



[European dissemination of results – Final report]



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CreativeCH

Creative Cooperation in Cultural Heritage

Theme SiS.2011.1.3.4-1:
Clusters of cities of scientific culture for innovation.

European dissemination of results – final report

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1 Executive summary

This deliverable presents and evaluates the project's overall dissemination results in its lifespan, and assess the results achieved against the objectives planned in D5.1 (March 2012) and updated in the following D5.2 (March 2013).

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The CreativeCH dissemination plan was intended as a coherent set of online activities, participation in events aimed to attract and network with stakeholders, and dissemination work of the project's showcases. The final objective, as stated in the previously Deliverables, was to foster and help consolidate interest and knowledge in the cooperation of science & technology, cultural heritage and cultural and creative industries organisations.

The project managed to successfully implement the two stages flow of communication, based on two distinct, yet connected levels: broad, mainly online-based and event-based dissemination on the European / international level, and communication on the regional level through the Local Showcases which also directly involved local stakeholders, students and citizens.

In CreativeCH, MFG Baden-Württemberg was responsible for the overall European dissemination activity, while University of Coimbra supported and targeted this dissemination through the CHIEF forum (which was later moved to LinkedIn, see D2.3 Peer Learning Network and CHIEF Final Report) and all other partners was in charge of regional and local dissemination with core focus on the Local Showcases.

The present document will proceed as follow: Chapter 2 will give an overview of the European-level focused online dissemination activities and results during the 36 months of the project.

Chapter 3 will describe the development and the dissemination of the Handbook and the Toolkit, two major milestones in the whole dissemination process of CreativeCH's results.

Chapter 4 will describe the general and showcase related promotion materials that were produced and made available to the project partners. In addition the Annex documents the regional/national dissemination activities and outcomes of the partners.



Chapter 5 presents the evaluation of the dissemination results demonstrating that the project achieved considerable dissemination results, largely outdoing the goals set in the Description of Work.

Additional specific dissemination activities in the next months have already been identified and agreed among the partners (see chapter 5 and Annex 2).

2 European dissemination of results: a final overview

This chapter reports the dissemination activities carried out and the quantitative and qualitative results achieved in the 36 months of the project. While D5.1 European Dissemination of Results – First Plan (March 2012) described in detail the overall strategic elements of the dissemination plan, and D5-2 European Dissemination of Results – Interim Report updated it, the present document will draft a final overview on the results and the objectives achieved.

2.1 Objectives and results of the communication programme

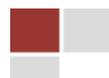
The overall aim of CreativeCH was enabling cities and regions across Europe to benefit from Cultural Heritage assets through creative cooperation of Science & Technology (S&T) centres, Cultural Heritage (CH) organisations and Cultural & Creative Industry (CCI) businesses.

The European Dissemination of results plan consisted in the past 36 months of a comprehensive set of strategy and tools to communicate to the broad public the project's results, and effectively engage stakeholders in the CreativeCH's activities.

The CreativeCH dissemination was organised around the following pillars:

- European / international online dissemination activities (website and social media), aimed to address a broad audience of the project's target groups;
- Dissemination through events on the European and national level, and
- Local and regional level communication and involvement through the Local Showcases.

The present report examines the effectiveness of the dissemination plan by comparing the set objectives to the actual results in the first 18 months.



2.2 Overall communication plan M1-M36: results achieved

According to the previous D5.1 and D5.2, the overall project’s dissemination activities, despite consisting in a constant and unified flow throughout the whole process, were divided in six different stages. Page | 11

This scansion allowed the consortium to have a quantified, measurable scale against which constantly compare and assess the objectives set. :

Phases	Objectives	
Phase 1: M1-M6 October 2011 – March 2012	Initiation of the communication effort: <ul style="list-style-type: none"> - 1st series of communication infrastructure development (website, production templates, etc.), - 1st series of deployment of tools, materials, events and activities 	All production targets achieved
Phase 2: M7-M12 April 2012 – September 2012	Implementation of plan & consolidation of communication: <ul style="list-style-type: none"> - 2nd series of communication infrastructure development (writing and translating promotional texts, templates, press release, preparing kits), - 2nd series of deployment of tools, materials, events and activities, - Implementation of joint communication activities, - Monitoring and assessment. 	All production targets achieved
Phase 3: M13-M18 October 2012 – March 2013	Further implementation and review: <ul style="list-style-type: none"> - 3rd series of communication infrastructure development (primarily writing and translating promotional texts), - 3rd series of deployment of tools, material, events and activities, - Further development of joint communication activities, - Monitoring and assessment, 	All production targets achieved Review of the actual dissemination reported by the present document



	<ul style="list-style-type: none"> - Communication Action Plan mid-term review 	
<p>Phase 4: M19-24</p> <p>April 2013 – September 2013</p>	<p>Fine-tuning of the project’s communication strategy (based on the results of evaluation in the D5.2):</p> <ul style="list-style-type: none"> - Pilot of the CreativeCH Video Feature series published and assessed - Writing and translating promotional texts, templates, press release - Deployment of tools, materials, events and activities - Foster Local Showcases online dissemination activities 	<p>All target achieved</p>
<p>Phase 5: M25-M30</p> <p>October 2013 – March 2014</p>	<p>Continuation of CreativeCH dissemination strategy:</p> <ul style="list-style-type: none"> - Visual identity for the printed material (e.g. D3.4; D3.5 and D4.3) - Printing and shipping of CreativeCH toolkit and handbook - Draft of the project results valorization plan - Conclusion of CreativeCH Video Feature series. - Writing and translating promotional texts, templates, press release - Development of final communication activities plan 	<p>All target achieved and results confirmed</p>
<p>Phase 6: M31-M36</p> <p>April 2014 – September 2013</p>	<p>Implementation and Review:</p> <ul style="list-style-type: none"> - Dissemination of printed material - Local Showcases “Lesson Learned” series online - Project results valorization plan - Writing and translating promotional texts, templates, press release 	<p>All target achieved</p>

Table 1: Overview of production objectives of M1-M36



2.3 Online dissemination activities

2.3.1 Overview of the online dissemination activities

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One of the pillars of the project's dissemination work was the set of the online dissemination activities. The hub of both international and local online dissemination is the project website www.creative-heritage.eu. Even if some adjustments and external platforms were also established locally by project partners (see section 2.3.4 of the present document), all the core activities and the international dissemination took place mainly on the website.

The website also served as the centre of the social media activities, embedding the project's Twitter feed and all other shared information items. Furthermore, the website hosts the summaries and multimedia resources of the CreativeCH thematic workshops as well as the customized Web pages of the showcases and the peer-learning network. Moreover the CHIEF forum (which was finally replaced by the CHIEF LinkedIn group, as described in D2.3 Peer Learning Network and CHIEF Final Report) was embedded in the project website. All these features were extensively covered in the previous D5.2. Therefore, the goal of the present document is to present the final figures and objectives achieved through the tools already established.



2.3.2 The Website at a glance



Figure 1 CreativeCH portal homepage

The project website, www.creative-heritage.eu was intended since the beginning as the main hub for information about the project, its coordination activities, services, events, and for downloading its products in digital format.

A modular, stable and secure content management system (Typo3) was selected, and login credentials were given to all the partners involved. The modularity of the content management system chosen allows each partner to have their own customized backend, in order to ensure flexibility and autonomy – especially to the partners responsible for a CreativeCH showcase in their region.

As a matter of fact, the project website demonstrates to fulfill the objectives set in the D5.1 European Dissemination of Results Plan. Each of the website sections provides results in line with the agreed quantitative and qualitative goals (see chapter 5). Moreover, because of the decision to implement within the website also a section for the Peer Learning Network, the website is now hosting more content than planned initially. Thanks to the modularity of the chosen content management system and to the effective internal communication among the partners, changes have been made without posing problems to the activity plan.



The two figures below present the overall traffic generated by the project website, divided per year. Because of the analysis software that is integrated in the management system, the information items are in German. In the chart above: breakdown of the Monthly figures [Monatliche Historie], and in detailed overview below, from left to the right side: Month [Monat], Unique Visitors [Unterschiedliche Besucher], Number of Visits [Anzahl der Besuche], Pages accessed [Seiten], Hits [Zugriffe] and actual traffic in Megabites [Bytes].

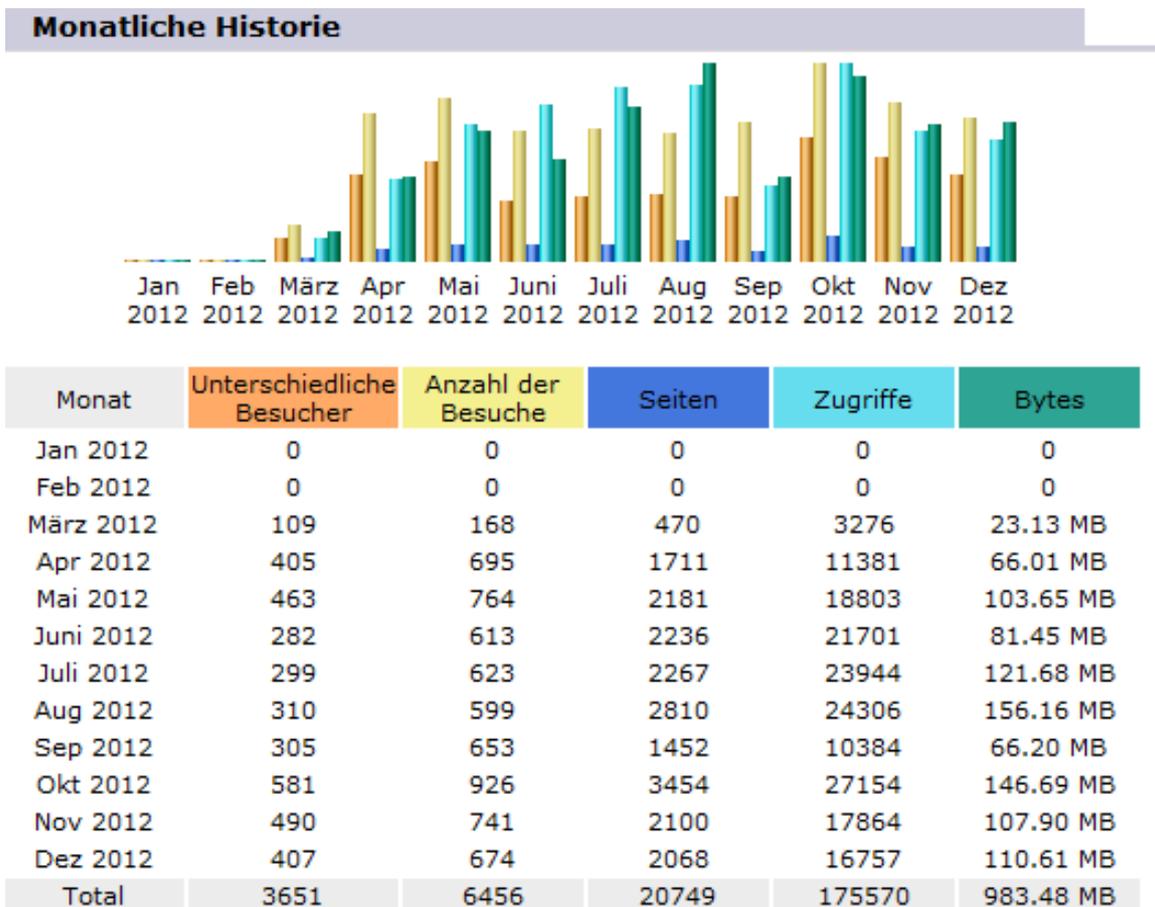
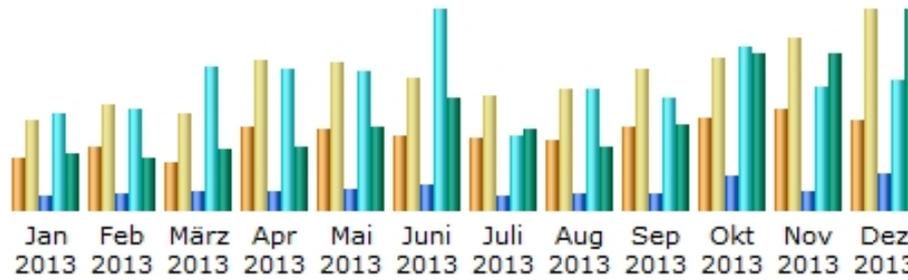


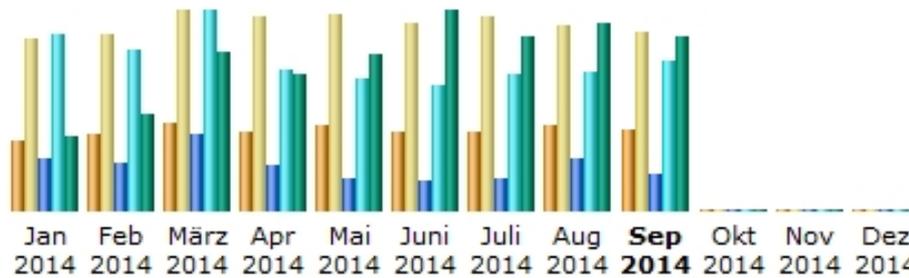
Figure 2 www.creative-heritage.eu, statistical overview for 2012





Monat	Unterschiedliche Besucher	Anzahl der Besuche	Seiten	Zugriffe	Bytes
Jan 2013	533	924	3507	23006	153.26 MB
Feb 2013	656	1100	4009	24072	139.82 MB
März 2013	492	1007	4433	34222	166.29 MB
Apr 2013	861	1557	4540	33557	174.10 MB
Mai 2013	830	1521	5243	32810	226.19 MB
Juni 2013	783	1361	5947	47580	305.68 MB
Juli 2013	742	1189	3455	17675	223.14 MB
Aug 2013	720	1260	3967	28984	173.78 MB
Sep 2013	866	1456	3954	26877	234.81 MB
Okt 2013	965	1590	8301	39075	424.57 MB
Nov 2013	1055	1775	4527	29098	430.20 MB
Dez 2013	938	2074	8845	30872	545.82 MB
Total	9441	16814	60728	367828	3.12 GB

Figure 3 www.creative-heritage.eu, statistical overview for 2013



Monat	Unterschiedliche Besucher	Anzahl der Besuche	Seiten	Zugriffe	Bytes
Jan 2014	883	2173	10043	33669	464.87 MB
Feb 2014	966	2226	9076	30643	610.29 MB
März 2014	1118	2533	14424	37949	987.26 MB
Apr 2014	1009	2455	8592	26890	859.92 MB
Mai 2014	1076	2485	6008	24963	984.32 MB
Juni 2014	1012	2379	5554	23972	1.22 GB
Juli 2014	988	2472	6253	25939	1.06 GB
Aug 2014	1091	2343	9794	26265	1.15 GB
Sep 2014	1021	2256	7108	28358	1.07 GB
Okt 2014	0	0	0	0	0
Nov 2014	0	0	0	0	0
Dez 2014	0	0	0	0	0
Total	9164	21322	76852	258648	8.31 GB

Figure 4 www.creative-heritage.eu, statistical overview for 2014

The project website was publicly launched in March 2012, and in 36 months welcomed 22.265 unique visitors, accounting together for 158.329 pages viewed. As showed in the previous graphs, the distribution of the visits and the overall trend in the individual indicators present a robust increase of attractiveness throughout the whole project life. Beyond those raw data, two main considerations can be done.

Firstly, excluding the peaks corresponding at the most attended workshops and events, the normalization of trend shows that the increase of unique accesses was steady and constant during the time. Second, the distribution of peaks and the time distribution of the workshop are identical, showing that besides that the coverage of the workshops themes and topics was adequate and fulfilling the website followers' expectations.



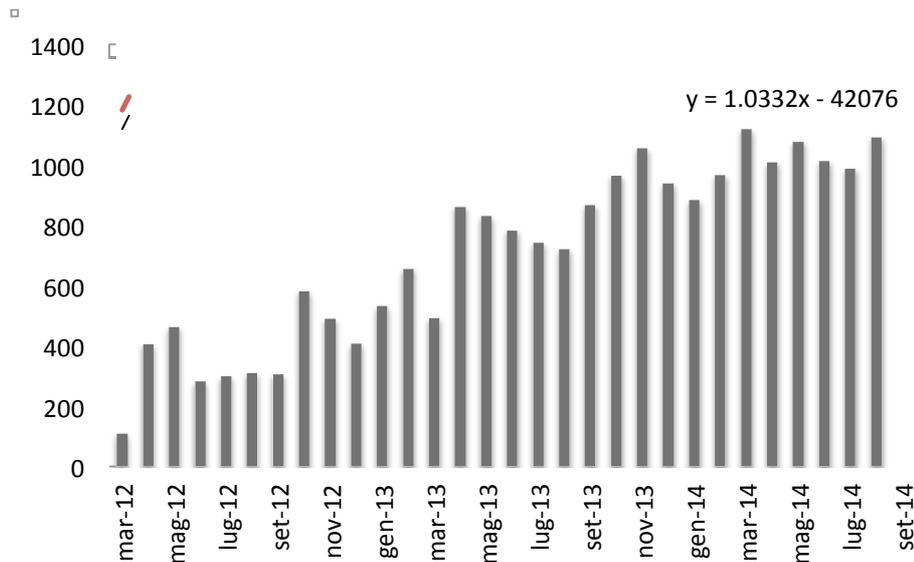


Figure 5 Website unique contacts (trend highlighted)

Moreover, compared to the 6000 accesses goal agreed in the DoW, the final figure account for 22.265 unique visitors, a number that clearly shows the efficiency of the website to both serve the project goals and attract new visitors..

2.3.3 The website – News Section

This section is the landing page of the website and therefore intended to be the most dynamic part of the website, with regular news and updates on project activities, multimedia and social networks plug-ins aimed to attract more followers.

During the the project, MFG has constantly monitored major websites, blogs and social media channels related to CH, S&T and CCI in order to include relevant news feed in the project website. As explained in this chapter, this activity supports in building a solid network of international audiences following CreativeCH’s activities.

