Cliomuse, ώστε να το βγάλει σε πιλοτική λειτουργία μέσα στα επόμενα τρία χρόνια.

Κύριος σκοπός του Pluggy είναι η προώθηση της τοπικής και εθνικής πολιτιστικής κληρονομιάς και η διασύνδεσή τους, προσφέροντας στους χρήστες δωρεάν υπηρεσίες επικοινωνίας και αλληλεπίδρασης σε θέματα πολιτισμού. Οι χρήστες θα είναι σε θέση να μοιράζονται τις πολιτιστικές εμπειρίες τους και τη γνώμη τους για τα εκθέματα που θα βλέπουν, συνεισφέροντας στην ανάδειξη της πολιτιστικής κληρονομιάς, ακόμη κι αν δεν συνειδητοποιούν την οργανωμένη προσπάθεια. «Οι επισκέπτες των μουσείων θα χρησιμοποιούν τις εφαρμογές για να ανεβάζουν την προσωπική τους ματιά, δίνοντας έτσι τη δική τους πρόταση περιήγησης και μια δυνάμει έκθεση. Μοιραζόμενοι την εμπειρία τους, βοηθάνε στην παραγωγή νέου πολιτιστικού αποθέματος» αναφέρει στα «Πρόσωπα» ο Χρίστος Ρίγγας, προϊστάμενος της Υπηρεσίας Ερευνητικών και Εκπαιδευτικών Προγραμμάτων του Πολιτιστικού Ιδρύματος Ομίλου Πειραιώς.

Στην πρώτη φάση του έργου, η πλατφόρμα θα συνδεθεί με τρία μουσεία που είναι υπό την ομπρέλα του Ιδρύματος της Τράπεζας Πειραιώς: το Υπαίθριο Μουσείο Υδροκίνησης στη Δημητσάνα, το Μουσείο Περιβάλλοντος Στυμφαλίας και το Μουσείο Αργυροτεχνίας των Ιωαννίνων. Μια επιλογή η οποία έγινε εξαιτίας των χαρακτηριστικών τους που μπορούν να αξιοποιηθούν αλλά και της μεγάλης επισκεψιμότητας που ήδη έχουν, χωρίς όμως τα κομμάτια της τριάδας αυτής να είναι αμετάβλητα. Παράλληλα με τα ελληνικά δεδομένα, το τοπίο θα ολοκληρώνει και το περιεχόμενο από το East Slovakian Museum της Σλοβακίας που θα προσφέρεται. «Τα δικά μας μουσεία μιλάνε σε μνήμες που είναι εντυπωμένες ακόμα, μια και σχετίζονται με την πρωτοβιομηχανική ιστορία. Ενας δυναμικός χρήστης που έχει επαφή με την τεχνολογία, δημοσιεύοντας στο Pluggy, μπορεί να βγάλει συναίσθημα και να υπενθυμίσει στοιχεία» αναφέρει ο Χρίστος Ρίγγας.

ΝΕΕΣ ΤΕΧΝΟΛΟΓΙΕΣ. Χαρακτηριστικό της πλατφόρμας, η οποία ακόμα βρίσκεται σε πρώιμο στάδιο, είναι οι νέες τεχνολογίες και οι καινοτομίες που αναπτύσσονται προσαρμοσμένες στις ανάγκες του Pluggy. Χαρακτηριστικό παράδειγμα είναι ένα ειδικό συγγραφικό εργαλείο που θα προσφέρει η σελίδα, μέσω του οποίου οι χρήστες θα μπορούν να συσχετίζουν τις ιστορίες τους με υλικό από ήδη διαθέσιμες ψηφιακές συλλογές και βιβλιοθήκες. Αλλά και με δεδομένα που έχουν ανεβάσει οι ίδιοι, οι φίλοι τους και επαγγελματίες του πολιτισμού. Θα είναι ελεύθεροι να δημοσιεύουν οποιοδήποτε περιεχόμενο θέλουν, αρκεί να είναι κύριοι των πνευματικών δικαιωμάτων, χτίζοντας έτσι σχηματικά ένα νέο facebook του πολιτισμού. Ωστόσο, το Pluggy θα έχει συγκεκριμένες ασφαλιστικές δικλίδες ώστε να αποφεύγεται η ηλεκτρονική παρουσία παιδιών στις αναρτήσεις.

Επιπλέον, οι ιστορίες θα διανθίζονται με εργαλεία και εφαρμογές όπως αυτή της επαυξημένης πραγματικότητας, η οποία θα ζωντανεύει το περιεχόμενο της ανάρτησης μέσω των κινητών τους με τη χρήση της κάμερας και της οθόνης. Ή η εφαρμογή αφήγησης ιστοριών με ήχο 3D, μέσω της οποίας οι χρήστες θα μπορούν να ηχογραφούν και να τοποθετούν στον χώρο τους ήχους που θα προσλαμβάνονται κατά τις επισκέψεις τους στα σημεία ενδιαφέροντος. Διασκεδαστικό χαρακτήρα θα έχουν τα διαθέσιμα συνεργατικά παιχνίδια που θα ανεβαίνουν, ώστε οι πολίτες να συνθέτουν τα δικά τους ψηφιακά κουίζ και να ανακαλύπτουν τα αντικείμενα και τις συλλογές πολιτιστικής κληρονομιάς.

Αν και η αφετηρία του εγχειρήματος θα είναι το Πολιτιστικό Ίδρυμα Ομίλου Πειραιώς, στην τελική της μορφή η πλατφόρμα θα είναι ανοιχτή σε οποιονδήποτε φορέα θέλει να συνεισφέρει με συγκεκριμένα υλικό, εντός κι εκτός ελληνικών συνόρων. Αλλωστε η χρηματοδότηση του πρότζεκτ είναι καθαρά ευρωπαϊκή. Προέρχεται από το πρόγραμμα Horizon 2020 της Ευρωπαϊκής Ενωσης και αξιοποιεί τις προσφορές της κοινοπραξίας που εκπρόσωπων οι τρεις ελληνικοί φορείς με άλλους έξι εταίρους από τέσσερις διαφορετικές χώρες, μεταξύ των οποίων είναι το Imperial College του Λονδίνου.

Figure 26: Full page on the newspaper Ta Nea

[12] https://en.wikipedia.org/wiki/Ta_Nea

4.6.1.4 Crete TV 12' online interview

CRETE TV (ΚΡΗΤΗ TV) is a Greek regional television station, based in Heraklion. Its terrestrial transmission covers the region of Crete, while it also transmits via satellite through the Cosmote TV network.[13] On the 30th of October, 2019, Nikos Frangakis was invited by KaloMesimeri TV Show for an online interview regarding PLUGGY in at CRETE TV. An overall of 12 minutes was devoted to PLUGGY.

Figure 27: KritiTV Interview

4.6.1.5 Itv and ipirostv 4' interview

During the evaluation phase of the Augmented Reality app in the Silversmithing museum in Ioannina, PLUGGY was interviewed by the local tv stations: itv and ipirostv o the 18th of July 2018.

Figure 28: PLUGGY Interview @itv,ipirostv

[13] https://en.wikipedia.org/wiki/CreteTV

4.7 PEER REVIEWED ARTICLES AND CONFERENCES

From the beginning of the project attending public presentations, workshops and other events (see following Section) has been of utmost importance. But PLUGGY also paid its attention to organising Workshops in order to spread the news about its progress and inform about its achievements with the aim of creating a dynamic network of stakeholders interested in the interaction among Cultural Heritage and digital technology. Additionally, academic dissemination included the publication and presentation of conference papers and poster presentations as follows.

4.7.1 Workshops

More specifically, PLUGGY organised a scientific workshop titled **"Workshop Advances in Digital Cultural Heritage"** as part of the **"23rd ICE/IEEE International Technology Management Conference",** which took place on June 28th, 2017, in Madeira, Portugal. 12 papers were submitted to the workshop, including a **position paper** from the PLUGGY project authored by Nikos Frangakis (ICCS), Luis Molina Tanco (UMA), Veranika Lim (ICL) and Lorenzo Picinali (ICL). The workshop was attended by 18-20 people, mainlyacademics, and the proceedings were published in a Lecture Notes in Computer Science book from Springer. Link to paper: https://link.springer.com/content/pdf/10.1007/978-3-319-75789-6.pdf

Furthermore, a scientific workshop entitled **"Co-creating augmented cultural experiences in Albertopolis"** has been 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, the 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. This workshop did not include any paper.

On 5th February 2019 PLUGGY's partners Xteam and Vianet **organised a workshop entitled 'Tools and ideas to attract visitors to your museum'** in Rome, Italy. The workshop, in which PLUGGY and the collaborative game applications were presented, attracted about 40 experts and curators from the museum and cultural sector. This workshop did not include any paper.

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. This workshop did not include any paper.

4.7.2 Conference papers

In addition to these workshops, individual papers were also presented in at several well-known scientific conferences around the world.

The **very first paper of the project** entitled "Social Platform for Heritage Awareness and Participation" was presented in the Euro VR Conference, which was held in Athens, Greece on 22-24th November 2016. Link to paper: https://www.pluggy-project.eu/wp-content/uploads/2018/02/EuroVR2016_paper_23.pdf

A **paper entitled** "PLUGGY: A Pluggable Social Platform for Cultural Heritage Awareness and Participation" was presented by Lim, Frangakis, Molina Tanco, Picinali at 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 Limassol, Cyprus on 29th October-3rd November 2018. In total, 16 EU projects related to cultural heritage, research groups, stakeholders, independent researchers and practitioners from the cultural informatics area had the chance to exchange knowledge, methods and best practices, discuss upon challenges and explore possible collaborations. Link to paper: http://ceur-ws.org/Vol-2235/paper3.pdf

A **poster entitled** ''3D Object Rotation Using Virtual Trackball with Fixed Reference Axis" (by Toledo, Cuevas-Rodriguez, Molina-Tanco, Reyes-Lecuona) was presented by PLUGGY's partner UMA, the University of Malaga at the Poster Session of the EuroVR 2018 conference which was held in London, UK on 22-23rd October 2018. The poster demonstrates an experimental study on 3D interaction techniques to examine virtual objects using the mouse. The results of this experiment were used in PLUGGY, as the innovation in PLUGGY is the ability to create VR/AR virtual exhibitions through easy-to-use and intuitive authoring tools. Link to paper: http://www.eurovr2018.org/Docs/Posters/EuroVR_2018_paper_33.pdf

Moreover, Leonidas Argyros from PLUGGY's partner Clio Muse gave a presentation entitled ' A "Calophony" of Stories: Museum Collections Empowering the Voiceless' in the **11th International Conference on the Inclusive Museum**, which was held on the 6-9th of September 2018 in Granada, Spain. The Conference brought together a community of museum practitioners and researchers. A draft paper, containing the presentation's overview was submitted with no actual paper.