The News section delivers content exclusively in English, including articles and feature audiovisual reports produced for the Web-based publication. The aim of the News section was to attract stakeholders and enthusiasts to the project website through highlighting interesting projects and activities in the field of CH, S&T and CCI. In fact, as can be seen from the statistics this section is one of the most attractive of the website.



One important aspect of the website is that in order to address and involve the project stakeholders the content of the news as well as of most other sections is written without jargon, thus understandable for the interested public.

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In 36 months, 93 news posts were published in this section which means on average 2,5 entries per month, against the 2 news/months initially agreed. The news published on the project website by the regional showcases are not included in this count but covered separately in the chapter below.

2.3.4 The website – Local Showcases section

The section Local Showcases is the main platform for communicating on the European level activity highlights and results of the four CreativeCH showcases. Each of the partners responsible for a showcase was provided with custom login and password and the rights to edit and author content pertaining to the showcase.

Moreover, a tutorial of 20 pages and an online-sandbox were made available to assist the showcase partners in developing the necessary skills for maintaining their showcase page (Figure 5).



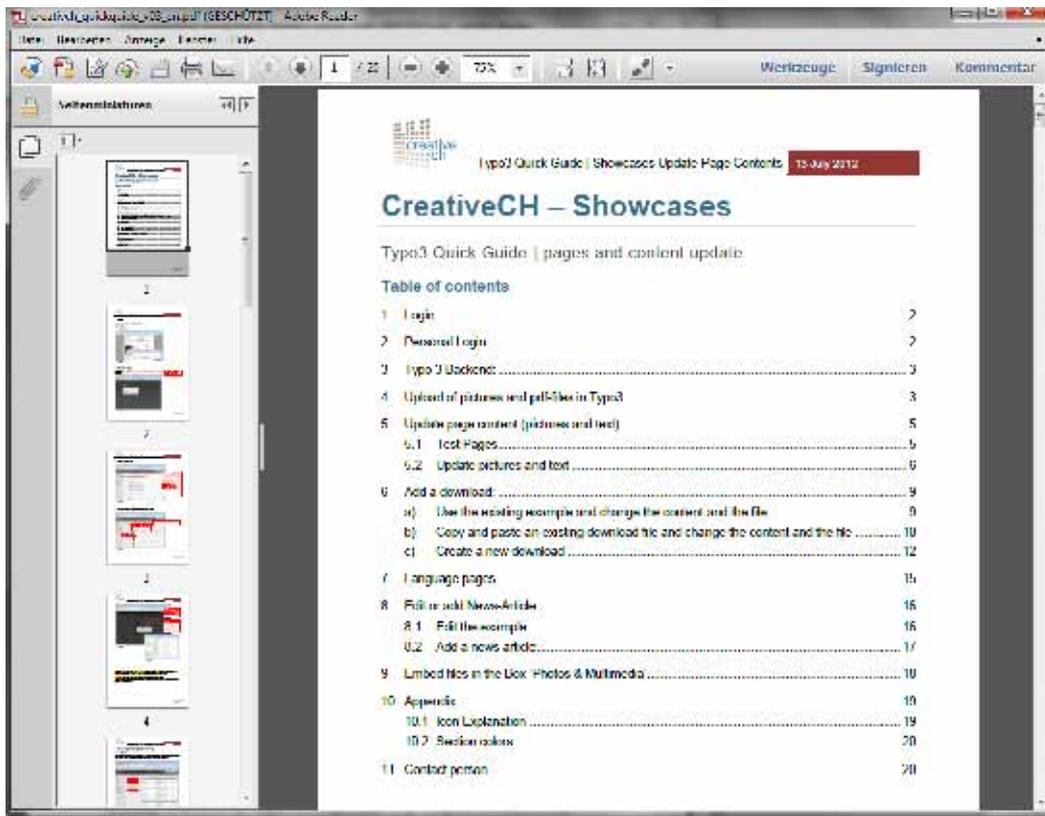


Figure 6 Typo3 CMS Tutorial - Index

The showcases pages of the project website are available in both English and the respective local language in order to overcome possible language barriers and address local, regional or even national audiences.

The structure behind the four different Showcases webpages is the same (see the example presented as figure 6): each provides a description and contact information and, on the right hand, news posts published by the showcase are displayed chronologically.

In addition graphical elements are intended to link to further information and opportunities to participate in a showcase (see figure 7). Yet these elements are currently discussed among the partners and may be changed in the next release that will be aimed at allowing for a more immediate access and navigation of all information about the activities of a showcase.





Figure 7 Local Showcase webpage – Salzburg



Figure 8 Local Showcase webpage - detail



Due to the different approach and schedule of each showcase, there were significant differences between each of the showcases' webpages. Some partners, such as SRFG and UVT, decided to associate an autonomous, external web presence to the one already offered in the project's website.

Salzburg Research in addition to their showcase section on the project website decided to implement also a local website (<http://kreativkultur.salzburgresearch.at>) that is based on a Wordpress weblog (Figure 8).



Figure 9 Local Showcase Salzburg Wordpress based webpage

The postings on this website are in German and document the development of the showcase in more detail. This local website in the period September 2012 - September 2014 welcomed about 9.908 visitors.



UVT has developed its own Facebook page (<https://www.facebook.com/CreativeCh?fref=nf>), available only in Romanian, which was used to present and document the activities of the Banat showcase.

2.3.5 The website – Workshops section

This section is the richest in terms of materials that is made available for download or viewing. In fact, each CreativeCH workshop is covered with a unique scheme which includes both written and audiovisual reports as well as all the presentations held at the workshop. Furthermore a full report of each workshop is available that summarises the presentations and key results as well as includes the agenda, list of participants, thematic links, etc. Thus interested stakeholders can access information on the thematic workshops in different formats and at different levels of granularity.

To cover the ambiance and atmosphere of the different workshops there are also many photographs available on Flickr and embedded on the workshops pages.

From the qualitative point of view, the coverage of the workshops is tailored to the broadest public possible and thanks to the multiple communication formats avoids sacrificing parts of the content. In fact, the dissemination of the workshops seems to attract the interest of the broad target groups CreativeCH aims to address, ranging from the general public to users that are more familiar with the project topics. In particular, the published videos allow everybody an easy access and introduction to the workshop topics.

The content of the workshops shows a constant growth in terms of views and downloads. In the project's lifespan, the workshops' dedicated page only (<http://www.creative-heritage.eu/workshop0.html>) welcomed 3913 visitors.

ore information about the workshops' content and results can be found in the D3.3 European workshop programme – final results.

2.3.6 The website – Peer Learning Network section¹

The Peer Learning Network aims to involve representatives of stakeholder organisations from the domains of Cultural Heritage, Arts and Culture, Creative and Cultural Industries, Science and Technology to discuss and evaluate knowledge in, and benefits yielded through, creative cooperation of such organisations.

The members of the Peer Learning Network are informed about forthcoming workshops, topics discussed on the CHIEF, interesting projects etc. through a newsletter produced and issued by PIN. All the newsletter's issue are also available on the Peer Learning Network website.

According to the CREATIVE CH Description of Work, the Peer-Learning Network (PLN) is an open network to “mobilize and involve stakeholders from the domains of CH, Arts & Culture CCI, S&T and educational programmes willing to contribute discuss and evaluate knowledge and experiences in S&T – CH – CCI cooperation”.

In this regard relevant centers in the above-mentioned domains were identified and informed about the CREATIVE CH activities and invited to participate, as well as facilitated in exchanging knowledge and experiences.

The network currently includes 62 members. The Peer Learning Network is supported by a dedicated section of the project web site at: <http://www.creative-heritage.eu/5260.html> where also the list of registered members can be found.

The submission of new members has increased as the project activities have developed. In the beginning efforts to involve new members were greater, whereas when the network has gained credibility and the number of participants was higher some of the entities committed in activities of cooperation have solicited the participation spontaneously. In this regard, in fact, the goal reach 60 members until the end of the project has been already reached in April 2014.

Likewise it can be seen that while the initial participation was mainly academic, all kind of stakeholders are currently involved. The composition of the network reflects the active actors

¹ This section is based on the CreativeCH's D2.3 Peer Learning Network and CHIEF Final Report



in the field of Creativity, Cultural Heritage and Science & Technology, especially Information Technology.

Indeed, even though the majority of members are still universities and CH institutions and research centers we have engaged also the creative sector as well as the membership of Municipalities and S&T centers and consortium.

The chart below describes the trend of the number of registered members since September 2014.

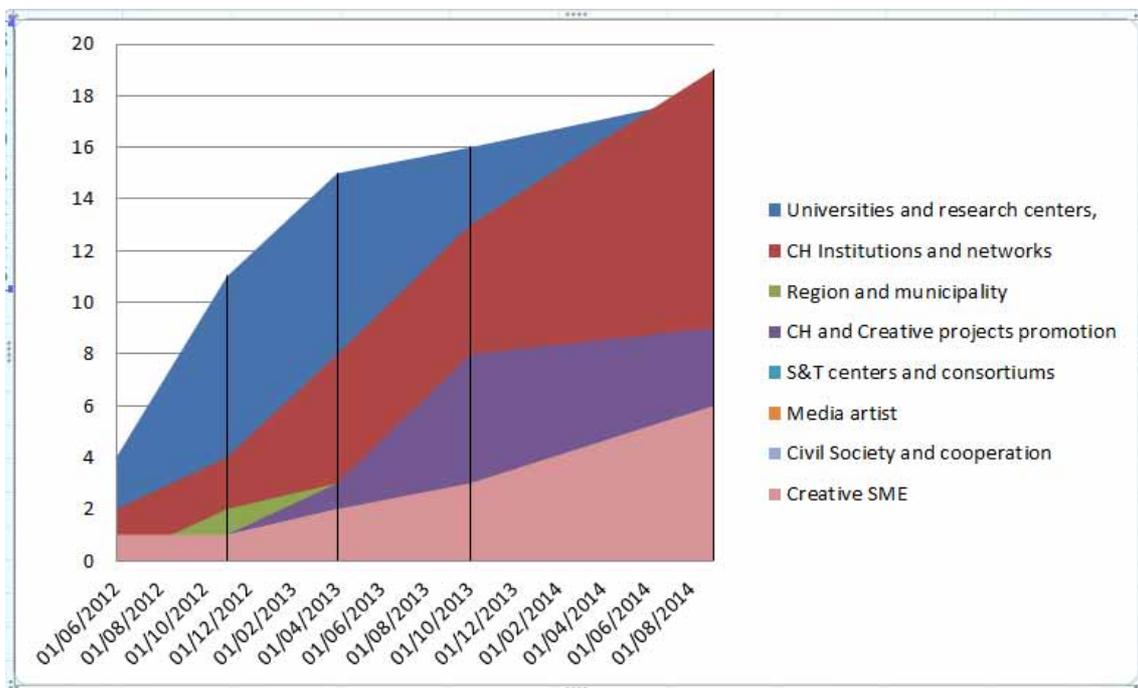


Figure 10 Peer Learning Network evolution by sector

As regard the current composition of the Network here we provide a more accurate description:

- ✦ CH and Creative projects promotion, innovation agencies: 9
- CH institutions and networks: 19
- Civil Society and cooperation: 2
- Cultural industries and creative SME: 6



- Media artists: 2
- Region/Municipality-level projects: 3
- S&T centers and consortium: 3
- Universities and research centers: 18

As concerns nationality, the Peer Learning Network reaches most of the EU countries, as can be seen by the chart below. At present, 15 EU countries are represented even if the majority of users come from Italy and Spain.

Here is the detailed list:

Italy: 16

Spain: 13

Portugal: 5

Czech republic: 4

Austria: 3

Germany: 3

Greece: 3

International: 3

Netherlands: 3

Finland: 3

France: 2

Belgium: 1

England: 1

Norway: 1

Poland: 1

Likewise, analyzing the evolution of the composition by country we can see that even if Italy and Spain have participated more from the beginning we can count on the presence of representatives in almost all European countries.



2.3.7 CreativeCH on Twitter

CreativeCH established specific actions in social media with the aim to support the dissemination and to exchange information with the overall S&T, CCI, CH community. The main goals of the social media communication strategy according to Deliverable 5.1 are:

- to bring people together and new target participants to the project activities,
- to spread project information through storytelling and showcasing,
- to disseminate information about project events and to involve new participants.

The core social media tool deployed is Twitter which is used to disseminate news produced by the consortium as well as interesting activities in networks related to the CreativeCH topics. This channel allows for strengthening the interest of international stakeholders in the CreativeCH project of at present 209 are following the Twitter feeds. The current statistics of @CreativeCH, the official account of the project are given below:

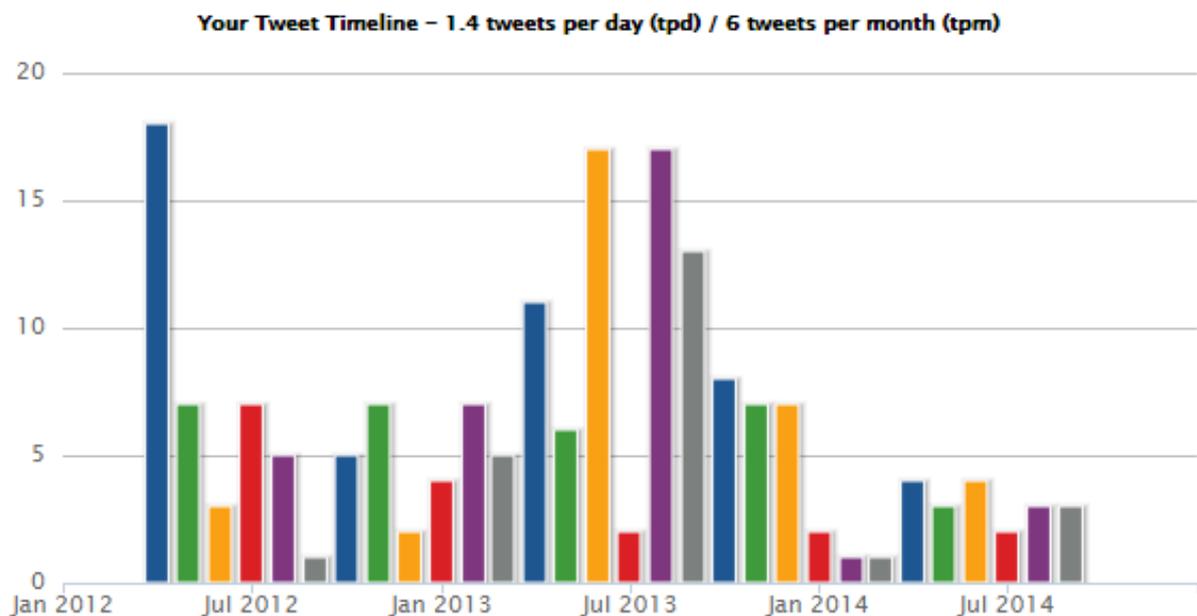


Figure 11 Tweets distribution. Overall 198 tweets



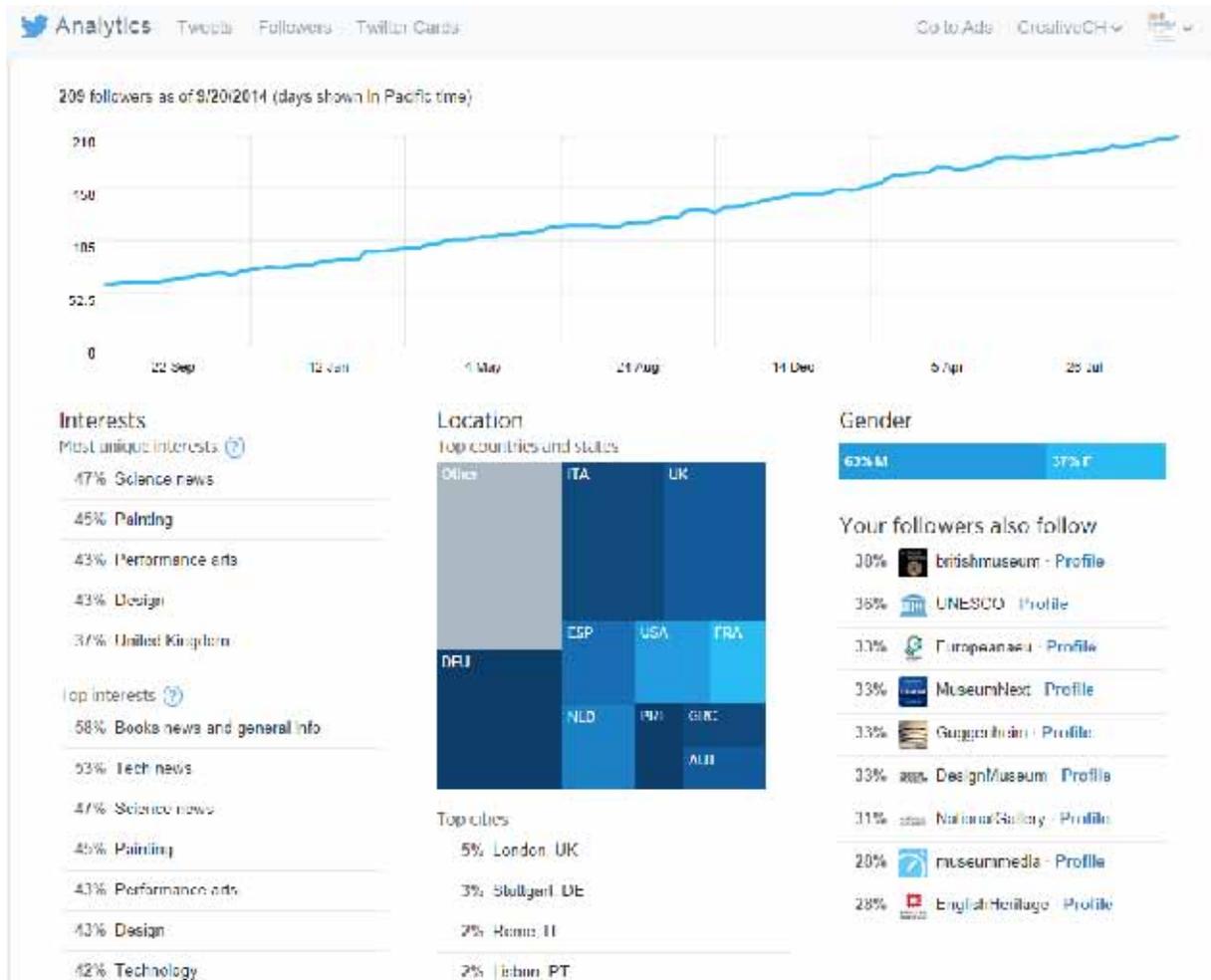
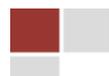


Figure 12 Twitter follower demographic

The trends shows that @Creative_ch managed to increase constantly the number of its followers, doubling it in the last 18 months of the project. Because of its immediate nature Twitter also is used for live coverage of CreativeCH workshops. This coverage is a strong catalyst of interest toward the workshop pages on the project website.