PLUGGY also participated in the **AES (Audio Engineering Society) Conferenc**e on Immersive and Interactive Audio that was held in York, UK on 27-29th March 2019. A PLUGGY paper entitled 'The 3D Tune-In Toolkit VST Binaural Audio Plugin' was presented

by partners ICL & UMA on 28th March with a lot of excitement for the PlugSonic Soundscape app by the participants. The very next day on the 29th March the poster 'Web-based binaural audio and sonic narratives for cultural heritage', which was visited by many attendees, was showed by ICL. The scientific dissemination of PLUGGY's research in the area of 3D audio was then followed by another AES conference, this time overseas. A paper entitled 'Estimating ear canal volume through electrical impedance measurements from in-ear headphones' was presented during the 2019 AES International Conference on Headphones Technology that took place from 27th to 29th August 2019 in San Francisco, USA. The paper was also published in the AES E-Library. The event was sold-out months before its start date, and the three-days technical programme was packed with keynotes, technical presentations and demos. PLUGGY was present with a technical paper, outlining the outputs from a research study on novel headphone technologies, and with a demonstration on the PlugSonic suite.

The technical paper was presented in a plenary session, therefore all conference attendees were present; these included academics and researchers, industry (mainly large companies such as AKG, Bose, Sennheiser and Amazon, but also smaller ones such as GRAS and HEAD Acoustics) and professionals. It was very well received - questions were asked straight after the presentation, and we were contacted by researchers after the session for follow-up questions, suggestions and possible collaborations. The general feedback was that the study was particularly relevant to headphones technologies, with the potential to generate high impact in both research and industry domains. Link to paper: http://www.aes.org/e-lib/browse.cfm?elib=20435

A demonstration about the PlugSonic suite was also delivered between paper sessions, in a dedicated space. Even in this case several attendees from academia, research and industry had the chance to try the various PlugSonic applications. We were able to demonstrate not only the web-based applications (both Sample and Soundscape), but also the mobile application, with the novel AR addition which allowed to track the listener in 5 Degrees of Freedom, using only the sensors on an iPad (i.e. without relying on external installations). Feedback was extremely positive. Several visitors were unaware of PLUGGY and, more specifically, of the PlugSonic suite, and upon understanding that those tools were available for free and through a platform-agnostic web-interface, were very keen of use them in their future research and professional practices. Further contacts were made after the conference by people interested in knowing more about PLUGGY and PlugSonic, and all these contacts are currently being followed up.

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 a **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".

4.7.3 Journal papers

For the purpose of imparting its knowledge and disseminating its results PLUGGY have had important **journal publications**. “PLUGGY: A Pluggable Social Platform for Cultural Heritage Awareness and Participation” is the title of the publication issued by Veranika Lim, Nikos Frangakis, Luis Molina Tanco and Lorenzo Picinali and published on the Springer Link. Link to paper: https://link.springer.com/content/pdf/10.1007/978-3-319-75789-6.pdf

4.7.4 Pending journal papers

As it often happens when carrying out research, the time required for the publication of high-quality peer-reviewed journal papers result in relevant papers being published after the end of the project. This is the case also in PLUGGY, and the following papers are scheduled to be published in the next months:

- A journal article entitled "The potential of design-based foresight to support collaborative forms of learning linked to strategy articulation" will be submitted in the end of the year 2019 to Long Range Planning.
- A journal article about the PlugSonic app is going to be submitted in Spring 2020 to the International Journal of Human Computer Studies.
- Another paper about the ear-canal volume estimation based on headphones electrical impedance will be also submitted in 2020.

4.8 PUBLIC PRESENTATIONS AT FAIRS AND OTHER EVENTS

Information about public presentations at fairs and other events has been included in *D7.2 – Community outreach and social briefing*.

5 Summary and KPIs (Key Performance Indicators)

As already been properly considered in *D7.1 Communication and Dissemination Strategy*, the effectiveness of PLUGGY's communication and dissemination activities is periodically measured and evaluated through monitoring of the progress against KPIs set out in the project's DoA.