2.3.8 The Multimedia element

One of the characteristic elements of CreativeCH's dissemination activity is the use of multimedia. During the projects, 14 videos were produced by MFG. There are two main areas that receive special support through video features: the CreativeCH series of thematic workshops and the specific feature news section of the website.



Concerning the workshops, MFG produced internally 12 videos, documenting 8 workshops. The video coverage of the Workshop 4, held in Terrassa on 10/05/2013 was subcontracted to an external videomaker, given the impossibility for MFG’s staff to join the workshop.

MFG internal expertise allowed to produce timely and content effective videos for the documentation and the dissemination of the workshops’ results. Those video were viewed overall 1069 times, a results that can be considered more than satisfying. All the workshop videos have been published on YouTube, and they are both embedded in the dedicated webpages of every workshop and also accessible from the CreativeCH’s homepage, under the section “Videos from our Workshops”. The following table shows a breakthrough of the previous figure:

Workshop	Link to the video	Total views (as of 22.09.14)
Workshop 1: Creative Clusters, Stuttgart, 18/4/12 (two video interviews)	http://youtu.be/PwAB6w1sL0o http://youtu.be/NQED-3T8NoY	194 views
Workshop 2: Creative Heritage and ICT in the Experience Economy, Aveiro, 17/2/2012	http://youtu.be/EWd0VW3L3Kk	239 views
Workshop 3: Citizen Cultural Participation, Brighton, 21/11/2012	http://youtu.be/SVoM8NA_FVg	129 views
Workshop 4: Industrial Cultural Tourism, Terrassa, 10/05/2013	http://youtu.be/2wDA9QI8gx0	24 views
Workshop 5: Internazionalization and Localization of Cultural Heritage, Prato,	http://youtu.be/bAuKwtqGu1Y http://youtu.be/FF3fRv3SLpY http://youtu.be/D005P3paEsA http://youtu.be/nwhz6U-iPAw	178 views
Workshop 6: Business Model for Creative Cooperation, Pilsen, 17/09/2013	http://youtu.be/bjOponEdSkg	158 views
Workshop 7: New skills and professionalization for the Digital Arena, Rotterdam, 2/12/2013	http://youtu.be/hm8da9q6rTg	37 views
Workshop 8: Open Access, IPR and management of rights in the digital cultural heritage realm, Florence, 18/02/2014	http://youtu.be/P2AmrWM-u-k	103 views



Workshop 9:	No video produced (UvT)	//
Workshop 10: Cultural Heritage and Creative City/Regional Development, Budapest, 16/09/2014	http://youtu.be/IBQVt8_FFGQ	7

As said, the final counters of all the workshops' videos produced shows a remarkable 1069 hits in the 36 months of the project.

The videos were all released in High Definition (HD 720p), which will be the standard for all the CreativeCH project videos. Since the third workshop also a CG animation is available that will be used as introduction to all following workshop recaps.

Beside the videos that are created for the Workshop, the project dissemination strategy includes the production and distribution of **feature videos** that will present exemplary cooperation in Cultural Heritage using creative approaches and novel technologies.

At the end of the project two features were published:

1. Zeitfenster: Time Travel App", which describes a mobile App developed by student at Stuttgart Media University with content provided by cultural heritage institutions.
2. Digitization of Cultural Heritage. The case of Landesbibliothek Stuttgart, which covers the issues related to the digitization and the digital publication of heritage in the Stuttgart's Regional library.

Video	Link	Total views (as of 26.03.13)
Zeitfenster: Time Travel App	http://youtu.be/0xSDYoZJrmw	547 views
Digitization of Cultural Heritage. The case of Landesbibliothek Stuttgart	http://youtu.be/0OSMZ0Xalpl	583 views

The decision to develop a series of video features as a tool to disseminate and engage general public and experts was taken during the third project meeting in Brighton (21/11/2012). As leader of the dissemination work package MFG currently develops two



pilots of this series, which covered two different aspects of the ICT and Cultural Heritage relations. The D5.2 Interim Dissemination Report stated however as follows:

All project partners are invited to identify other interesting topics and examples in their regions.

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Given the fact that no inputs were received by project's partners after the agreement of the video feature series, the series itself counts the abovementioned two episodes.

Both videos are available on the section "Thematic and feature videos" accessible from the home page.

3 CreativeCH's handbook and toolkit. The dissemination of project's core findings

Within CreativeCH, as describe in the present document, many dissemination activities were put in place in order to reach a wider audience and to involve major stakeholders. One of the core activities deployed to communicate the findings of the three years project consisted in the publication of a printed handbook and of an online Toolkit.

The Handbook and Toolkit highlight the important role of creative, cross-domain cooperation in the communication and valorisation of cultural heritage. The products provide a knowledge base, inspiring examples, and recommendations for cooperation projects.

Included are results of CreativeCH expert workshops and additional studies as well as 21 case studies of projects in focus areas of the project. The areas include Archaeological Sites, World Heritage Towns, Industrial Heritage, Historical Places and Buildings, Cultural Routes, and Citizens' Cultural Participation.

The products emphasise creative communication of cultural heritage with ICT and new media. Communication is crucial for making heritage known and appreciated, and helps making the case for preserving it.

The Handbook provided a layouted version of the content, consisting in 132 pages in DIN A4 format, printed in colour. SFRG together with MFG developed the layout and supervised the



printing process. In total, 400 hard copies of the Handbook were printed and distributed among the partners.

Moreover, a PDF version of the Handbook is available as a free download on the CreativeCH's website, under the Creative Commons Attribution-NonCommercial-ShareAlike 3.0 license.

In the period February to September 2014 there were 578 visits to the Handbook and Online Toolkit presentation page (<http://www.creative-heritage.eu/6145.html>) and 240 of the visitors (slightly over 40%) downloaded the PDF version of the Handbook



Figure 13 The cover of the CreativeCH's handbook

Moreover, the online Toolkit – also available for free online – includes some additional content, and links to other CreativeCH content (e.g. videos interviews, presentations, etc.).



The toolkit was updated in the months after its publication, with content of the final three expert workshops and information on related topics. The Toolkit is hosted on SFRG servers, and it's accessible under the link <http://CreativeCH-Toolkit.salzburgresearch.at>

Since its publication in February 2014, the Toolkit was accessed 1.380 times, and some 9.750 pages were visited.

A dedicated landing page, hosting both the Handbook and the Toolkit, were developed and integrated in a prominent part of the CreativeCH website homepage.

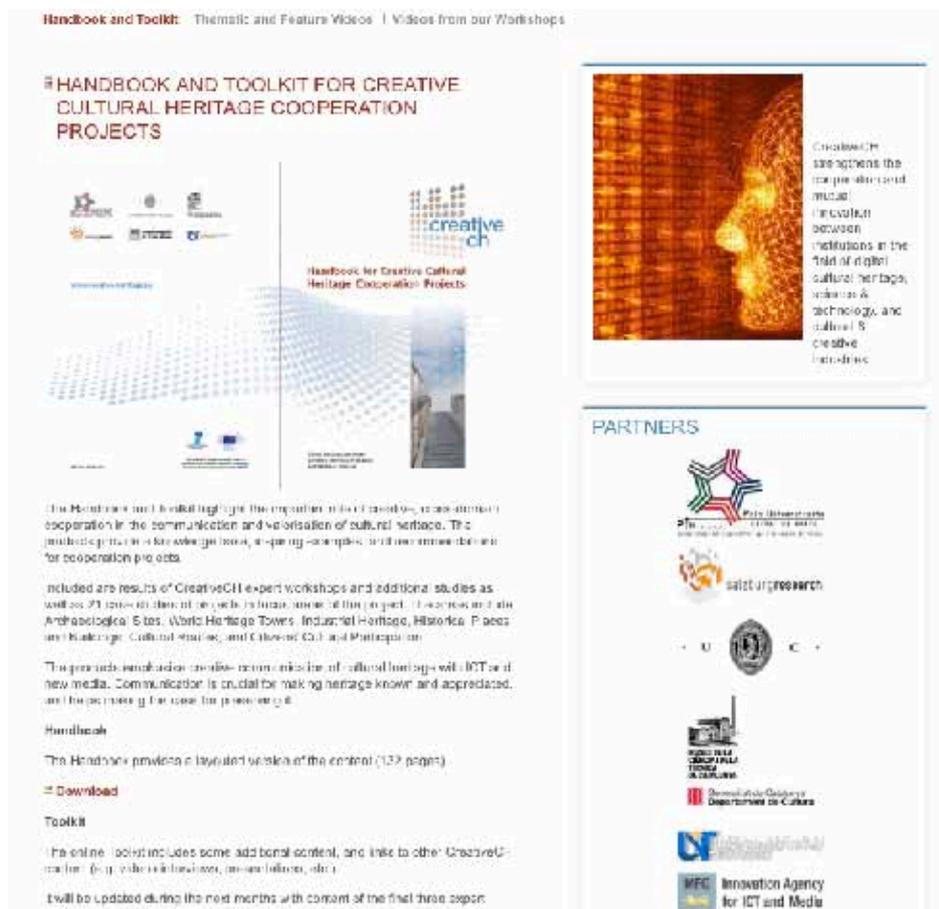


Figure 14 The landing page for Handbook and Toolkit on the website

In general, counting both the Toolkit and the Handbook (in its double nature, printed and PDF), those two products were viewed 978 times.



4 General and showcase promotion material

This chapter covers general project promotion material as well as material specifically produced for the four showcases. Page | 34

4.1 General project promotion material

Under this category all material is subsumed that project partners can use for promoting the project at conferences, workshops and other public events. For such activities MFG during the first months of the project developed different kinds of dissemination media.

This includes a portable roll-up with the CreativeCH core message “Stimulating European cultural heritage promotion – through innovative, creative and technological solutions”, the partner logos, EU FP7 logos, the project website and other information. Each partner received such a roll-up for displaying the information at public event.

Furthermore, a general flyer presenting core information about the project was developed and 3000 copies distributed to the project partners for dissemination at events and to other contacts (see Figure 8).





Figure 15 CreativeCH dissemination material: the flyer

In addition, a bookmark was produced with the project logo, website address and a QR code of the address. 2200 copies of the bookmark were printed and distributed to the project partners for dissemination at events and to other contacts.



Figure 16 CreativeCH dissemination material: the bookmark



Moreover, as addressed in the chapter below, a poster was developed by MFG and SRFG that is used for presenting the showcases at international events. The poster covers the common framework and individual concepts of the four showcases (see Figure 12, p. 37).

4.2 Local showcases dissemination material

On the local level CreativeCH realises four showcases of creative cooperation of S&T–CH–CCI organisations. These showcases aim to explore and demonstrate how such cooperation can allow regions and cities to benefit from cultural heritage assets.

As stated in Deliverable 4.1 Local CreativeCH Showcase – mobilization and implementation (August 2012), the specific functions of the local showcases are:

- *to acquire first-hand experience in such cooperation,*
- *to involve the local population, in particular, the younger generation / students,*
- *to develop a good understanding of the practical success factors of such cooperation,*
- *to present the cooperation at local and European events and in other dissemination channels,*
- *to feed the insights into the CreativeCH peer-learning network and programme, and*
- *to underpin recommendations and guidance on good practice cooperation.*

Given the specific “glocal” character of the Showcase, which means that their topics are common to cultural heritage worldwide but tackled in an exemplary way in a concrete local setting, the dissemination strategy was conceived according to this concept.

MFG together with the showcase partners developed the overall framework for the showcase dissemination strategy. Because of the local aspects of the activities, the partners are responsible for the provision of the content such as showcase news, media contacts, events, etc. MFG provided both technical and editorial support to the partners according to the dissemination plan defined in Deliverable 5.1 (e.g. templates for leaflets).

The online dissemination activities related to the local Showcases are described in chapter 2.3.4 above. MFG supported promptly and proactively all the partners’ requests in terms of



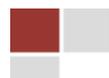
dissemination activities, both in the regional and in the international level. All partners managed to publish description and news about their showcase on the project website, although some less than others because their main public events are planned for the second phase of the project.

For the local dissemination MFG has developed material and templates for the four local Showcases. For example, a leaflet template was developed (see figure 10 below):



Figure 17 Local Showcase dissemination template. Catalonia's showcase leaflet

The leaflet template was developed following the style of the webpages of the showcases on the project website. The mNACTEC showcase leaflet above, with the content translated in Catalan, was printed by MFG in 2500 copies and shipped to the partner in November 2012.



Due to the later start of the main public events other partners preferred to wait for the leaflet production, while SFRG developed a first own leaflet for the showcase in Salzburg (see figure 11 below). This leaflet was produced by SFRG in 1000 copies as handout for participants of their series of workshops and dissemination to regional key contacts. The leaflet can still be downloaded at: http://kreativkultur.salzburgresearch.at/wp-content/uploads/Flyer_CCH_2012_web.pdf

Furthermore, MFG with editorial support of SFRG produced a poster that is used for presenting the common framework and individual concepts of the four showcases (see figure 12 below). This poster is used by the project partners to present the showcases at international events.



Figure 18 An overview of SFRG printed dissemination material

In June 2014 SFRG has produced a bookmarklet (2500 copies) specifically for the “Georg Trakl Tour” (see Annex) that highlights places related to the famous poet Georg Trakl (http://kulturerleben.salzburgresearch.at/poi_kat/trakl/). Most of the bookmarklets have already been disseminated at the Trakl House, SalzburgMuseum, tourist information centres and ticket offices, bookshops, and the Salzburg Guide Service (who on the occasion of the opening of the Salzburg Festival on the 19th of July 2014 organised a guided Trakl tour).



Moreover, to further promote the showcase platform „kultur:erleben“(see Annex), in September 2014 SRFG produced a series of five postcards (each 100 pieces) that feature traditional Salzburg scenes. In addition, a notebook in A5 format (500 pieces) was produced. The dissemination of these products has been started and will be continued over the next months.





CREATIVE COOPERATION IN CULTURAL HERITAGE

The Project

The Creative Cooperation in Cultural Heritage (CreativeCH) project offers municipalities and organisations across Europe the opportunity to learn about new ways of promoting cultural heritage for purposes such as regional development, tourism and citizen cultural participation.

CreativeCH strengthens the creative cooperation of science & technology, cultural heritage and creative industry organisations in which innovative approaches, products and services are developed.

A European peer-learning network allows for sharing good practices in thematic workshops, and a virtual forum is available for young researchers, artists and practitioners for discussing topics of interest and presenting own projects.

The Showcases

CreativeCH realises four showcases that explore and demonstrate how towns and regions can benefit from creative cooperation in promoting cultural heritage. The showcases share some common features:

Strengthen creative cooperation:
Develop creative cooperation among actors from different sectors such as science & technology, cultural heritage and creative industry organisations.

Enable cities and regions to benefit:
Promote history and heritage, including lived traditional heritage, for purposes such as regional cultural identity, revitalization of historic environment and development of tourist attractions.

Combine heritage, creativity and technology:
Develop approaches combining heritage, creativity and technology for communicating local/regional heritage in novel ways.

Involve citizens and train students:
Enable citizens to participate and train students in understanding and communicating cultural heritage and diversity.

Local and global ('glocal') perspective:
The showcases focus on issues of 'glocal' character, which means that they are common to cultural heritage worldwide but tackled in

The Banat Showcase Multi-cultural heritage communities

Each community has a story to tell, a heritage to preserve and traditions to maintain.

The Banat region, delineated by historical and geographic characteristics, extends over three countries (Romania, Serbia and Hungary) and comprises a rich mosaic of cultural communities scattered across villages and towns in the region.

The showcase will involve students in documenting cultural heritage of the region through cultural studies, field work and exploring ethnographic and other collections.

Cultural communities will be involved to promote the preservation and communication of sense of place, local traditions and stories.



Zile comor (the day of the corn) celebration in Ruscova, Romania

The Catalonia Showcase Industrial heritage

The showcase focuses on regional development, tourism and citizen cultural participation based on routes of industrial heritage in Catalonia.

The main objectives are to revitalise the local industrial heritage and offer educational and leisure experiences to visitors and local people, particularly the younger generation, using new tools.

The first route will be about and around the town of Terrassa communicating its rich industrial history and art-nouveau architecture.

A tour guide for smartphones will be developed, expected to be launched in May 2013, in the context of the 11th Fira Modernista de Terrassa.



Above: View of TRACTEE
Below: A group of visitors at the Museu

The Tuscany Showcase Archeological routes

The showcase promotes routes that focus on the Etruscan heritage of Tuscany.

Minor archaeological sites are often ignored by visitors but can be integrated in itineraries that allow for a rich experience of Tuscan history, landscape and culture.

One small area route in the area of Carmignano will combine the pleasure of slow travel (trekking, biking, riding) with the appreciation of nature and culture (Etruscan tombs, objects in museums).

Another route will allow for rediscovering Etruscan trade routes that connected production centers in the interior to harbours at the Tyrrhenian sea.



Abbazia San Leonardo, Carmignano (Image ©: Francesco Ferrara (F&B), CC BY 2.0)

The Salzburg Showcase World heritage town

World Heritage sites are understood as places of outstanding universal value.

Yet often the local people have lost their sense of ownership and tourists are offered the typical "tourist package" reinforcing stereotypical images.

The showcase focuses on engaging students, cultural heritage organisations and creative businesses in the development of new forms of communicating local heritage of the City of Salzburg.

The goal is to reconnect the local people with their heritage and



Above: Historical City Centre
Below: Cathedral and Residence Fountain
Walking Tourist

Project Topics

In CreativeCH workshops and the virtual forum the following topics are discussed:

- Creative Clusters
- Heritage and the experience economy
- Internationalisation and localization
- Heritage and city/regional development
- Business models
- New skills for the digital arena
- Management of digital rights
- Cultural tourism
- Citizen cultural participation
- Cultural diversity

We invite you to participate in the discussion, share best practices and present own projects in the virtual forum that can be accessed on the project website

The Project Partners

CreativeCH promotes an integrative approach of combining cultural heritage content, communities, creativity and technology. The six project partners are

PMN - Servizi Didattici e Scientifici per l'Università di Firenze s.r.l. - Italy

Salzburg Research Forschungsgesellschaft mb.H - Austria

Universidade de Coimbra - Portugal

Museu de la Ciència i de la Tècnica de Catalunya - Spain

Universitatea de Vest din Timisoara - Romania

MFG Medien- und Filmgesellschaft Baden-Württemberg - Germany

Contacts

creativech@mfg.de

www.creative-heritage.eu

twitter.com/creative_ch

<http://chief.uo.pt>



5 Evaluation of the dissemination activities in M1–M36

This chapter compares and evaluates the results presented in the previous chapters and Annex 1 to the goals defined in the Description of Work (Part B, pages 36-37) and some additional expectations given in the dissemination plan D5.1 (page 52).

As shown in the table below, the achievements of the dissemination strategy in the first 18 project months overall are in line with the defined goals. In some dimensions the dissemination performance goes beyond the target set for this period even approaching or exceeding the goal for the whole life cycle of the project.

This is the case concerning the access figures of the project website (unique visitors) and registered members of the CHIEF forum. Also the membership of the European Peer-learning Network is well underway.

Particularly noteworthy also is the large number of people directly reached on the regional/national level through workshops and other own or related events (over 1500 persons in 18 workshops or other events).

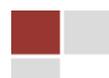
Performance indicators		
Topic	Goal M36	Status quo
Website unique visitors	6000	22.256
Twitter followers	200	211
CHIEF registered members	Over 100	CHIEF moved to LinkedIn (see D2.3 for detailed information)
European peer-learning network members	Over 50	62
Conference presence	10	10+ (most relevant listed) VAST 2011, Prato, IT INVTUR 2012, Aveiro, PT World Congress 2012 - Regional Science Association International, Timisoara, RO VAST 2012, Brighton, UK XVI Borsa Mediterranea del Turismo Archeologico 2013, Paestum, IT Digital Strategies in Heritage

		(DISH) 2013, Rotterdam, NL Pilsen Week of Culture Factories 2014, Pilsen, CZ Museum and the Web 2014, Florence, IT
S&T- CH - CCI cooperation becomes a regular topic at major conferences	At least 2 conferences include the topic in their programme	See above
CreativeCH Workshops	10 in different European countries Expected 30 participants each Results available on the project website	10 Workshops (see D3.3 for exact number of participants of each workshop) Results available on the website + video coverage of each workshop
News posted on the general website	60 (10 per year per partner)	93
Handbook and Toolkit	Dissemination of 300 print copies of the Handbook 500 online consultations or downloads of the Handbook or Toolkit	400 copies printed and distributed Handbook (pdf) downloaded 240 times Toolkit accessed 1.380 times

6 The CreativeCH’s disseminations activities. Results commented

The CreativeCH dissemination strategy demonstrated, during the last 36 months, to be able to achieve high profile results. Not only, in fact, the initial benchmarks were largely reached and outdid, but also several new initiatives were put in place.

Of course, CreativeCH goal and objective posed since the beginning several problems for a successful dissemination activity. The project, as a matter of fact, stands on the crossroad of several domains of interests, and involves many stakeholders – each of them must be engaged with a specific, targeted message. In other words, more than the figures achieved in terms of contacts and accesses – still impressive considering the initial goal – one of the



most important reasons of the success of CreativeCH dissemination activities should be found in the capacity to involve, thanks to the use of several online and offline media, different kind of stakeholders, while being able to deliver an encompassing yet targeted message to each of them.

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Beyond the mere quantitative goals, the best benchmark to consider is the capacity to attract the attention of scholars, students, young professionals and heritage institutions.

Thanks to the “glocal” strategy of the project and to the coordination among the partners of the consortium, in fact, the dissemination strategy was able to reach both local realities as well as impact the international arena, mainly thanks to the traffic and the engagement created around the website.



7 Annex 1: Regional / national dissemination activities of the showcase and partners, M1-M36

7.1 PIN - Servizi Didattici e Scientifici per l'Università di Firenze – Italy

Events

Name of the event	VAST 2011
Date and Location	18-21 October 2011, Prato, Italy
Person attending	Franco Niccolucci and entire staff at PIN
Type of dissemination activity (conference....)	(verbal) presentation at the Conference
Target audience	Archaeologists, IT specialists, CH professionals
Number of participants/ people reached	80-85

Name of the event	Industrie Creative: il ruolo della cultura e dell'innovazione in tempo di crisi Forum Fondazione Industria e Cultura
Date and Location	12 July 2012, Fondazione Industria e Cultura, Rome, Italy
Person attending	Franco Niccolucci
Type of dissemination activity (conference....)	Presentation at the Forum followed by discussion
Target audience	Economists, local politicians, Industrial, Cultural and academic sector
Number of participants/ people reached	25

Name of the event	Michael Culture Workshop: Innovative Services for Tourism
Date and Location	20 March 2013, Biblioteca Nazionale Centrale, Rome
Person attending	Franco Niccolucci
Type of dissemination activity (conference....)	Presentation of the CreativeCH project
Target audience	Professionals from the Cultural heritage and tourism fields, new technologies and innovative services
Number of participants/ people reached	40

Name of the event	<i>MWF2014 Museums and the Web Florence 2014 – Open Museums and Smartcities: Storytelling and Connected Culture</i>
Date (Mx) and Location	19-21 February 2014, Palazzo Vecchio, Firenze (Italy)
Person attending	Franco Niccolucci
Type of dissemination activity (conference....)	Conference presentation “Horizon 2020 and Creative Europe vs Digital Heritage: a European Project Crossover; Discussion panel for museum professionals
Target audience	Professionals from the fields of Cultural Heritage and Tourism fields, local administrators, museum experts, ICT professionals, students
Number of participants/ people reached	90+/45,000+ through social platforms such as Facebook, Twitter and google+, in addition to the dedicated MW webpage and PIN’s own social media channels.
Outcomes (feedback, results,...)	Established contacts with major overseas and local museum networks



Name of the event	Da Piazza a Piazza – 30th Edition
Date (Mx) and Location	10-11 May 2014, Prato (Italy)
Person attending	Cinzia Luddi, and other members of VAST-LAB
Type of dissemination activity (conference....)	2-day hiking competition and Press conference for the release of PratTrek tb
Target audience	Professionals from the fields of Cultural Heritage and Tourism fields, local administrators, museum experts, ICT professionals, students
Number of participants/ people reached	Roughly 1000 participants, and 500 downloads of the app / 2000+ through articles on major newspapers, members of CAI, PIN's own communication channels
Outcomes (feedback, results,...)	Through the press conference and widespread diffusion of the app, other Sections of CAI (potential clients) were reached. Local Administrators showed interest in using digital mobile technologies for the promotion of their communities.

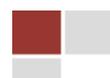
Name of the event	ABC3D
Date (Mx) and Location	10 May 2014 and 24-26 June 2014, YouLab - Biblioteca San Giorgio, Pistoia (Italy)
Person attending	Paola Ronzino and Nicola Amico
Type of dissemination activity (conference....)	Summer workshops
Target audience	The workshops were aimed at school-age children (middle and high schools), patrons of the library
Number of participants/ people reached	15-20 students / 150+ through the Biblioteca San Giorgio's and PIN's own social media channels and websites.



Outcomes (feedback, results,...)	The Library Director was enthusiastic about the program and future collaborations/workshops are envisioned. The young patrons, able to approach the topic in a friendly state-of-the-art environment, were equally excited by the possibilities.
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Name of the event	<i>Kenneth Hudson Seminar – Museums and Digital Creativity</i>
Date (Mx) and Location	16 September 2014, Rodengo Saiano (Italy)
Person attending	Franco Niccolucci
Type of dissemination activity (conference....)	Seminar
Target audience	Museum directors, CCI/SME
Number of participants/ people reached	30 / 100+ through website, direct contacts via email
Outcomes (feedback, results,...)	Promotion of the core objectives of the CreativeCH project; new contacts with museums established, exchange of ideas with CCI/SME

Name of the event	<i>CreativeCH Final Event</i>
Date (Mx) and Location	23 September 2014, Biblioteca San Giorgio, Pistoia (Italy)
Person attending	Franco Niccolucci and the entire staff at VAST-LAB
Type of dissemination activity (conference....)	Conference and round tables
Target audience	Local administrators, Archaeological Superintendency of Tuscany, professionals in the fields of CH and ICT, students



Number of participants/ people reached	60 participants/people reached: 1200+ through social media channels of the organizations involved (CreativeCH consortium, PIN, Biblioteca San Giorgio)
Outcomes (feedback, results,...)	Promotion of the project showcases

Name of the event	<i>The Researchers Night</i>
Date (Mx) and Location	26 September 2014, Prato (Italy)
Person attending	Franco Niccolucci, Paola Ronzino, Nicola Amico, Cristina Pugi, Cinzia Luddi
Type of dissemination activity (conference....)	Exhibition and interaction with students and people in a public square; demonstrations.
Target audience	Students, the public at large
Number of participants/ people reached	direct contacts about 100/150 people; 300+ contacts through website; 10000+ through local press & interviews
Outcomes (feedback, results,...)	Promotion of the core objectives of the CreativeCH project; general information about the showcases; demonstrations of products.

Other off- and online activities, including publications

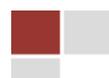
Title	L'informatica in aiuto della cultura
Author	Diego Blasi
Published in (website url, name of publication)	"Il Tirreno" (newspaper, Prato edition)
Date of publication	15/10/2011



Format (online/print)	print
Number of readers (approximately)	65.000

Title	Ecco gli esperti di archeologia
Author	Lucia Pecorario
Published in (website url, name of publication)	La Nazione (newspaper, Viareggio edition)
Date of publication	15/10/2011
Format (online/print)	print
Number of readers (approximately)	110.000

Title	Museums and the Web Florence
Author	Maria Chiara Strappaveccia
Published in (website url, name of publication)	“L’Indro” (L’approfondimento quotidiano indipendente) www.lindro.it/cultura/cultura-news/cultura-news-italia/2014-02-24/119490-museums-and-the-web-florence
Date of publication	24/02/2011
Format (online/print)	online
Number of readers (approximately)	Roughly 7000 (presence on social platforms)
Outcomes (feedback, results,...)	Promotion of the CreativeCH project, specifically of the showcases and apps developed during the project.



Title	La App PratoTrek come guida sui sentieri del CAI. Barni e Gei: “Un modo intelligente per vivere la montagna e I percorsi con sicurezza”
Author	Ufficio Stampa – Provincia di Prato
Published in (website url, name of publication)	www.gonews.it http://www.gonews.it/2014/03/29/la-app-prato-trek-come-guida-sui-sentieri-del-cai-barni-e-gei-un-modo-intelligente-per-vivere-la-montagna-e-i-percorsi-con-sicurezza/
Date of publication	29/03/2014
Format (online/print)	online
Number of readers (approximately)	n/a
Outcomes (feedback, results,...)	Promotion of CreativeCH PratoTrek tb application for smartphones and tablets, iOS and Android markets

Title	Ecco “PratoTrek”: la app che ti guida sui sentieri
Author	Maria Lardara
Published in (website url, name of publication)	Il Tirreno (newspaper, Prato edition) http://iltirreno.gelocal.it/prato/cronaca/2014/03/14/news/ecco-prato-trek-la-app-che-ti-guida-sui-sentieri-1.8946611
Date of publication	29/03/2014
Format (online/print)	Print and online
Number of readers (approximately)	110.000

Outcomes (feedback, results,...)	Promotion of the CreativeCH PratoTrek tb application for smartphones and tablets, iOS and Android markets (and for the other apps)
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Title	Come mai Prato-Trek è una app importante per Prato
Author	Matteo Tempestini
Published in (website url, name of publication)	PratoSmart http://pratosmart.teo-soft.com/come-mai-prato-trek-e-una-app-importante-per-prato/
Date of publication	07/04/2014
Format (online/print)	Online blog
Number of readers (approximately)	500
Outcomes (feedback, results,...)	Promotion of the CreativeCH PratoTrek tb application for smartphones and tablets, iOS and Android markets

Title	Da piazza a piazza: torna domenica la corsa
Author	Piero Giacomelli
Published in (website url, name of publication)	La Nazione (newspaper, Prato edition) http://www.lanazione.it/prato/cronaca/2013/05/01/881684-piazza_piazza_torna_domenica_corsa.shtml
Date of publication	01/05/2014
Format (online/print)	print

Number of readers (approximately)	177.000
Outcomes (feedback, results,...)	Boom of downloads of the PratoTrek app for iPhone and Android; contacts with CAI established (possible future collaborations)

Title	In mille da piazza a piazza camminando nei boschi dell Val di Bisenzio
Author	n/a
Published in (website url, name of publication)	Notizie di Prato http://www.notiziediprato.it/news/in-mille-da-piazza-a-piazza-camminando-nei-boschi-della-val-di-bisenzio
Date of publication	12/05/2014
Format (online/print)	Online
Number of readers (approximately)	20.000 (Facebook) 3.000 (Twitter) (more on Flickr, YouTube and through rss feeds)
Outcomes (feedback, results,...)	Promotion of the PratoTrek app for iPhone and Android; contacts with CAI established (possible future collaborations)

Title	In mille alla trentesima edizione di "Da piazza a piazza"
Author	n/a

Published in (website url, name of publication)	Il Tirreno (newspaper, Prato edition) http://iltirreno.gelocal.it/prato/sport/2014/05/07/news/in-mille-alla-trentesima-edizione-di-da-piazza-a-piazza-1.9178234
Date of publication	29/03/2014
Format (online/print)	Print and online
Number of readers (approximately)	110.000
Outcomes (feedback, results,...)	Promotion of the PratoTrek app for iPhone and Android; contacts with CAI established (possible future collaborations)

Title	Da piazza a piazza/2: due giorni in cammino
Author	Piero Giacomelli
Published in (website url, name of publication)	La Nazione (newspaper, Prato edition) http://www.lanazione.it/prato/sport/2014/05/08/1062714-piazza_piazza_giorni_cammino.shtml
Date of publication	08/05/2014
Format (online/print)	print
Number of readers (approximately)	177.000
Outcomes (feedback, results,...)	Boom of downloads of the PratoTrek app for iPhone and Android; contacts with CAI established (possible future collaborations)

Title	Alla S. Giorgio “ABC3D”: corso intensive sulla grafica tridimensionale dedicate ai più giovani
Author	n/a
Published in (website url, name of publication)	Tutto Pistoia (local online newspaper, Pistoia) http://www.tuttopistoia.com/art/110390/Alla-Giorgio-ABC3D-corso-intensivo-sulla-grafica-tridimensionale-dedicata-giovani#.VBbFSEvgLwl
Date of publication	09/05/2014
Format (online/print)	online
Number of readers (approximately)	n/a
Outcomes (feedback, results,...)	Promotion of the additional CreativeCH workshop held by PIN for students.

Title	Con YouLab si scoprono i segreti della grafica 3D: full-immersion gratuita per ragazzi tra i 14 e i 18 anni
Author	n/a
Published in (website url, name of publication)	La Voce di Pistoia (local online newspaper, Pistoia) http://www.lavocedipistoia.com/a21963-con-youlab-si-scoprono-i-segreti-della-grafica-3d-full-immersion-gratuita-per-ragazzi-tra-i-14-e-i-18-anni.html
Date of publication	09/05/2014
Format (online/print)	online
Number of readers (approximately)	n/a

Outcomes (feedback, results,...)	Promotion of the additional CreativeCH workshop held by PIN for students.
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Title	Kenneth Hudson Seminar: la creatività museale e digitale passa da Musil
Author	n/a
Published in (website url, name of publication)	www.BSNews.it http://www.bsnews.it/notizia/35477/12_09_2014_BRESCIA_Kenneth_Hudson_Seminar_la_creativit%C3%A0_museale_e_digitale_passa_dal_Musil__
Date of publication	16 September 2014
Format (online/print)	online
Number of readers (approximately)	9000+
Outcomes (feedback, results,...)	Promotion of the CreativeCH project core objectives. Contacts established with new museums and CCI/SME.
Title	I Musei e la svolta High-Tech
Author	Nino Dolfo
Published in (website url, name of publication)	Corriere della Sera – Cultura & Società
Date of publication	13 September 2014
Format (online/print)	print
Number of readers (approximately)	370.000+



Outcomes (feedback, results,...)	Promotion of the CreativeCH project core objectives. Contacts established with new museums and CCI/SME.
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Title	Al Musll di Rodengo Saiano – Musei e visitatori: il fattore multimedialità
Author	n/a
Published in (website url, name of publication)	Brescia Oggi
Date of publication	13 September 2014
Format (online/print)	Print
Number of readers (approximately)	16.000+
Outcomes (feedback, results,...)	Promotion of the CreativeCH project core objectives. Contacts established with new museums and CCI/SME.