Key Performance Indicator (KPI)	Estimation, as stated in the DoA	Status at the end of the project (M36)
Overall Pilot participants	5000	17,121 During the August-September 2019 period of the PLUGGY pilot applications running in the three PIOP museums, the total traffic reached 16,262 visitors. The visitors reported by PIOP are the overall visitors of the museums. Based on the feedback received from the museum, about 50% of the visitors engaged with PLUGGY. The East Slovakian Museum registered 640 participants in the pilot; 100 schoolchildren (Primary School); 240 students of secondary education; 100 students from Universities; 60 specialists; 60 general public and 20 families (80 people in total)
Final demonstration participants	100	TBC
Public events, attended by PLUGGY partners	20	28 (See D7.2 for more details)
Public events organised by PLUGGY	4	4 • "Workshop Advances in Digital Cultural Heritage", held as part of the 23rd ICE/IEEE International Technology Management Conference, which took place on

		June 28th, 2017, in Madeira, Portugal • Workshop during E&PDE18 (International Conference on Engineering & Product Design Education), 5 September 2018, London, UK. Co-creating augmented cultural experiences in Albertopolis • Workshop entitled 'Tools and ideas to attract visitors to your museum', held in Rome, Italy, on 5th February 2019. The workshop, in which PLUGGY and the collaborative game applications were presented, attracted about 40 experts and curators from the museum and cultural sector • PLUGGY final event where PLUGGY results, the social platform and the pluggable apps will be unveiled to the public
People attending the public events organised by PLUGGY	50 per event	• 18-20 people attended the "Workshop Advances in Digital Cultural Heritage" • 40 people attended the "Cocreating augmented cultural experiences in Albertopolis" • 40 people attended the workshop ''Tools and ideas to attract visitors to your museum'' • The PLUGGY final event has been attended by TBC people.
Meetings organised with the supporting partners	10	11 • 1. Co-organisation of the "Workshop Advances in Digital Cultural Heritage" with ViMM project • 2. Meetings with the Vakalo Art & Design College) • 9 plenary meetings of PLUGGY (see D7.2)

Visitors for both the website and the Content Access Platform	300 per month	120-190 visitors average for the website per month 250 visitors (min 109, max 472) average for the Content Access Platform per month (M30-M36)
Downloads of PLUGGY platform as open source software	500 in total	n/a, as the open-source release will be done only after the end of the project.
Applications for the App challenge	10	12 applications, 6 funded
Registered users (newsletter and Content Access Platform)	200	• 115 newsletter subscriptions • 274 users subscribed in pluggy.eu
Contacts on social media	Measured according to different parameters for specific platforms	• On Facebook: PLUGGY's followers have reach the 912 Facebook users • On Twitter: PLUGGY's followers have reach the 386 Twitter users • On Instagram: PLUGGY holds 153 followers • On LinkedIn: the PLUGGY group has 137 members
Articles and web news in civil society media and specialised press	10	15 Articles about PLUGGY in National Documentation Centre of Greece's journal, in website newsfeeds of University of Malaga, Imperial College of London and National & Technical University of Athens, in Mosaic Newsletter, in UrbanHIST Newsletter, in ICOMOS Newsletter (scientific association), in Archaiologia.gr (cultural portal), in cityportal.gr (cultural portal), in in2life.gr (cultural portal), in thelook.gr (cultural portal), in polytexnikanea.gr (portal for engineers), in Michanikos-online.gr (portal for engineers), in PCmag.gr (tech portal), in Chamber of the Argolid, in loveGreece.com, in platform.gr (culture portal), in

		Archaeostuff.Wordpress.com (culture blog)
Number of journal articles	4	• 2 (see Section 4.7.3 Journal papers) • 3 pending journal articles (see Section 4.7.4 Pending journal papers)
Conference publications	6	7 (see Section Conference papers 4.7.2)
Participation in a number of scientific workshops/special sessions	4	9 (see Section and D7.2)
Number of EU and national projects networked	4	13 (ARCHES, COURAGE, CROSSCULT, EMOTIVE, CULTURELABS, CULTUREMOVES, DANDELION, HERITAMUS, IMARECULTURE, REACH, RURITAGE, SILKNOW, VIMM)
Number of M.Sc. theses	2	1 Thesis from Nikos Iliakis, ICCS.
Ph.D. dissertations	2	3 • Thesis from Sara Kahn, Politecnico di Torino (PhD), visiting Scholar at ICL and worked on PLUGSONIC as part of her thesis . • Daniel Gonzalez-Toledo and Maria Cuevas-Rodriguez (UMA) – to be completed in 2019

Table 2: KPIs

6 Conclusions

This deliverable summarises the communication and dissemination activities of the PLUGGY consortium during the 36 months of the project.

Considering the initial plans outlined in D7.1, the work done during the 36 months of the project, and the KPI summary outlined in Section 4, the PLUGGY communication and dissemination within WP7 can undoubtedly be considered a success.

Appendices

APPENDIX 1 – PUBLICITY REPORT OF PLUGGY'S PRESS PRESENCE

Type of News Media	Media Name or Link	Title of publication	Place of Publication	Release Date	Archived/Redmine link
news portal	Euro2day.gr	Πλατφόρμα για την προώθηση του ευρωπαϊκού πολιτισμού με ελληνική συμμετοχή	Greece	14 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879
subject portal	Pcmag.com	Η πολιτισμική πλατφόρμα κοινωνικής δικτύωσης PLUGGY	Greece	14 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879
news portal	Real.gr	Πλατφόρμα για την προώθηση του ευρωπαϊκού πολιτισμού με ελληνική συμμετοχή	Greece	14 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879

news portal	Popaganda.gr	PLUGGY: Το νέο κοινωνικό δίκτυο για την προώθηση της πολιτιστικής κληρονομιάς στην Ευρώπη	Greece	14 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879
news portal	Multi-news.gr	PLUGGY: Το νέο κοινωνικό δίκτυο για την προώθηση της πολιτιστικής κληρονομιάς στην Ευρώπη	Greece	14 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879
subject blog	Thedayaftergr.blogspot.gr	PLUGGY: Πλατφόρμα κοινωνικής δικτύωσης για την προώθηση της πολιτιστικής κληρονομιάς στην Ευρώπη	Greece	14 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879
subject portal	In2life.gr	Πλατφόρμα για την προώθηση του ευρωπαϊκού πολιτισμού με ελληνική συμμετοχή	Greece	14 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879

news portal	Ioannina24.gr	Η ΠΟΛΙΤΙΣΜΙΚΗ ΠΛΑΤΦΟΡΜΑ ΚΟΙΝΩΝΙΚΗΣ ΔΙΚΤΥΩΣΗΣ PLUGGY	Greece	13 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879
NET FAX	Daily E-Newsletter	Κομβική η ελληνική συμμετοχή στο ευρωπαϊκό έργο PLUGGY	Greece	15 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879
Imperial College website	www.imperial.ac.uk	Europeans to become online heritage curators	UK	21st Dec 2016	https://redmine.iccs.gr/dmsf/files/13444/view
Imperial College website	www.imperial.ac.uk	PLUGGY project	UK	21st Dec 2016	http://www.imperial.ac.uk/alumni/benefits/alumni-e-bulletin/faculty-of-engineering-alumni-e-bulletins/
subject blog	Archaeostuff. Wordpress.com	SAVE THE NAME! PLUGGY: AN INVENTIVE SOCIAL NETWORKING SITE FOR CULTURAL HERITAGE	Spain	19 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879

news portal	Newmoney.gr	Clio Muse: Η εφαρμογή ξενάγησης που διακρίνεται στην Ευρώπη	Greece	26 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879
news portal	inbusinessnews.com	Clio Muse: Η εφαρμογή ξενάγησης που διακρίνεται στην Ευρώπη	Greece	27 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879
news portal	platform.gr	PLUGGY: Πλατφόρμα κοινωνικής δικτύωσης για την προώθηση της πολιτιστικής κληρονομιάς στην Ευρώπη	Greece	28 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879
news portal	http://www.be-yonder.it/2016/12/nuovi-orizzonti-innovazione-ricerca-leuropa-	Nuovi orizzonti di innovazione e ricerca per l'Europa: nasce Pluggy	Italy	22 Dec 2016	https://redmine.iccs.gr/dmsf/files/13490/view

	nasce-pluggy/				
news portal	perivolos.gr	Clio Muse: Η εφαρμογή ξενάγησης που διακρίνεται στην Ευρώπη	Greece	27 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879
news portal	naftemporiki.gr	ΣΕ ΔΙΕΘΝΗ ΚΟΙΝΟΠΡΑΞΙΑ Η ΕΛΛΗΝΙΚΗ STARTUP CLIO MUSE	Greece	29 Dec 2016	https://redmine.iccs.gr/dmsf/files/13495/view
Entrepreneurship news portal	lovegreece.com	Η Clio Muse συμμετέχει στο PLUGGY, μία πλατφόρμα κοινωνικής δικτύωσης για τον πολιτισμό	Greece	3 Jan 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879
opinion news portal	Anoixtoparathyro.gr	PLUGGY: Πλατφόρμα για την προώθηση της πολιτιστικής κληρονομιάς στην Ευρώπη	Greece	17 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879

News feed of ISENSE Group site	I-sense.iccs.gr	PLUGGY: an inventive Social Networking site for Cultural Heritage	Greece	4 Jan 2017	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1896
Digital news feed of University of Málaga	Uciencia.uma.es	La UMA participa en el proyecto europeo PLUGGY, una plataforma social para el patrimonio cutural	Spain	9 Jan 2017	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1896
News feed of XTEAM site	Xteamsoftware.com	Nuovi “orizzonti” di innovazione e ricerca per l’Europa: Nasce Pluggy	Italy	24 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879
News feed of PIOP site	Piop.gr	PLUGGY: an inventive Social Networking site for cultural heritage	Greece	15 Dec 2016	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1879
news portal	La Nuova Ferrara	Nuova piattaforma social. La firma l'ex vice sindaco	Italy	10 January 2017	https://redmine.iccs.gr/dmsf/files/13569/view