Title	L'archeologia te la spiego con una app
Author	Azelio Biagioni
Published in (website url, name of publication)	Il Tirreno
Date of publication	28 September 2014
Format (online/print)	Print / http://iltirreno.gelocal.it/prato/cronaca/2014/09/28/news/l-archeologia-te-la-spiego-con-una-app
Number of readers (approximately)	40.000+



Outcomes (feedback, results,...)	Promotion of the CreativeCH project core objectives. Information about the outcomes.
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7.2 Salzburg Research – Austria

Events

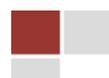
Name of the event	Science Night Salzburg
Date and Location	27 April 2012 Techno-Z Science & Technology Park, City of Salzburg
Person attending	Julia Eder, Andreas Strasser
Type of dissemination activity (conference....)	Public event, where science and technology projects are introduced to the general public
Target audience	General public, in particular families, children and teenagers
Number of participants/ people reached	39 students and other young people participated in a survey on the perception of local heritage Several hundred visitors at Techno-Z (more than 7,000 visitors overall at Science Night Salzburg)
Outcomes (feedback, results,...)	Survey on young people's understanding of cultural heritage (39 respondents) Dissemination of project related material

Name of the event	Salzburg Youth Congress 2012
Date and Location	28 June 2012 Salzburg City Library (Stadt:Bibliothek Salzburg, Neue Mitte Lehen)
Person attending	Julia Eder, Andreas Strasser
Type of dissemination activity (conference....)	Workshop

Target audience	Youngsters (secondary higher schools, 14-18 years)
Number of participants/ people reached	Ca. 150 pupils from six schools (1 per cent of students in that age group in the Land Salzburg)
Outcomes (feedback, results,...)	Perceptions and ideas on how to promote local cultural heritage in Salzburg

Name of the event	Symposium on Cultural Heritage
Date and Location	7 November 2012 College of Education, Wels
Person attending	Julia Eder, Andreas Strasser
Type of dissemination activity (conference....)	Symposium/workshop
Target audience	Participants from various tourism colleges in Salzburg and Austria in general; background in tourism and cultural heritage
Number of participants/ people reached	21
Outcomes (feedback, results,...)	Discussion on the role of new media and technologies in communicating & teaching cultural heritage to the young; Networking with tourism schools Presentation of CreativeCH project

Name of the event	European Cultural Routes
Date and Location	3-4 December 2012 Castle of Leopoldskron, Salzburg
Person attending	Guntram Geser, Andreas Strasser
Type of dissemination activity (conference....)	Symposium
Target audience	European experts on cultural heritage (focus on cultural routes)
Number of participants/ people reached	35



Outcomes (feedback, results,...)	<p>Presentation of CreativeCH project</p> <p>Discussion of trends and innovative approaches in communicating cultural heritage</p> <p>Networking with European experts</p>
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Name of the event	Workshop and guided tour “Americans in Salzburg 1945-1955”
Date and Location	Salzburg, 15 March 2013
Person attending	Julia Eder and Andreas Strasser
Type of dissemination activity (conference....)	A workshop and a guided tour through the historical center of Salzburg were organized in cooperation with the Salzburg City Archive. The event allowed 33 students and one tutor of the Salzburg Program of the University of Portland to learn about the history of Americans in Salzburg in the period between 1945 and 1955. The guided tour was used to test the mobile application on the theme which was developed together with the Archive. On the tour the students could look up historical photo material of places and historical events and provide comments on their smartphones and tablets.
Target audience	Students
Number of participants/ people reached	34
Outcomes (feedback, results,...)	<ul style="list-style-type: none"> ○ Understanding of the perception of American students of the cultural heritage in Salzburg ○ Test results for the showcase application “Americans in Salzburg 1945-1955” ○ Documentation (in German): http://kreativkultur.salzburgresearch.at/category/ergebnisse/

Name of the event	Workshop “Cultural Routes of the European Council”
Date and Location	Vienna, 8 April 2013
Person attending	Veronika Hornung-Prähauser



Type of dissemination activity (conference....)	The workshop was organised by the Austrian Ministry of Economy (Department for Tourism) and brought together 60 international and national experts in tourism and culture/cultural heritage. Salzburg Research presented results of the CreativeCH project. In particular, the survey findings on young people's perceptions of cultural heritage and new approaches in the communication of cultural heritage to young people were addressed.
Target audience	Cultural heritage institutions, developers of cultural routes, cultural tourism providers
Number of participants/ people reached	60
Outcomes (feedback, results,...)	<ul style="list-style-type: none"> o Presentation of the CreativeCH project and showcase in Salzburg o Documentation (in English): http://certess.culture-routes.lu/press/workshop-cultural-routes-council-europe-wien-austria o Documentation (in German): http://ilab.salzburgresearch.at/workshop-kulturstrassen-des-europarates-8-april-2013-wien-bmwfi/

Name of the event	Showcase "Creaton" – Creativity Workshop
Date and Location	Salzburg, 10 March 2014
Person attending	Julia Eder, Veronika Hornung-Prähauser and Werner Moser
Type of dissemination activity (conference....)	Organised for the showcase cooperation with the University of Applied Sciences Salzburg. The creative workshop involved five students of the university's MultiMediaArt programme and three students (software programmers) of the University of Applied Sciences Hagenberg. The "Creaton" was led by a creativity coach of FS1 – Community TV (one of the showcase partners) and our showcase team. Furthermore one representative of the MuseumSalzburg (educational programme) and one of the City of Salzburg (responsible for open content) participated.
Target audience	Students and representatives of local organisations (cultural heritage, municipality, creative business)
Number of participants/ people reached	13



Outcomes (feedback, results,...)	<ul style="list-style-type: none"> ○ Development of local showcase by students (concepts, coaching, feedback by professionals) ○ Involvement of local actors (cultural heritage, municipality, creative business) ○ Documentation (in German): http://kreativkultur.salzburgresearch.at/category/ergebnisse/
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Name of the event	“Georg Trakl - places and poems”
Date and Location	Salzburg, 19 July 2014
Person attending	Julia Eder, Veronika Hornung-Prähauser and Werner Moser
Type of dissemination activity (conference....)	Guided tour in the historical center of Salzburg in the context of the opening of the Salzburg Festival, offered by Salzburg Guide Service with support by SFRG. The participants could access online information about Georg Trakl's life and works, images, poems, videos. The participants of the tour, readings (Trakl poems, a new Trakl biography) and many others received a bookmarklet that contains the QR code with the link to the virtual Trakl Tour developed by Salzburg Research and the Trakl House (Dr Hans Weichselbaum, Trakl biographer).
Target audience	Citizens interested in cultural heritage
Number of participants/ people reached	45 (tour and readings)
Outcomes (feedback, results,...)	<ul style="list-style-type: none"> ○ Citizens involved and made aware of the showcase platform/portal “kultur:erleben” ○ Documentation (in German): http://kreativkultur.salzburgresearch.at/alte-plaetze-sonnig-schweigen-georg-trakl-orte-und-gedichte-live-und-virtuell-erleben/#more-1184 ○ Virtual tour: http://kulturerleben.salzburgresearch.at/poi_kat/trakl/

Web and mobile applications

Title	Local Showcase Website „Salzburgs Kulturerbe Entdecken“
Author	Salzburg Research



Published in (website url, name of publication)	http://kreativkultur.salzburgresearch.at
Date of publication	Active since September 2012
Format (online/print)	Online – The local showcase website (in German) presents showcase activities, partners, related news, and a series of comparisons of historical and current views of places in Salzburg.
Number of readers (approximately)	9,908 visits from September 2012 to September 2014. In the last project year, October 2013 to September 2014, on average 333 visits per month (max. 697 in January 2014, min. 181 in August 2014).

Title	“Americans in Salzburg 1945-1955 Tour”,
Author	Web and mobile application developed by Salzburg Research with the Salzburg City Archive
Published in (website url, name of publication)	http://kreativkultur.salzburgresearch.at/map/
Date of publication	March 2013; the tour is currently not publicly available as the Archive wishes to add historical contextual information so that the tour can be used without a guide.
Format (online/print)	Web and mobile application
Number of readers (approximately)	Tested by 33 students of the Salzburg Programme of the University of Portland.

Title	“Nannerl” mobile application
Author	Developed by students of the University of Applied Sciences Salzburg (MultiMediaArt Programme) with support by Salzburg Research and the Salzburg City Archive. The application is managed and provided by the students.



Published in (website url, name of publication)	Support by Salzburg Research (http://kreativkultur.salzburgresearch.at/category/ergebnisse/) and the Salzburg City Archive (http://kreativkultur.salzburgresearch.at/treffen-mit-dem-nannerl-app-projektteam-und-dem-stadtarchiv-salzburg/#more-1162) “Nannerl” application: http://www.nannerl-app.multimediaart.at Background information, designs, etc.: http://portfolio.multimediaart.at/projects/2014-nannerl-app
Date of publication	First public presentation in June 2014
Format (online/print)	Mobile application
Number of readers (approximately)	Figures not available

Title	“Georg Trakl Tour”
Author	Developed by Salzburg Research together with the Trakl House (Georg-Trakl-Forschungs- und Gedenkstätte) and Dr. Hans Weichselbaum (author of a richly illustrated book about Trakl).
Published in (website url, name of publication)	http://kulturerleben.salzburgresearch.at/poi_kat/trakl/
Date of publication	Launched in June 2014, now part of the platform “kultur:erleben”
Format (online/print)	Web and mobile application
Number of readers (approximately)	ca. 1000

Title	Local showcase platform “kultur:erleben” 
Author	Salzburg Research

Published in (website url, name of publication)	http://kulturerleben.salzburgresearch.at														
Date of publication	Launched in May 2014														
Format (online/print)	Online – “kultur:erleben” is a platform that is capable to integrate and present on the Web and on mobile devices all content we have already available and further content we expect to receive from local showcase partners. At present “kultur:erleben” features 7 collections: Salzburg then and now (photographs of locations in Salzburg, both historical and current which can be explored with a slider feature), the Georg Trakl Tour, historical restaurants and breweries, Latin inscriptions in Salzburg, historical doors and windows, bridges in Salzburg, and the cross-border SalzAlpenSteig (highlights the important regional theme of salt and the network of places of salt mining, production and trading in Bavaria and Salzburg).														
Number of readers (approximately)	<p>Almost 2000 visits in the period May to September 2014:</p> <table border="1"> <thead> <tr> <th><i>Month</i></th> <th><i>Visits</i></th> </tr> </thead> <tbody> <tr> <td>May 2014</td> <td>80</td> </tr> <tr> <td>June 2014</td> <td>134</td> </tr> <tr> <td>July 2014</td> <td>774</td> </tr> <tr> <td>August 2014</td> <td>470</td> </tr> <tr> <td>September 2014</td> <td>511</td> </tr> <tr> <td>Total</td> <td>1,969</td> </tr> </tbody> </table>	<i>Month</i>	<i>Visits</i>	May 2014	80	June 2014	134	July 2014	774	August 2014	470	September 2014	511	Total	1,969
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May 2014	80														
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July 2014	774														
August 2014	470														
September 2014	511														
Total	1,969														

Other off- and online activities, including publications

Title	Salzburgs Kulturerbe Entdecken
Author	SRFG
Published in (website url, name of publication)	http://kreativkultur.salzburgresearch.at
Date of publication	15 posts on activities, participants and achievements of the local showcase, including documents presenting summarised results of surveys and workshops
Format (online/print)	Online



Number of readers (approximately)	About 400 unique visitors since September 2012
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Title	Salzburgs Kulturelles Erbe Neu Entdecken
Author	SRFG
Published in (website url, name of publication)	Salzburg Showcase Leaflet
Date of publication	October 2012
Format (online/print)	Print (also available for download)
Number of readers (approximately)	1000 copies, dissemination at local events

Overview of online and offline references	
Type	Activity
Update (Salzburg Research newsletter) Print, 26 September 2014	„Auf Trakls Spuren durch Salzburg“, in Salzburg Research newsletter, 3/14; information about the Trakl Tour on the Local Showcase platform „kultur:erleben; distributed to 2970 individual contacts in Salzburg, Austria and Bavaria. Available online: http://www.salzburgresearch.at/wp-content/uploads/2014/09/Update_3_14_web_fin.pdf
derstandard.at Online, 18 July 2014	„EU-Projekt: Website für Georg Trakl“, http://derstandard.at/2000003258177/EU-ProjektWebsite-fuer-Georg-Trakl ; article on the website of the national newspaper Der Standard about the virtual Trakl Tour.
Salzburg.orf.at Online, 18 July 2014	„Georg Trakl: EU zahlt Gedenk-Website“, http://salzburg.orf.at/news/stories/2658500/ ; article on the website of the national broadcaster ORF [Salzburg] about the virtual Trakl Tour.
Salzburg.com Online, 18 July 2014	„Homepage für Georg Trakl: EU-Projekt zum Jubiläum“, http://www.salzburg.com/nachrichten/salzburg/kultur/sn/artikel/homepage-fuer-georg-trakl-eu-projekt-zum-jubilaeum-114295/ ; article about the virtual Trakl Tour.
Salzburg Research Online, 18 July 2014	„Auf Trakls Spuren durch Salzburg“, http://www.salzburgresearch.at/2014/auf-trakls-spuren-durch-salzburg/ ; article about the virtual Trakl Tour.



Österreich Journal Online, 3 July 2014	„Innovative Vermittlung von kulturellem Erbe. FH-Studierende entwickeln mithilfe der Landesforschungsgesellschaft Salzburg Research Kulturerbe-App“, http://www.oe-journal.at/index_up.htm?http://www.oe-journal.at/Aktuelles/!2014/0714/W1/30307AsbgErbe.htm ; article about the „Nannerl“ application.
Landeskorrespondenz (Land Salzburg) Online, 2 July 2014	„Innovative Vermittlung von kulturellem Erbe“, , http://service.salzburg.gv.at/lkorrij/Index?cmd=detail_ind&nachrid=53091 ; article about the CreativeCH Salzburg Showcase.
KulturImWeb.net newsletter Online, 25 June 2014	“Mobile Anwendungen im Kulturbereich: Nannerl“, http://kulturimweb.net/2014/06/25/newsletter-25-juni-2014/ ; mentions the showcase platform and „Nannerl“ application.
Der Standard Online, 22 June 2014	„Die Welt hinter den Tourismusklišees“, http://derstandard.at/2000002133770/Die-Welt-hinter-den-Tourismusklišees ; (national newspaper, article about the CreativeCH Salzburg Showcase.
Der Standard Print, 18 June 2014	“Die Welt hinter den Tourismusklišees“; national newspaper, article about the CreativeCH Salzburg Showcase, copy available, print distribution: 80,967.
Raiffeisen Zeitung Print, 5 June 2014	„Aha Erlebnisse für junge Leute. Ein EU-Projekt fördert kreative Kooperation um das Kulturerbe schmackhaft zu machen“; article about the CreativeCH Salzburg Showcase, copy available, print distribution: 41,900.
Forschung in Österreich Online, 4 June 2014	„Kreative Kooperationen für Kulturerbe“, , http://www.forschunginsalzburg.at/2014/kreative-kooperationen-fuer-kulturerbe/ ; article about the CreativeCH Salzburg Showcase and „Nannerl“ application.
ScoopIT Online, 4 June 2014	„Kulturerbe kreativ“, http://www.scoop.it ; posting about the CreativeCH Salzburg Showcase.
Salzburger Wirtschaft^ Print, 4 June 2014	„In Hallein regiert die Kreativität“, Nr. 23, 4 June 2014; article about the „Nannerl app“, copy available.
Salzburg.at - Plattform für die Europaregion Online, 4 June 2014	„Kreative Kooperationen für Kulturerbe“, , http://www.salzburg.at/themen/standort/forschung.html?NewsID=5150949 ; article about the CreativeCH Salzburg Showcase.
Innovators.eu Online, 3 June 2014	„EU-Projekt: Kreative Kooperationen für Kulturerbe“, http://www.innovators.eu/firmennews/eu-projekt-kulturerbe-salzburg-research/ ; article about the CreativeCH Salzburg showcase.
Mein Bezirk Online, 2 June 2014	“1,75 Millionen für Kulturerbe“, , http://www.meinbezirk.at/salzburg-stadt/wirtschaft/175-millionen-fuer-kulturerbe-d972391.html ; article about the CreativeCH project and local activities.

Stadtblatt Salzburg Print, 2 June 2014	“1,75 Millionen für Kulturerbe”; article about the CreativeCH project and local activities, copy available, print distribution 69,500.
Salzburg Research Online, 2 June 2014	„Kulturerbe kreativ“, http://www.salzburgresearch.at/2014/kulturerbe-kreativ/ ; article about the CreativeCH project and local activities.

7.3 Museu de la Ciència i de la Tècnica de Catalunya – Spain

Events

Name of the event	Social web: new opportunities for cultural institutions
Date and Location	8 th and 9 th October 2012, Terrassa
Person attending	Eusebi Casanelles, Carme Prats, Evandro Oliveira
Type of dissemination activity (conference....)	Seminar
Target audience	Cultural institutions professionals
Number of participants/ people reached	70
Outcomes (feedback, results,...)	Cultural institutions professionals trained in the use of social media: potential, strategies, techniques and success cases that can support in their day-to-day communication work.

Name of the event	Science and children
Date and Location	10 th November 2012, mNACTEC (Terrassa)
Person attending	Carme Prats
Type of dissemination activity (conference....)	Seminar
Target audience	Primary and secondary school teachers



Number of participants/ people reached	120
Outcomes (feedback, results,...)	Target informed about mNACTEC educational programme and facilities, including the development of a mNACTEC app for smartphones and tablets, in the context of a discussion on the importance of science for children.

Name of the event	Virtual dimension: web and app presentation
Date and Location	17 th January 2012, Palau Moja (Barcelona)
Person attending	Carme Prats
Type of dissemination activity (conference....)	Presentation
Target audience	Curators, teachers and tourist operators
Number of participants/ people reached	130
Outcomes (feedback, results,...)	Presentation of two new ICT mNACTEC facilities: a new website (http://sistema.mnactec.cat/) and an app for smartphones and tablets

Name of the event	mNACTEC App and “Roda de calaixos”
Date and Location	28 th March 2012
Person attending	Carme Prats
Type of dissemination activity (conference....)	Presentation
Target audience	mNACTEC Staff
Number of participants/ people reached	16
Outcomes (feedback, results,...)	mNACTEC staff informed about the new museum piece “Roda de calaixos” and the development of an app for smartphones and tablets.