Local News Magazine (digital version)	Revista El Observador	La Universidad de Málaga participa en el proyecto europeo PLUGGY, una plataforma social que busca fomentar la implicación de los ciudadanos en la salvaguarda del patrimonio cultural	Spain	11 January 2017	https://redmine.iccs.gr/dmsf/files/13593/view
Local News feed	Malaga.net	La UMA participa en el proyecto europeo Pluggy, una plataforma social para el patrimonio cultural	Spain	23 December 2017	https://redmine.iccs.gr/dmsf/files/13594/view
News Portal University of La Laguna	Periodismo ULL - Diario Digital de La Universidad de La Laguna	La Universidad de Málaga colabora con la plataforma PLUGGY	Spain	3 January 2017	https://redmine.iccs.gr/dmsf/files/13595/view

National News Journal	Ta NEA	Το Facebook του Πολιτισμού	Greece	4 March 2017	https://redmine.iccs.gr/dmsf/files/15608/view
Local Newspaper	La Voce di Rovigo	I beni culturali diventano Social	Italy	9 March 2017	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1896
Chamber's portal	Chamber of Argolida	Νέα πλατφόρμα κοινωνικής δικτύωσης PLUGGY για την προώθηση της πολιτιστικής κληρονομιάς στην Ευρώπη	Greece	28 March 2017	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1896
Research Organisation's portal	National Documentation Centre of Greece	PLUGGY: Νέα πλατφόρμα κοινωνικής δικτύωσης για την προώθηση της πολιτιστικής κληρονομιάς στην Ευρώπη - See more at: http://www.ekt.gr/el/news/20657#sthash.wbP0X4rC.dpuf	Greece	21 March 2017	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1896

Research Organisation's journal	National Documentation Centre of Greece	PLUGGY: Νέα πλατφόρμα κοινωνικής δικτύωσης για την προώθηση της πολιτιστικής κληρονομιάς στην Ευρώπη - See more at: http://www.ekt.gr/el/news/20657#sthash.wbP0X4rC.dpuf	Greece	21 March 2017	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1896
Hellenic ICOMOS -May 2017	Monthly ICOMOS Newsletter	Νέα πλατφόρμα κοινωνικής δικτύωσης PLUGGY για την προώθηση της πολιτιστικής κληρονομιάς στην Ευρώπη	Greece	24 May 2017	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=1896
Hellenic National Committee of ICOM Newsletter	ICOM Greece Newsletter - December 2017 Issue	Συμμετοχή του Πολιτιστικού Ιδρύματος Ομίλου Πειραιώς στο ευρωπαϊκό έργο Pluggy. Η πρωτοποριακή	Greece	December 2017	http://network.icom.museum/fileadmin/user_upload/minisites/icom-greece/Enimerotika-Deltia/ICOM__14_WEB.pdf

		πλατφόρμα κοινωνικής δικτύωσης για την πολιτιστική κληρονομιά			
Art portal	www.theloo k.gr	Καθημερινές ιστορίες πολιτιστικής κληρονομιάς από όλη την Ευρώπη: PLUGGY, μια πρωτοποριακή πλατφόρμα κοινωνικής δικτύωσης	Greece	June 2018	https://www.thelook.gr/life/%CE%BA%CF%8C%CF%83%CE%BC%CE%BF%CF%82/kathimerines-istories-politistikis-klironomias-apo-oli-tin-evropi-pluggy-mia-protoporiaki-platforma-koinonikis-diktyosis/
News Agency	Athens Macedonia n News Agency	Μια νέα εφαρμογή για καθημερινές ιστορίες πολιτιστικής κληρονομιάς	Greece	Given by project's Coordina tor in January 2018/Pu blished in May 2018	https://www.amna.gr/home/article/261403/Mia-nea-efarmogi-gia-kathimerines-istories-politistikis-klironomias
News portal	Parallaxim ag.gr	Μια νέα εφαρμογή για καθημερινές	Greece	May 2018	http://parallaximag.gr/life/technologia/mia-nea-efarmogi-gia-kathimerines-istories-politistikis-klironomias

		ιστορίες πολιτιστικής κληρονομιάς			
News portal	Real.gr	Μια νέα εφαρμογή για καθημερινές ιστορίες πολιτιστικής κληρονομιάς από όλην την Ευρώπη	Greece	May 2018	http://www.real.gr/DefaultArthro.aspx?page=arthro&id=682494&catID=22
Subject magazine	Archaeology and Arts	Καθημερινές ιστορίες πολιτιστικής κληρονομιάς από όλη την Ευρώπη PLUGGY, μια πρωτοποριακή πλατφόρμα κοινωνικής δικτύωσης	Greece	June 2018	https://www.archaiologia.gr/print-article/?print=94325
Subject portal	Archaiologia.gr	Καθημερινές ιστορίες πολιτιστικής κληρονομιάς από όλη την Ευρώπη	Greece	May 2018	https://www.archaiologia.gr/blog/2018/05/30/k%CE%B1%CE%B8%CE%B7%CE%BC%CE%B5%CF%81%CE%B9%CE%BD%CE%AD%CF%82-%CE%B9%CF%83%CF%84%CE%BF%CF%81%CE%AF%CE%B5%CF%82-%CF%80%CE%BF%CE%BB%CE%B9%CF%84%CE%B9%CF%83%CF%84%CE%B9%CE%BA%CE%AE%CF%82-%CE%BA%CE%BB/

Subject portal	Michanikos-online.gr	ΕΜΠ: Νέα πλατφόρμα κοινωνικής δικτύωσης για την προώθηση της πολιτιστικής κληρονομιάς στην Ευρώπη	Greece	May 2018	https://www.michanikos-online.gr/%CE%B5%CE%BC%CF%80-%CE%BD%CE%AD%CE%B1-%CF%80%CE%BB%CE%B1%CF%84%CF%86%CF%8C%CF%81%CE%BC%CE%B1-%CE%BA%CE%BF%CE%B9%CE%BD%CF%89%CE%BD%CE%B9%CE%BA%CE%AE%CF%82-%CE%B4%CE%B9%CE%BA%CF%84%CF%8D%CF%89%CF%83/
News portal	Euro2day.gr	Μια νέα εφαρμογή για καθημερινές ιστορίες πολιτιστικής κληρονομιάς από την Ευρώπη	Greece	May 2018	http://www.euro2day.gr/news/highlights/article-news/1616280/mia-nea-efarmogh-gia-kathhmerines-istories-politistikhs-klhronomias-apo-olhn-thn-eyroph-.html
News portal	Cretalive.gr	Νέα εφαρμογή για Καθημερινές Ιστορίες Πολιτιστικής Κληρονομιάς	Greece	May 2018	https://www.cretalive.gr/culture/nea-efarmogh-gia-kathhmerines-istories-politistikhs-klhronomias
News portal	Nooz.gr	Η εφαρμογή που "ζωντανεύει" ιστορίες πολιτιστικής κληρονομιάς	Greece	May 2018	

Subject portal	Polytexnikanea.gr	Εφαρμογή για την προώθηση της Πολιτιστικής Κληρονομιάς από το ΕΜΠ	Greece	May 2018	https://polytexnikanea.gr/WP3/?p=52411
Subject portal	TheLook.gr	Καθημερινές ιστορίες πολιτιστικής κληρονομιάς από όλη την Ευρώπη: PLUGGY, μια πρωτοποριακή πλατφόρμα κοινωνικής δικτύωσης	Greece	01 June 2018	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=3942
News portal	Zougla.gr	Η πρώτη έκδοση της πλατφόρμας κοινωνικής δικτύωσης του ευρωπαϊκού έργου PLUGGY	Greece	14 Dec 2018	https://www.zougla.gr/technology/article/i-proti-ekdosi-tis-platformas-kinonikis-diktiosis-tou-evropaikou-ergou-plugy & https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=3942

News portal	Astratv.gr	Η πρώτη έκδοση της πλατφόρμας κοινωνικής δικτύωσης του ευρωπαϊκού έργου PLUGGY	Greece	14 Dec 2018	https://www.astratv.gr/2018/12/14/%CE%B7-%CF%80%CF%81%CF%8E%CF%84%CE%B7-%CE%AD%CE%BA%CE%B4%CE%BF%CF%83%CE%B7-%CF%84%CE%B7%CF%82-%CF%80%CE%BB%CE%B1%CF%84%CF%86%CF%8C%CF%81%CE%BC%CE%B1%CF%82-%CE%BA%CE%BF%CE%B9%CE%BD%CF%89%CE%BD%CE%B9/ & https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=3942
News portal	Palo.gr	Η πρώτη έκδοση της πλατφόρμας κοινωνικής δικτύωσης του ευρωπαϊκού έργου PLUGGY	Greece	14 Dec 2018	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=3942
News portal	Amna.gr	Η πρώτη έκδοση της πλατφόρμας κοινωνικής δικτύωσης	Greece	14 Dec 2018	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=3942

		του ευρωπαϊκού έργου PLUGGY είναι γεγονός και το γιορτάζουμε στην Αθήνα!			
News portal	Vivanews.gr	Η πρώτη έκδοση της πλατφόρμας κοινωνικής δικτύωσης του ευρωπαϊκού έργου PLUGGY	Greece	17 Dec 2018	https://www.vivanews.gr/h-%CF%80%CF%81%CF%8E%CF%84%CE%B7-%CE%AD%CE%BA%CE%B4%CE%BF%CF%83%CE%B7-%CF%84%CE%B7%CF%82-%CF%80%CE%BB%CE%B1%CF%84%CF%86%CF%8C%CF%81%CE%BC%CE%B1%CF%82-%CE%BA%CE%BF%CE%B9%CE%BD%CF%89%CE%BD%CE%B9%CE%BA/ & https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=3942
News Portal	Epixeireite.duth.gr	Η πρώτη έκδοση της πλατφόρμας κοινωνικής δικτύωσης του ευρωπαϊκού	Greece	18-20 Dec 2018	http://epixeireite.duth.gr/?q=node/31131#.XRNLmegzaUn

		έργου PLUGGY (Αθήνα)			& https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=3942
Subject Portal	Startup.gr	Η πρώτη έκδοση της πλατφόρμας κοινωνικής δικτύωσης του ευρωπαϊκού έργου PLUGGY είναι γεγονός και το γιορτάζουμε στην Αθήνα!	Greece	17 Dec 2018	https://www.startup.gr/epikairotita/9645-i-proti-ekdosi-tis-platformas-koinonikis-diktyosis-toy-eyropaikoy-ergoy-pluggy-einai-gegonos-kai-to-giortazoyme-stin-athina/ & https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=3942
Subject portal	Messiniaradio.gr	Η πλατφόρμα που ανεβάζεις και προτείνεις έναν ωραίο πολιτιστικό προορισμό!	Greece	05 Jan 2019	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379