Name of the event	Basic competences
Date and Location	12 th April 2012
Person attending	Carme Prats
Type of dissemination activity (conference....)	Seminar
Target audience	Primary, secondary and high school teachers
Number of participants/ people reached	190
Outcomes (feedback, results,...)	Target informed about several aspects of mNACTEC, including an app for smartphones and tablets, and how they can help develop students's basic competences.

Name of the event	Maths Olympics: The sustainable city and me
Date and Location	19 th May 2012
Person attending	Carme Prats
Type of dissemination activity (conference....)	Science competition
Target audience	Young people aged 12 years and over
Number of participants/ people reached	25
Outcomes (feedback, results,...)	In the framework of a discussion on “good living”, young people informed about mNACTEC app for smartphones and tablets.

Name of the event	Summer school: Training for trainers on technology
Date and Location	5 th July 2013
Person attending	Carme Prats
Type of dissemination activity (conference....)	Training for trainers
Target audience	Secondary school teachers

Number of participants/ people reached	60
Outcomes (feedback, results,...)	Target informed about mNACTEC educational programme, exhibitions, workshops and facilities, including an app for smartphones and tablets.

Name of the event	Survey
Date and Location	2 nd , 7 th and 8 th December 2012, mNACTEC (Terrassa) 2 nd February 2013, mNACTEC (Terrassa)
Person attending	Gisela Gonzalo
Type of dissemination activity (conference....)	Survey
Target audience	Museum visitors
Number of participants/ people reached	57
Outcomes (feedback, results,...)	Visitors of all age groups gave their opinion about several aspects of the museum: app, exhibitions, facilities, etc.

Name of the event	App and chroma key trial
Date and Location	25 th February 2013, mNACTEC (Terrassa)
Expected attendance	30
Type of dissemination activity (conference....)	Showcase trial (students testing the showcase: app, chroma...)
Target audience	High School students

Other off- and online activities, including publications

Title	A city tour with your smartphone (transl.)
Author	Mercè Boladeras



Published in (website url, name of publication)	Diari de Terrassa (Terrassa newspaper)
Date of publication	21 st July 2012
Format (online/print)	Print and online
Number of readers (approximately)	34000 potential readers of Diari de Terrassa
Outcomes (feedback, results,...)	Locals of Terrassa informed about the participation of young people in the app development

Title	Augmented reality and Heritage in Terrassa (transl.)
Author	Unknown
Published in (website url, name of publication)	La Torre del Palau http://www.naciodigital.cat/latorredelpalau/noticia/20538/realitat/augmentada/patrimoni/terrassa
Date of publication	28th October 2012
Format (online/print)	Online
Number of readers (approximately)	30.000 potential readers
Outcomes (feedback, results,...)	Readers informed about the participation of Torre del Palau High School students in the development of an app for smartphones and tablets

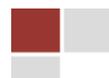
Title	Torre del Palau High School will create a city tour for smartphones (transl.)
Author	Mercè Boladeras
Published in (website url, name of publication)	Diari de Terrassa (Terrassa newspaper)
Date of publication	30 th October 2012
Format (online/print)	Print and online

Number of readers (approximately)	34000 potential readers of Diari de Terrassa
Outcomes (feedback, results,...)	Locals of Terrassa informed about the participation of young people in the app development

Title	Social networks in less than 5 minutes
Author	ESOCOM
Published in (website url, name of publication)	https://www.youtube.com/watch?feature=player_embedded&v=FBadDzUBYo
Date of publication	30 th October 2012
Format (online/print)	Online
Number of readers (approximately)	65 views on Youtube
Outcomes (feedback, results,...)	CreativeCH partners and Youtube users informed about the outcomes of the seminar <i>Social web: new opportunities for cultural institutions</i>

Title	CreativeCH poster
Author	CreativeCH
Published in (website url, name of publication)	mNACTEC hallway
Date of publication	September 2012
Format (online/print)	Print
Number of readers (approximately)	Museum visitors
Outcomes (feedback, results,...)	Museum visitors informed about the main aspects of the CreativeCH project

Title	Leaflet distribution
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Author	CreativeCH
Published in (website url, name of publication)	Museum hallway
Date of publication	Made available on September 2012
Format (online/print)	Print
Number of readers (approximately)	250 leaflets (approx.) taken
Outcomes (feedback, results,...)	Museum visitors informed about the main aspects of the CreativeCH project

Title	CreativeCH poster
Author	CreativeCH
Published in (website url, name of publication)	Torre del Palau High School corridor
Date of publication	1 st February 2013
Format (online/print)	Print
Number of readers (approximately)	High school students
Outcomes (feedback, results,...)	Torre del Palau High School students informed about the main aspects of the CreativeCH project

7.4 Universitatea de Vest din Timisoara – Romania

Events

Name of the event	9th World Congress of Regional Science Association International
Date and Location	9-12 May 2012, Timisoara, Romania
Person attending	50

Type of dissemination activity	Conference
Target audience	Scientific researchers, academics
Number of participants/ people reached	250
Outcomes (feedback, results,...)	Enrichment of contacts list and potential stakeholders worldwide.

Name of the event	Timisoara Memory Keeper
Date and Location	22 November 2012, Timisoara, Romania
Person attending	40
Type of dissemination activity	Workshop
Target audience	Elder community of Timisoara
Number of participants/ people reached	40
Outcomes (feedback, results,...)	Raising awareness on the importance of memory sharing and preservation of cultural heritage.

Name of the event	On Cultural Heritage and Patrimonization
Date and Location	12 February 2013, Timisoara, Romania
Person attending	50
Type of dissemination activity	Workshop
Target audience	Artists in the field of architectural heritage, academics.
Number of participants/ people reached	50
Outcomes (feedback, results,...)	Liaisons with the community interested in the preservation, conservation and valorisation of architectonic heritage.



Name of the event	Invited colloquium on innovative technologies and cultural heritage in Europe
Date and Location	04.02.2013, Penn State University, College of information sciences and technology
Person attending	40
Type of dissemination activity	Lecture
Target audience	Graduate students, academic staff
Number of participants/ people reached	40
Outcomes (feedback, results,...)	Interest in related scientific initiatives.

Name of the event	Citizen diversity in Timis, Banat: French families
Date (Mx) and Location	14.03.2013 Timisoara
Person attending	Smaranda Vultur
Type of dissemination activity (conference....)	Colloquium, scientific book launch
Target audience	Representatives of ethnic groups in Timisoara, scientific
Number of participants/ people reached	86
Outcomes (feedback, results,...)	A strong investigation of the past regarding the existence in Banat area of French families presented to representatives of ethnic groups. Discovering the incentives to this kind of investigation for interested people.



Name of the event	Museum's day
Date (Mx) and Location	May 2013, Caransebes
Person attending	Otilia Hedesan, Diana Mihut, Milijana Uscatu
Type of dissemination activity (conference....)	Oral presentation
Target audience	High school Students and Teachers
Number of participants/ people reached	200
Outcomes (feedback, results,...)	Promotion of CHIEF's site and demonstration concerning the practical use of site

Name of the event	Cultural Heritage and rural space
Date (Mx) and Location	04.06.2013, Eftimie Murgu, Caras-Severin
Person attending	Ion Imbrescu
Type of dissemination activity (conference....)	Oral presentation
Target audience	Students and young people
Number of participants/ people reached	55
Outcomes (feedback, results,...)	Presentation of the importance of participation of young people to different actions in preserving traditions and customs in rural area.

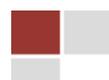
Name of the event	Kirchweih Garana 2013
Date (Mx) and Location	12.06.2013 Garana
Person attending	Smaranda Vultur, Nicoleta Musat, Corina Popa, Raluca Selejan, Diana Mihut
Type of dissemination activity (conference....)	Study case presentation
Target audience	Field research students from Fribourg, Switzerland
Number of participants/ people reached	36
Outcomes (feedback, results,...)	Presentation of a traditional event in Mountain Banat area of German community and identified of some incentives to increase the interest for such events among the foreign students in Timisoara. Moreover, the team of foreign students was informed concerning the manner in which some traditional objects are made and are to be used by the Garana's citizen.

Name of the event	Peripatetica 2013
Date (Mx) and Location	28.06.2013 Oravita
Person attending	Otilia, Hedesan Milijana Uscatu
Type of dissemination activity (conference....)	Conference Peripatetica 2013
Target audience	Academics, practitioner
Number of participants/ people reached	72

Outcomes (feedback, results,...)	Communication of research field research
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Name of the event	Open doors city library
Date (Mx) and Location	28.09.2013, Zrenjanin
Person attending	Otilia Hedesan, Ion Imbrescu, Corina Popa, Diana Mihut
Type of dissemination activity (conference....)	Round table
Target audience	Librarians interested in materials about immaterial Cultural Heritage
Number of participants/ people reached	20
Outcomes (feedback, results,...)	Identify of a topics for future research
Name of the event	Day of the house, Seleus

Date (Mx) and Location	03.11.2013
Person attending	Ion Imbrescu
Type of dissemination activity (conference....)	Oral presentation
Target audience	Local stakeholders in Seleus, Serbia
Number of participants/ people reached	24



Outcomes (feedback, results,...)	Identify interested persons in initialising actions for re-birth of certain cultural events and how can be attracted financial resources for this kind of actions.
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Name of the event	50 th Anniversary of National ASTRA Museum, Sibiu
Date (Mx) and Location	3-5.10.2013, Sibiu
Person attending	Otilia Hedesan, miliana Uscatu
Type of dissemination activity (conference....)	Peripatetica Conference 2013
Target audience	Academics, Scientific
Number of participants/ people reached	72
Outcomes (feedback, results,...)	5 articles for ASER (National Association of Ethnology Romania) Proceeding

Name of the event	Dane Ludaje Festival 2013
Date (Mx) and Location	14.10.2013 Kikinda, Serbia
Person attending	Ion Imbrescu, Nicoleta Musat
Type of dissemination activity (conference....)	Poster presentation on the street of festival
Target audience	Citizens
Number of participants/ people reached	60



Outcomes (feedback, results,...)	Information of the project, leaflet distribution
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Name of the event	Gaudeamus 2013
Date (Mx) and Location	19-24.11.2013, Bucuresti, Romania
Person attending	Otilia Hedesan, Raluca Selejan
Type of dissemination activity (conference....)	Oral presentation
Target audience	Students, large public
Number of participants/ people reached	90
Outcomes (feedback, results,...)	Information correlated with academic literature, sensibility towards the regional Cultural Heritage

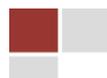
Name of the event	Tezaure umane vii – Human living treasures
Date (Mx) and Location	28.11.2013, Alba Iulia
Person attending	Otilia Hedesan
Type of dissemination activity (conference....)	Winning awards of Human Living Treasures
Target audience	Academics, Ethnographers, Museographers, Media, Citizens
Number of participants/ people reached	70



Outcomes (feedback, results,...)	Dissemination concerning UNESCO's projects and CE's funding research programs
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Name of the event	Literature Discourse and Multicultural Dialogue
Date (Mx) and Location	05-06.12..2013 Tg. Mures
Person attending	Eliana Popeti, Corina Popa, Diana Mihut
Type of dissemination activity (conference....)	Conference
Target audience	Academics, scientific
Number of participants/ people reached	37
Outcomes (feedback, results,...)	2 studies published in conference proceedings

Name of the event	Polenta's Day
Date (Mx) and Location	08.12.2013, Szeged
Person attending	Otilia Hedesan, Corina Popa, Diana Dragos, Eliana Popeti
Type of dissemination activity (conference....)	Oral presentation
Target audience	50
Number of participants/ people reached	Community members and authorities



Outcomes (feedback, results,...)	Letting the citizens know about the field research in Banat area made by WUT's research team; CreativeCH as principal financing resource
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Name of the event	International Conference for Academic Disciplines 2014
Date (Mx) and Location	15-17.03.2014, Las Vegas
Person attending	Ion Imbrescu
Type of dissemination activity (conference....)	Open lecture with the title "The relationship between Cultural Heritage and Economic Development"
Target audience	Academics from different countries
Number of participants/ people reached	96
Outcomes (feedback, results,...)	Presentation of specificity of Banat area, the ethnic diversity and how can learn different minorities to live together through specific economic activities.

Name of the event	Meeting of the National Committee for Culturale Heritage
Date (Mx) and Location	3 september 2013
Person attending	Otilia Hedesan
Type of dissemination activity (conference....)	Oral presentation
Target audience	Academics, management of cultural institutions

Number of participants/ people reached	17
Outcomes (feedback, results,...)	Discussions concerning the future of attracting European fund for sauvguarding the cultural heritage. Proposals for material and immaterial cultural heritage that is to be included in UNESCO's list.

Name of the event	The Days of Romanian Theatre in Vojevodina
Date (Mx) and Location	1-3 May 2014, Nicolint and Varset
Person attending	Otilia Hedesan, Corina Popa, Diana Mihut
Type of dissemination activity (conference....)	Oral presentation
Target audience	Citizens
Number of participants/ people reached	200
Outcomes (feedback, results,...)	Letting the citizens know about the richness of Banat's cultural heritage and the manner in which this can be emphasized. One of the ways in which this cultural heritage can be used is represented by a theatre play written by a member of the community.

Name of the event	Academical Days of Cluj
Date (Mx) and Location	4 – 6 June 2014
Person attending	Diana Mihut, Otilia Hedesan



Type of dissemination activity (conference....)	Conference / Panel of presentation
Target audience	Academics, scientific
Number of participants/ people reached	30
Outcomes (feedback, results,...)	During this academic event, the two team members had done a scientific presentation concerning the problems of doing fieldwork in now days in Romania. Consequently, the Creative CH project was offered as an example: the manner in which this project has offered the opportunity to train a team of young researchers and it has led to a great quantity of information that is to be used in different manners from now on.
Name of the event	Specificity of Cultural Heritage in Serbian Banat
Date (Mx) and Location	05.06.2014, Banatsko Novo Selo, Serbia
Person attending	Ion Imbrescu, Diana Mihut
Type of dissemination activity (conference....)	Public lecture
Target audience	Participants at local feast "Rusaliile"
Number of participants/ people reached	37
Outcomes (feedback, results,...)	Oral presentation of cultural aspects related to specific events in different parts of Serbian Banat and the identifying of similarities and differences between specific events of specific ethnic minorities (Hungarian, Romanian, Slovakian, Bulgarian, Gipsy)

Other off- and online activities, including publications



Title	The Bulgarians from Banat: implement different ways of transmitting Bulgarian folk stories into Romanian
Author	Eliana Popeti
Published in (website url, name of publication)	Studies on literature, discourse and multicultural dialogue, Coord. Iulian Boldea, Editura Arhipelag, XXI,
Date of publication	February 2014
Format (online/print)	online
Number of readers (approximately)	
Outcomes (feedback, results,...)	

Title	Valorizarea economica a patrimoniului cultural – Economic valorisation of Cultural Heritage
Author	Ion Imbrescu
Published in (website url, name of publication)	ZEC 2013 Conference proceedings
Date of publication	March 2014
Format (online/print)	Print
Number of readers (approximately)	330

Outcomes (feedback, results,...)	After publications (the article is in Romanian language) the author received a lot of suggestions about the importance of research of Cultural Heritage, especially of there that are related to immaterial aspects. Also the suggestions underline the importance of collaboration with local authorities for increasing the interest in fund allocation in this area.
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Title	Some Possibilities to Increase the Role of Immaterial Cultural Heritage in Regional Development
Author	Ion Imbrescu
Published in (website url, name of publication)	(Will be in) Proceedings of INTERNATIONAL CONFERENCE ON BUSINESS ADMINISTRATION AND ECONOMICS "PEOPLE. IDEAS. EXPERIENCE" ICBAER 2014 - 23-25 October 2014
Date of publication	
Format (online/print)	
Number of readers (approximately)	
Outcomes (feedback, results,...)	

7.5 Universidade de Coimbra – Portugal

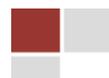
Events

Name of the event	INVTUR/BIT
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Date and Location	16th, 17th, 18th May 2012 in Aveiro, Portugal
Person attending	Prof. Joaquim Carvalho, Sara Dias, Paula Simoes
Type of dissemination activity (conference....)	Fair, Workshop
Target audience	Researchers and practitioners in cultural tourism promotion
Number of participants/ people reached	30 assisting to the workshop; 32 persons on the CreativeCH booth; 12 of them reached directly
Outcomes (feedback, results,...)	Intense debate from persons assisting to workshop; CHIEF (from 15th to 21th May 2012): 510 pageviews (201 of them on 18th, next day to workshop); 71 visits; 7.18 Pages/Visit; 7:13 Avg. Visit Duration.

Name of the event	Almedina talks “History in the palm of your hands”
Date and Location	17th of May 2012 Coimbra, Portugal
Person attending	Coimbra project team
Type of dissemination activity (conference....)	Presentation and discussion
Target audience	Researchers, Students
Number of participants/ people reached	20
Outcomes (feedback, results,...)	Debate and questions by the persons who were assisting to the presentation. Great interest in the theme.

Name of the event	Almedina talks “New challenges in the developement of historical content”
Date and Location	20th of April 2012 Coimbra, Portugal
Person attending	Coimbra project team
Type of dissemination activity (conference....)	Presentation and discussion
Target audience	Researchers, Students



Number of participants/ people reached	20
Outcomes (feedback, results,...)	Debate and questions by the persons who were assisting to the presentation.