News portal	Newsbeast.gr	Η πλατφόρμα με την οποία οι Ευρωπαίοι μοιράζονται τις δικές τους ιστορίες πολιτισμού	Greece	04 Jan 2019	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379
News portal	TheToc.gr	Μοιραστείτε τις δικές σας ιστορίες πολιτισμού σε μια πλατφόρμα	Greece	04 Jan 2019	https://www.thetoc.gr/politismos/article/moirasteite-tis-dikes-sas-istories-politismou-se-mia-platforma & https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379
News portal	Pagenews.gr	Pluggy: Άνοιξε η πλατφόρμα για να μοιράζεστε τις δικές σας ιστορίες πολιτισμού	Greece	04 Jan 2019	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379
News portal	Topics.gr	Pluggy: Άνοιξε η πλατφόρμα για να μοιράζεστε τις δικές	Greece	04 Jan 2019	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379

		σας ιστορίες πολιτισμού			
News portal	Amna.gr	Άνοιξε η πλατφόρμα για να μοιράζεστε τις δικές σας ιστορίες πολιτισμού	Greece	04 Jan 2019	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379
News portal	Sovara.gr	Άνοιξε η πλατφόρμα για να μοιράζεστε τις δικές σας ιστορίες πολιτισμού	Greece	04 Jan 2019	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379
News portal	Inews.com	Άνοιξε η πλατφόρμα για να μοιράζεστε τις δικές σας ιστορίες πολιτισμού	Greece	04 Jan 2019	https://www.inewsgr.com/423/anoixe-i-platforma-gia-na-moirazeste-tis-dikes-sas-istories-politismou.htm & https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379

News portal	Eleftherostypos.gr	Άνοιξε η πλατφόρμα για να μοιράζεστε τις δικές σας ιστορίες πολιτισμού	Greece	04 Jan 2019	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379
News portal	Avgi.gr	Άνοιξε η πλατφόρμα για να μοιράζεστε τις δικές σας ιστορίες πολιτισμού	Greece	04 Jan 2019	https://redmine.iccs.gr/dmsf/files/32600/view
News portal	Left.gr	Pluggy: Η πλατφόρμα για να μοιράζεστε τις δικές σας ιστορίες πολιτισμού	Greece	04 Jan 2019	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379
News portal	Circogreco.gr	Pluggy: Η πλατφόρμα για να μοιράζεστε τις δικές σας ιστορίες πολιτισμού	Greece	06 Jan 2019	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379
Subject Portal	Syrosagenda.gr	Άνοιξε η πλατφόρμα για να μοιράζεστε τις δικές σας ιστορίες	Greece	07 Jan 2019	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379

		πολιτισμού			
Subject Portal	Cityportal.gr	Pluggy: Η πλατφόρμα για να μοιράζεστε τις δικές σας ιστορίες πολιτισμού	Greece	07 Jan 2019	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=3942
Subject Portal	Parallaximag.gr	Μία νέα εφαρμογή για καθημερινές ιστορίες πολιτιστικής κληρονομιάς	Greece	07 Jan 2019	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=3942
TV Channel	SKAI	PLUGGY: Η πλατφόρμα που ανεβάζεις τη δική σου ιστορία πολιτισμού	Greece	06 Jan 2019	https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379
Subject portal	Mosaic Culture & Creativity / Newsletter	Meet PLUGGY - Τι θα λέγατε για ένα ψηφιακό ταξίδι στα βάθη του Πολιτισμού της Ευρώπης με οδηγό τους πολίτες;	Greece	4 Oct 2019	http://www.mosaic-hub.gr/ & https://redmine.iccs.gr/dmsf/files/39631/view

Newsportal	Kathimerini.gr	Και ο πολιτισμός έχει... Facebook	Greece	23 Oct. 2019	https://www.kathimerini.gr/1048388/gallery/politismos/eikastika/kai-o-politismos-exei-facebook?fbclid=IwAR19E0ixry6iHsbfJ5BJsCst9I7uXYXR4tuktpMHdEQiowVgNtARVfrfvmU & https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379
Television	Crete TV	PLUGGY Interview	Greece	30 Oct. 2019	https://www.youtube.com/watch?v=FAcLkS5uNCs&feature=youtu.be&fbclid=IwAR3vTtHhL8QGz5_i1YZJ7b-QSi9483mp5E8R2OAbq_XF7fKr7Qgahfg1csk
Radio Station	SKAI Radio	PLUGGY Interview	Greece	03 Nov. 2019	http://www.skairadio.gr/enimerotiki-ekpompi-elena-papadimitriou-%2C-stayros-ioannidis/episode-2019-11-03 & https://redmine.iccs.gr/projects/pluggy/dmsf?folder_id=6379

APPENDIX 2 – NEWSLETTERS

The four issues of PLUGGY's newsletter are presented below.