Name of the event	Rethinking how we explain the past: History, Simulations and Games
Date and Location	7th of December 2012 Coimbra @CEIS20 Portugal,
Person attending	Prof. Joaquim Carvalho
Type of dissemination activity (conference....)	Workshop
Target audience	Researchers, Students
Number of participants/ people reached	24
Outcomes (feedback, results,...)	Debate and questions

Name of the event	“Heritage, New Technologies & Creativity”
Date and Location	20-21 February 2013, University of Évora and ISCTE Lisbon
Expected attendance	Students and practitioners
Type of dissemination activity (conference....)	International Seminar
Target audience	Students and practitioners of Architecture, History, Design, Visual Arts, Computer Science, Archaeology and Museums.
Name of the event	Meeting at the Ministry of Foreign Affairs, regarding colaboration between Portugal and Macao-China
Date and Location	14.05.2014, Ministério dos Negócios Estrangeiros – Lisbon, Portugal
Person attending	Joaquim Carvalho

Type of dissemination activity (conference, meeting,...)	Meeting regarding cooperation with Macau regarding cooperation in the area of Heritage and Creative Industries. Creative CH was introduced.
Target audience	Decision makers in the area
Number of participants/ people reached	4
Outcomes (feedback, results,...)	A joint event Portugal-Macau in the area of creative industries was planned for September with the presence of Creative CH

Name of the event	EuroMACHS Consortium
Date (Mx) and Location	24.03.2014 in Cologne
Person attending	6
Type of dissemination activity (conference....)	Coordination meeting to plan future projects and activities
Target audience	EuroMACHS Coordinators
Number of participants/ people reached	The meeting was disseminated through the EuroMACHS Facebook page in two posts: 449 people reached; 9 Likes; 1 Comment; 1 Share 343 people reached; 7 likes; 2 Comments; 2 Shares
Outcomes (feedback, results,...)	

Other off- and online activities, including publications

Title	CreativeCH dissemination posts
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Author	EuroMACHS Blog
Published in (website url, name of publication)	http://euromachs.fl.uc.pt/blog/?s=creativeCh (total of four entries) https://www.facebook.com/EuroMACHS
Date of publication	November 2011 onwards
Format (online/print)	Online
Number of readers (approximately)	Aggregate readers: 273 unique visitors for the Blog, 575 related contacts on Facebook
Outcomes (feedback, results,...)	Dissemination of CreativeCH activities and results

For publications (press release, article, report, website, etc.)

Title	Local Showcases: Guidelines for Involving and Training Young People
Author	UoC
Published in (website url, name of publication)	CreativeCH Website http://www.creative-heritage.eu/fileadmin/_creative-ch/Downloads/CreativeCH_Showcases_Guidelines_for_Involving-and-Training-Young-People_UoC_09052013.pdf
Date of publication	June 2013
Format (online/print)	Online
Number of readers (approximately)	
Outcomes (feedback, results,...)	

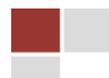
Title	MWF2014: Museums and the Web Florence 2014
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Author	EuroMACHS
Published in (website url, name of publication)	https://twitter.com/euromachs/status/440867407884607488
Date of publication	4 th of March 2014
Format (online/print)	Online
Number of readers (approximately)	122 potential readers
Outcomes (feedback, results,...)	

Title	Workshop: Digital Rights and Cultural Heritage
Author	Paula Simoes
Published in (website url, name of publication)	EuroMACHS Blog http://euromachs.fl.uc.pt/blog/index.php/workshop-digital-rights-and-cultural-heritage-2/
Date of publication	5 th of March 2014
Format (online/print)	Online
Number of readers (approximately)	From 4 th of March until 17 th of March 2014: 37 users; 42 sessions; 65 pageviews
Outcomes (feedback, results,...)	

Title	New CHIEF Group Heritage, Creativity and Technology
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Author	Paula Simoes
Published in (website url, name of publication)	Email
Date of publication	30 th of July 2014
Format (online/print)	Online
Number of readers (approximately)	Potential readers: 263
Outcomes (feedback, results,...)	

Title	CHIEF is now a LinkedIn Group. Join here. #Heritage #Technology #Creativity #Culture
Author	Paula Simoes
Published in (website url, name of publication)	Twitter /LinkedIn http://lnkd.in/dRwp9Ge
Date of publication	11 st of August 2014
Format (online/print)	Online
Number of readers (approximately)	Potential readers: Twitter: 858 LinkedIn: 132 (1 Like)
Outcomes (feedback, results,...)	



Title	CHIEF is now a LinkedIn Group. Join here. #Heritage #Technology #Creativity #Culture http://lnkd.in/dRwp9Ge
Author	Paula Simoes
Published in (website url, name of publication)	LinkedIn Personal Timeline / Twitter
Date of publication	12nd of August 2014
Format (online/print)	Online
Number of readers (approximately)	Potential readers: LinkedIn: 134 (1Like) Twitter: 861
Outcomes (feedback, results,...)	
Title	Join us @ the new LinkedIn Group about heritage, technology, creativity and culture.
Author	Paula Simoes
Published in (website url, name of publication)	G+ / Twitter / LinkedIn / Facebook https://plus.google.com/+PaulaSimoes/posts/B3qEqkkeePS https://twitter.com/paulasimoes/status/499559145905745922 https://www.facebook.com/paulasimoes/posts/10204733902972031
Date of publication	13 rd of August 2014
Format (online/print)	Online



Number of readers (approximately)	<p>Potential readers:</p> <p>Twitter: 861</p> <p>G+: 1207 (1 Like; 1 Reshare)</p> <p>LinkedIn: 134</p> <p>Facebook: 194 (3 Likes)</p>
Outcomes (feedback, results,...)	

Title	The CHIEF (Cultural Heritage Innovation European Forum) is now a LinkedIn Group. Join us there to discuss heritage, new media and creativity.
Author	EuroMACHS Facebook
Published in (website url, name of publication)	https://www.facebook.com/EuroMACHS/posts/802997703065068
Date of publication	4 th of September 2014
Format (online/print)	Online
Number of readers (approximately)	Potential readers: 227
Outcomes (feedback, results,...)	<p>1 Like</p> <p>1 Share with 2 Likes</p>

Title	Join us @ CHIEF LinkedIn Group to discuss #Heritage #NewMedia #Creativity
Author	EuroMACHS Twitter



Published in (website url, name of publication)	https://twitter.com/euromachs/status/507173185708916738
Date of publication	4 th of September 2014
Format (online/print)	Online
Number of readers (approximately)	Potential readers: 122
Outcomes (feedback, results,...)	1 Retweet

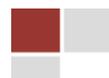
Title	Win a trip to the CreativeCH Workshops to be held in May in Terrassa and Florence
Author	Paula Simoes
Published in (URL of website, name of journal, name of paper,...)	http://chief.uc.pt/blog/index.php/win-a-trip-to-the-creativech-workshops-to-be-held-in-may-in-terrassa-and-florence/
Date of publication	28 March 2013
Format (online/print)	Online
Number of readers (approximately)	105



Outcomes (feedback, results,...)	71,43% of readers of the blog post went to the CHIEF forum
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Title	Hack the cultural tourism in your city and win a trip to @creative_ch workshops to be held in Terrassa and Florence
Author	EuroMACHS
Published in	https://twitter.com/euromachs/status/321912164178862080
Date of publication	10 April 2013
Format (online/print)	Online
Number of readers	110
Outcomes	2 retweets

Title	Hack your city
Author	Paula Simoes (Google Plus; Twitter, Facebook)
Published in	https://plus.google.com/103070748727706509095/posts/dgfwKdF121S https://twitter.com/paulasimoes/status/321913777467584513 https://www.facebook.com/paulasimoes/posts/177342615751614



Date of publication	10 April 2013
Format (online/print)	Online
Number of readers (approximately)	935+787+175= 1897 potencial readers
Outcomes (feedback, results,...)	GPlus: +1 Facebook: 2 Likes, 2 Shares

Title	Entrevista com a vencedora do último concurso do CHIEF.
Author	Paula Simoes (Google Plus; Twitter, Facebook)
Published in	https://plus.google.com/103070748727706509095/posts/7gsdNaPjzPJ https://twitter.com/paulasimoes/status/322274272498311168 https://www.facebook.com/paulasimoes/posts/615225348492105
Date of publication	11 April 2013
Format (online/print)	Online
Number of readers (approximately)	935+787+175= 1897 potencial readers



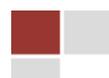
Outcomes (feedback, results,...)	GPlus: +1 Facebook: 1 Like
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Title	Ainda há tempo para participar no Concurso de Ideias do CHIEF
Author	Paula Simoes (Google Plus; Twitter, Facebook)
Published in	https://plus.google.com/103070748727706509095/posts/d9HuJ1V8cev https://twitter.com/paulasimoes/status/323811020965552132 https://www.facebook.com/paulasimoes/posts/612512365444382
Date of publication	15 April 2013
Format (online/print)	Online
Number of readers (approximately)	935+787+175= 1897 potencial readers
Outcomes (feedback, results,...)	GPlus: +1

Title	The CHIEF Winners. Congratulations!
Author	Paula Simoes (Google Plus; Twitter, Facebook)

Published in	https://plus.google.com/103070748727706509095/posts/a4mUNwDgQaL https://twitter.com/paulasimoes/status/332449626592534529 https://www.facebook.com/paulasimoes/posts/10201234339645135
Date of publication	9 May 2013
Format (online/print)	Online
Number of readers (approximately)	935+787+175= 1897 potencial readers
Outcomes (feedback, results,...)	

Title	Read about "Popular Music as Cultural Heritage"
Author	Paula Simoes (Google Plus; Twitter, Facebook)
Published in	https://plus.google.com/103070748727706509095/posts/TWrRtCJadVt https://twitter.com/paulasimoes/status/332450879762485249 https://www.facebook.com/paulasimoes/posts/10201239684498753
Date of publication	9 May 2013
Format (online/print)	Online



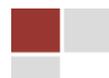
Number of readers (approximately)	935+787+175= 1897 potencial readers
Outcomes (feedback, results,...)	

Title	Know more about the project "Reading Portimão"
Author	Paula Simoes (Google Plus; Twitter, Facebook)
Published in	https://plus.google.com/103070748727706509095/posts/NBjsDxkBXV3 https://twitter.com/paulasimoes/status/332450880173514752 https://www.facebook.com/paulasimoes/posts/10201239684538754
Date of publication	9 May 2013
Format (online/print)	Online
Number of readers (approximately)	935+787+175= 1897 potencial readers
Outcomes (feedback, results,...)	Facebook: 1 Like



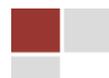
Title	Follow EuroMACHS on Facebook to get updates on the CreativeCH workshop
Author	Paula Simoes (Google Plus; Twitter, Facebook)
Published in	https://plus.google.com/103070748727706509095/posts/MGvC2NQgRzc https://twitter.com/paulasimoes/status/332775604808196096 https://www.facebook.com/paulasimoes/posts/10201244773105965
Date of publication	10 May 2013
Format (online/print)	Online
Number of readers (approximately)	935+787+175= 1897 potencial readers
Outcomes (feedback, results,...)	GPlus: +2 Facebook: 2 Likes

Title	A View from mNACTEC in Terrassa
Author	Paula Simoes (Google Plus; Twitter, Facebook)
Published in	https://plus.google.com/103070748727706509095/posts/YNHrvGvKjqT https://twitter.com/paulasimoes/status/332805878778580992 https://www.facebook.com/paulasimoes/posts/10201245027432323
Date of publication	10 May 2013



Format (online/print)	Online
Number of readers (approximately)	935+787+175= 1897 potencial readers
Outcomes (feedback, results,...)	GPlus: +2 Facebook: 1 Like

Title	Veículo solar mNACTEC, Terrassa
Author	Paula Simoes (Google Plus; Twitter, Facebook)
Published in	https://plus.google.com/103070748727706509095/posts/a4z6dAyaLJg https://twitter.com/paulasimoes/status/332949578594779136 https://www.facebook.com/paulasimoes/posts/10201248047747829
Date of publication	10 May 2013
Format (online/print)	Online
Number of readers (approximately)	935+787+175= 1897 potencial readers
Outcomes (feedback, results,...)	GPlus: +5 Facebook: 1 Like



Title	IBM Scientific Computer 1965 mNACTEC Terrassa
Author	Paula Simoes (Google Plus; Twitter, Facebook)
Published in	https://plus.google.com/103070748727706509095/posts/GJTDm12udkn https://twitter.com/paulasimoes/status/333101930786205696 https://www.facebook.com/paulasimoes/posts/10201251542035184
Date of publication	10 May 2013
Format (online/print)	Online
Number of readers (approximately)	935+787+175= 1897 potencial readers
Outcomes (feedback, results,...)	GPlus: +2 Twitter: 1RT with comment Facebook: 1 Like

Title	Hack the cultural tourism in your city and win a trip to CreativeCH Workshops. See here how to apply:
Author	EuroMACHS
Published in	https://www.facebook.com/EuroMACHS/posts/188613817952912
Date of publication	10 April 2013



Format (online/print)	Online
Number of readers (approximately)	147 potential readers 87 people reached
Outcomes (feedback, results,...)	6 Likes 1 Share 3 Link Clicks 7 Other Clicks

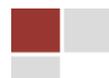
Title	[Interview] Thinking about participating in the "Hack your city" contest? Check this interview with Angela Rossmair, winner of the last CHIEF award
Author	EuroMACHS
Published in	https://www.facebook.com/EuroMACHS/posts/433996423352297
Date of publication	11 April 2013
Format (online/print)	Online
Number of readers (approximately)	147 potential readers 76 people reached



Outcomes (feedback, results,...)	2 Likes 4 Link Clicks 8 Other Clicks
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Title	Hack your City's Cultural Tourism and win a trip to Terrassa or Florence (deadline 19th April)
Author	EuroMACHS
Published in	https://www.facebook.com/EuroMACHS/posts/513937975320963
Date of publication	15 April 2013
Format (online/print)	Online
Number of readers (approximately)	147 potential readers 78 people reached
Outcomes (feedback, results,...)	1 Likes 2 Share 3 Link Clicks 7 Other Clicks

Title	The winners of CHIEF award. Congratulations to Jez Collins and Carla Vieira!
Author	EuroMACHS



Published in	https://www.facebook.com/EuroMACHS/posts/570809712950536
Date of publication	9 May 2013
Format (online/print)	Online
Number of readers (approximately)	147 potential readers 252 people reached
Outcomes (feedback, results,...)	6 Likes 3 Share 4 Link Clicks 8 Other Clicks

Title	You can read about the winner, Jez Collins, and his idea here: feel free to give your feedback and opinion! Don't forget to check the Birmingham Music Archive too!
Author	EuroMACHS
Published in	https://www.facebook.com/EuroMACHS/posts/570812122950295
Date of publication	9 May 2013
Format (online/print)	Online



Number of readers (approximately)	147 potential readers 64 people reached
Outcomes (feedback, results,...)	4 Likes 1 Link Clicks 2 Other Clicks

Title	Check the agenda for the CreativeCH workshop tomorrow, about Cultural Tourism, in Terrassa! We'll be posting updates here.
Author	EuroMACHS
Published in	https://www.facebook.com/EuroMACHS/posts/570813182950189
Date of publication	9 May 2013
Format (online/print)	Online
Number of readers (approximately)	147 potential readers 80 people reached
Outcomes (feedback, results,...)	1 Likes 1 Share 2 Link Clicks 1 Other Clicks



Title	CreativeCH Workshop "Cultural Tourism", at mNACTEC, starting
Author	EuroMACHS
Published in	https://www.facebook.com/photo.php?fbid=571150282916479&set=a.413236722041170.92362.168828086482036&type=1
Date of publication	10 May 2013
Format (online/print)	Online
Number of readers (approximately)	147 potential readers 56 people reached
Outcomes (feedback, results,...)	4 Likes 9 Photo Views 3 Other Clicks

Title	Prof. Dr. Wolfgang Ebert presenting "Industrial Heritage Tourism in Europe" with an emphasis in the marketing model
Author	EuroMACHS
Published in	https://www.facebook.com/photo.php?fbid=571151306249710&set=a.413236722041170.92362.168828086482036&type=1
Date of publication	10 May 2013
Format (online/print)	Online



Number of readers (approximately)	147 potential readers 53 people reached
Outcomes (feedback, results,...)	2 Likes 15 Photo Views 3 Other Clicks

Title	Now, from Poland, Mr. Henryk Handszuh, presenting "A Cultural city coal park in the making in Zabrze"
Author	EuroMACHS
Published in	https://www.facebook.com/photo.php?fbid=571152082916299&set=a.413236722041170.92362.168828086482036&type=1
Date of publication	10 May 2013
Format (online/print)	Online
Number of readers (approximately)	147 potential readers 35 people reached
Outcomes (feedback, results,...)	2 Likes 6 Photo Views



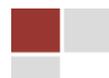
Title	The website of ERIH, the European Route of Industrial Heritage, a tourism information network of industrial heritage in Europe.
Author	EuroMACHS
Published in	https://www.facebook.com/EuroMACHS/posts/571152682916239
Date of publication	10 May 2013
Format (online/print)	Online
Number of readers (approximately)	147 potential readers 67 people reached
Outcomes (feedback, results,...)	6 Likes 1 Other Clicks

Title	At mNACTEC, the Museu de la Ciència i de la Tècnica de Catalunya
Author	EuroMACHS
Published in	https://www.facebook.com/photo.php?fbid=571157249582449&set=a.413236722041170.92362.168828086482036&type=1
Date of publication	10 May 2013
Format (online/print)	Online



Number of readers (approximately)	147 potential readers 37 people reached
Outcomes (feedback, results,...)	2 Likes 6 Photo Views

Title	Mr. Ion Imbrescu (at left), from Timisoara, Romania, presenting "Reviving rural industrial heritage - towards an economic valorization of art-craft traditions"
Author	EuroMACHS
Published in	https://www.facebook.com/photo.php?fbid=571159466248894&set=a.413236722041170.92362.168828086482036&type=1
Date of publication	10 May 2013
Format (online/print)	Online
Number of readers (approximately)	147 potential readers 140 people reached
Outcomes (feedback, results,...)	6 Likes 1 Share 14 Photo Views 9 Other Clicks



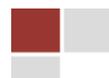
Title	Mrs. Carla Vieira presenting the winning idea of CHIEF: Reading Portimao Read more about it here
Author	EuroMACHS
Published in	https://www.facebook.com/photo.php?fbid=571177232913784&set=a.413236722041170.92362.168828086482036&type=1
Date of publication	10 May 2013
Format (online/print)	Online
Number of readers (approximately)	147 potential readers 73 people reached
Outcomes (feedback, results,...)	3 Likes 14 Photo Views 8 Other Clicks

Title	Mr. Jordi Garreta, from Terrassa City Council, Catalonia, presenting "XATIC, a net to promote industrial Tourism in Catalonia"
Author	EuroMACHS
Published in	https://www.facebook.com/photo.php?fbid=571182462913261&set=a.413236722041170.92362.168828086482036&type=1
Date of publication	10 May 2013



Format (online/print)	Online
Number of readers (approximately)	147 potential readers 41 people reached
Outcomes (feedback, results,...)	2 Likes 13 Photo Views 1 Other Clicks

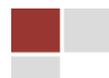
Title	Mrs. Magda Gasso (at right), from General Directorate of Archives, Libraries, Museums and Heritage, Ministry of Culture, Catalonia, presenting "Tourism and heritage: now is the moment"
Author	EuroMACHS
Published in	https://www.facebook.com/photo.php?fbid=571186922912815&set=a.413236722041170.92362.168828086482036&type=1
Date of publication	10 May 2013
Format (online/print)	Online
Number of readers (approximately)	147 potential readers 38 people reached



Outcomes (feedback, results,...)	2 Likes 8 Photo Views 2 Other Clicks
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Title	A general view of the Museu de la Ciència i de la Tècnica de Catalunya (Computer History)
Author	EuroMACHS
Published in	https://www.facebook.com/photo.php?fbid=571187729579401&set=a.413236722041170.92362.168828086482036&type=1
Date of publication	10 May 2013
Format (online/print)	Online
Number of readers (approximately)	147 potential readers 39 people reached
Outcomes (feedback, results,...)	1 Likes 5 Photo Views 1 Other Clicks

Title	Mr. Josep M. Pey Cazorla (in the centre), Industrial and Cultural Consultant, Catalonia, presenting "Is Industrial Tourism a business opportunity?"
Author	EuroMACHS

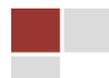


Published in	https://www.facebook.com/photo.php?fbid=571189779579196&set=a.413236722041170.92362.168828086482036&type=1
Date of publication	10 May 2013
Format (online/print)	Online
Number of readers (approximately)	147 potential readers 46 people reached
Outcomes (feedback, results,...)	3 Likes 7 Photo Views 7 Other Clicks

7.6 MFG Medien- und Filmgesellschaft Baden-Wuerttemberg – Germany

Events

Name of the event	Future Music Camp 2012
Date and Location	11-12 May 2012, Mannheim (DE)
Person attending	Chiara Ficano
Type of dissemination activity (conference....)	Flyer distribution



Target audience	Firms of the creative sector
Number of participants/ people reached	400 participants
Outcomes (feedback, results,...)	Distribution of the project flyer, raising awareness in the creative industries sector

Name of the event	Heidelberg Innovation Forum 2012
Date and Location	17 April 2012 Heidelberg
Person attending	Several people from MFG attended the event
Type of dissemination activity (conference....)	Flyer distribution
Target audience	Start-up, students, firms
Number of participants/ people reached	400 participants
Outcomes (feedback, results,...)	Distribution of the flyer to the participants, direct contact with start-ups, firms and students

Name of the event	European Cluster Conference 2012
Date and Location	18-20 April 2012, Vienna (AT)
Person attending	Daniel Stürzebecher
Type of dissemination activity (conference....)	Flyer distribution
Target audience	Representatives of cluster and firms, policy makers
Number of participants/ people reached	400 participants

Outcomes (feedback, results,...)	Larger European-wide dissemination, direct contact with European representatives of clusters
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Name of the event	It's a start!
Date and Location	22 June 2012 Milan
Person attending	Simona Pede
Type of dissemination activity (conference....)	Flyer distribution
Target audience	Creative Industry's stakeholders
Number of participants/ people reached	100
Outcomes (feedback, results,...)	Distribution of the flyer, raising awareness in the creative industries sector

Name of the event	Netzwerk Kreativwirtschaft Baden-Württemberg Meeting
Date and Location	16 July 2012
Person attending	-
Type of dissemination activity (conference....)	Flyer distribution
Target audience	Creative Industry's stakeholders
Number of participants/ people reached	25



Outcomes (feedback, results,...)	Distribution of the flyer, raising awareness in the creative industries sector
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Name of the event	Digital Transformations Moot
Date and Location	19 November 2012, London (UK)
Person attending	Stefano Sbarbati
Type of dissemination activity (conference....)	Conference and showcase of technology applied in cultural heritage
Target audience	Experts, academics, practitioner
Number of participants/ people reached	150
Outcomes (feedback, results,...)	Information of conference attendees about CreativeCH

Name of the event	FMX 2013
Date and Location	26/4/2013, Stuttgart
Person attending	Stefano Sbarbati
Type of dissemination activity (conference....)	Flyer and project-related materials dissemination; networking
Target audience	Practitioners, innovators
Number of participants/ people reached	450

Outcomes (feedback, results,...)	
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Name of the event	Mehrwert - Marktplatz für Mittelstand und Kreative
Date and Location	26/10/2013, Stuttgart (DE)
Person attending	Meike Sefferling (MFG)
Type of dissemination activity (conference....)	Conference and showcase of technology applied in cultural heritage
Target audience	Students, academics, practitioner, experts
Number of participants/ people reached	300
Outcomes (feedback, results,...)	Distribution of flyers, leaflets and other dissemination material

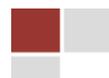
Name of the event	„Alles offen, alles frei. Open Data in Kultureinrichtungen“
Date and Location	12-13/06/2014, Vienna (A)
Person attending	Georg Sedlbauer
Type of dissemination activity (conference....)	Flyer and project-related materials dissemination; networking
Target audience	Cultural Heritage institutions, Practitioners, innovators; professionals
Number of participants/ people reached	150



Outcomes (feedback, results,...)	Promotion of CreativeCH activities and research
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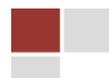
Title	Wiki Loves Monuments!
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://creative-heritage.eu/4812.html?&tx_ttnews[tt_news]=6879&tx_ttnews[backPid]=4799&cHash=dd299c0641a839e9e9b30bea547f403e https://twitter.com/#!/CreativeCH + 2 retweet https://twitter.com/#!/MFG_Europe facebook.com/mfg.innovation
Date of publication	27 July 2012
Format (online/print)	Online
Number of readers (approximately)	250 + 60 + 432 + 1039
Outcomes (feedback, results,...)	Promoting the publication of showcases pages in CreativeCH website

Title	Take a look at our interesting Showcases: creative ch: http://creative-heritage.eu/showcases.html#.UAfdE1i2RDk.twitter ...
Author	Chiara Ficano



Published in (website url, name of publication)	https://twitter.com/#!/CreativeCH
Date of publication	19 July 2012
Format (online/print)	Online
Number of readers (approximately)	60 followers
Outcomes (feedback, results,...)	Promoting the publication of showcases pages in CreativeCH website

Title	Dickens: Dark London app brings together literature, heritage and innovation. @MuseumofLondon #CreativeCH
Author	Stefano Sbarbati
Published in (website url, name of publication)	https://www.facebook.com/mfg.international https://twitter.com/#!/MFG_Europe https://twitter.com/#!/CreativeCH
Date of publication	04 July 2012
Format (online/print)	Online
Number of readers (approximately)	250 subscribers



Outcomes (feedback, results,...)	Promoting the positive outcomes through concrete examples, promotion of the project's platform, cooperate with relevant firms, institutions
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Other off- and online activities, including publications

Title	EICI Newsletter - Workshop "Creative Cluster"
Author	Valentina Grillea
Published in (website url, name of publication)	Via email  <ul style="list-style-type: none"> • Workshop "Creative Cluster" 18 April – Stuttgart (Germany) The project Creative Cooperation in Cultural Heritage (CreativeCH) organizes a series of 10 workshops that focus on how to strengthen cooperation among organizations and individuals working in the domains of Cultural Heritage, Cultural & Creative Industries, and Science & Technology. On 18 April 2012, MFG Baden-Wuerttemberg will host the first workshop in Stuttgart on the topic of "Creative Clusters". In an afternoon session 12 experts from the different domains will discuss the project of "tourism of", present examples, and share lessons learned. The European Interest Group on Creativity and Innovation has been invited as example of international cluster and will present its activities and partners.
Date of publication	03 April 2012
Format (online/print)	Online
Number of readers (approximately)	250 subscribers
Outcomes (feedback, results,...)	Promoting CreativeCH and the Workshop in Stuttgart between actors of the EICI Network

Title	Zeitfenster: The time travel App
Author	Evandro Oliveira



Published in (website url, name of publication)	http://www.creative-heritage.eu
Date of publication	09 April 2012
Format (online/print)	Online
Number of readers (approximately)	320 views on the Youtube video (on 31 May 2012)
Outcomes (feedback, results,...)	Reinforce the cooperation with the developers, provide a concrete example

Title	New Twitter Channel
Author	Evandro Oliveira
Published in (website url, name of publication)	https://twitter.com/#!/creative_ch
Date of publication	12 April 2012
Format (online/print)	Online
Number of readers (approximately)	30 Followers (on 31 May 2012)
Outcomes (feedback, results,...)	Creation of a new communication channel to spread the project's activities worldwide

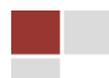
Title	Next week @mfg_innovation Stuttgart: Workshop on Creative Industries http://bit.ly/HG8jcl
Author	Evandro Oliveira



Published in (website url, name of publication)	https://twitter.com/#!/creative_ch + retweeted by https://twitter.com/#!/paulasimoes
Date of publication	13 April 2012
Format (online/print)	Online
Number of readers (approximately)	30 Followers (on 31 May 2012)
Outcomes (feedback, results,...)	Promoting the workshop organised in Stuttgart

Title	Nächste Woche bei MFG in Stuttgart: Workshop on Creative Industries/Next week at MFG in Stuttgart: Workshop on Creative Industries
Author	Evandro Oliveira
Published in (website url, name of publication)	https://www.facebook.com/mfg.innovation https://www.facebook.com/mfg.international
Date of publication	13 April 2012
Format (online/print)	Online
Number of readers (approximately)	20 + 1000 Likes (on 31 May 2012)
Outcomes (feedback, results,...)	Promoting the workshop organised in Stuttgart between the follower of the two official MFG's Facebook pages

Title	Workshop on Creative Clusters hosted by MFG Baden-Württemberg
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Author	Evandro Oliveira, Chiara Ficano
Published in (website url, name of publication)	http://www.creative-heritage.eu
Date of publication	13 April 2012
Format (online/print)	Online
Number of readers (approximately)	961 visitors (13 April - 31 may 2012)
Outcomes (feedback, results,...)	Promoting the workshop organised in Stuttgart on the official website

Title	Wie das Smartphone zur Zeitmaschine wird
Author	Amy Meyhoefer
Published in (website url, name of publication)	http://innovation.mfg.de + sent via newsletter
Date of publication	17 April 2012
Format (online/print)	Online
Number of readers (approximately)	1500 readers pro month + 10.000 subscribers
Outcomes (feedback, results,...)	Promoting the workshop organised in Stuttgart on MFG's website and between the subscribers of the newsletter

Title	"Zeitfenster App" - interested in doing a digital Time Travel through Stuttgart?
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Author	Evandro Oliveira
Published in (website url, name of publication)	https://twitter.com/#!/creative_ch
Date of publication	17 April 2012
Format (online/print)	Online
Number of readers (approximately)	30 Followers (on 31 May 2012)
Outcomes (feedback, results,...)	Promoting Zeitfenster and CreativeCH on the official twitter channel

Title	Can you imagine walking in the city center seeing how it looked like in the past? No, then have a look at “Zeitfenster”
Author	Evandro Oliveira
Published in (website url, name of publication)	https://twitter.com/#!/mfg_europe
Date of publication	17 April 2012
Format (online/print)	Online
Number of readers (approximately)	400 Followers (on 31 May 2012)
Outcomes (feedback, results,...)	Promoting Zeitfenster and CreativeCH on MFG twitter channel

Title	6 Tweets during the Workshop
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Author	Evandro Oliveira
Published in (website url, name of publication)	https://twitter.com/#!/creative_ch
Date of publication	18 April 2012
Format (online/print)	Online
Number of readers (approximately)	30 Followers (on 31 May 2012)
Outcomes (feedback, results,...)	Create interest around the project's activities, giving a constant feedback about what happened during the workshop

Title	Creative Clusters have the power to stimulate cross-fertilisation of ideas
Author	Evandro Oliveira, Chiara Ficano
Published in (website url, name of publication)	http://www.creative-heritage.eu http://innovation.mfg.de/en/news-and-features/creative-clusters-have-the-power-to-stimulate-cross-fertilisation-of-ideas-1.10510
Date of publication	23 April 2012
Format (online/print)	Online
Number of readers (approximately)	1500 visitors pro month on MFG's website 700 visitors from the 23 April to the 31 May 2012
Outcomes (feedback, results,...)	Article about the workshop that took place in Stuttgart, providing a feedback and underling the outcomes and the positive reaction of the participants



Title	Interesting thoughts on Cultural Heritage and Contemporary thinking
Author	Evandro Oliveira
Published in (website url, name of publication)	https://twitter.com/#!/mfg_europe https://www.facebook.com/mfg.international https://twitter.com/#!/creative_ch
Date of publication	23 April 2012
Format (online/print)	Online
Number of readers (approximately)	400 on MFG's channel + readers on Anamaria wills' blog
Outcomes (feedback, results,...)	Providing a feedback about the workshop in Stuttgart and underling the outcomes and the positive reaction of the participants

Title	We tried to identify the critical factors for Creative Clusters in a passionate discussion.
Author	Evandro Oliveira
Published in (website url, name of publication)	https://www.facebook.com/mfg.international https://twitter.com/#!/mfg_europe
Date of publication	24 April 2012
Format (online/print)	Online
Number of readers (approximately)	400 Followers (on 31 May 2012)

Outcomes (feedback, results,...)	Providing a feedback about the workshop in Stuttgart and underling the outcomes and the positive reaction of the participants
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Title	Creative Clusters have the power to stimulate cross-fertilisation of ideas: the #creativech workshop in Stuttgart: http://bit.ly/l7ub1E
Author	Evandro Oliveira
Published in (website url, name of publication)	https://twitter.com/#!/creative_ch
Date of publication	24 April 2012
Format (online/print)	Online
Number of readers (approximately)	30 Followers (on 31 May 2012)
Outcomes (feedback, results,...)	Providing a feedback about the workshop in Stuttgart and underling the outcomes and the positive reaction of the participants

Title	EICI Newsletter - Creative Clusters have the power to stimulate cross-fertilisation idea
Author	Valentina Grillea



<p>Published in (website url, name of publication)</p>	<p>sent out via email</p>  <ul style="list-style-type: none"> • "Creative Clusters have the power to stimulate cross-fertilisation (2)": European experts gathered to explore and identify critical factors for Creative Clusters in relation with Cultural Heritage, in a workshop promoted within the Creative Cooperation in Cultural Heritage (CreativeCH) project last month in Stuttgart. Locus of the event were national and transnational Creative Clusters able to stimulate cross-fertilisation near the European Interest Group on Creativity and Innovation has been invited as European cluster to present its strong bottom-up approach and partners to the experts group, contributing to the workshop's results. Anamaria Willis from ECHO and Hanna Kaesler from council both EICI members, attended also the event as experts. To know the results emerged by the discussion click here.
<p>Date of publication</p>	<p>02 May 2012</p>
<p>Format (online/print)</p>	<p>Online</p>
<p>Number of readers (approximately)</p>	<p>250 subscribers</p>
<p>Outcomes (feedback, results,...)</p>	<p>Promoting CreativeCH and the outcomes of the workshop held in Stuttgart between actors of the EICI Network. Underlining the positive reaction of the participants.</p>

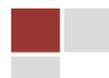
<p>Title</p>	<p>Next week #creativech workshop in Portugal at #Invitur about Creative Heritage and ICT in the Experience Economy. more: http://bit.ly/K9kLS1</p>
<p>Author</p>	<p>Evandro Oliveira</p>
<p>Published in (website url, name of publication)</p>	<p>https://twitter.com/#!/creative_ch</p>
<p>Date of publication</p>	<p>05 May 2012</p>
<p>Format (online/print)</p>	<p>Online</p>



Number of readers (approximately)	30 Followers (on 31 May 2012)
Outcomes (feedback, results,...)	Advertise the Workshop in Aveiro and promote the project's activities

Title	Tomorrow #invturBIT will host the second #creativech workshop "Creative Heritage and ICT in the Experience Economy" http://bit.ly/K9kLS1
Author	Chiara Ficano
Published in (website url, name of publication)	https://twitter.com/#!/creative_ch retweeted by https://twitter.com/#!/mfg_europe
Date of publication	16 May 2012
Format (online/print)	Online
Number of readers (approximately)	400 + 30 Followers (on 31 May 2012)
Outcomes (feedback, results,...)	Advertise the Workshop in Aveiro and promote the project's activities

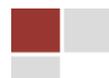
Title	watch NOW live on Facebook: Video streaming from #creativech workshop "Creative Heritage and ICT in the Experience... http://fb.me/l0HwOE6k
Author	Evandro Oliveira
Published in (website url, name of publication)	https://twitter.com/#!/MFG_Europe



Date of publication	17 May 2012
Format (online/print)	Online
Number of readers (approximately)	400 Followers (on 31 May 2012)
Outcomes (feedback, results,...)	Advertise the Workshop in Aveiro and provide the possibility of following the discussion for those who didn't participate

Title	"Creative Heritage and ICT in the Experience Economy"
Author	Evandro Oliveira
Published in (website url, name of publication)	https://www.facebook.com/mfg.international
Date of publication	17 May 2012
Format (online/print)	Online
Number of readers (approximately)	20 Likes (on 31 May 2012)
Outcomes (feedback, results,...)	Promoting the workshop in Aveiro and the positive outcome of the Zeitfenster Project internationally

Title	various tweets during the Workshop in Aveiro
Author	Evandro Oliveira
Published in (website url, name of publication)	https://twitter.com/#!/creative_ch https://twitter.com/#!/mfg_europe + retweeted by https://twitter.com/#!/paulasimoes



Date of publication	17 May 2012
Format (online/print)	Online
Number of readers (approximately)	30 + 400 Followers (on 31 May 2012)
Outcomes (feedback, results,...)	Provide a constant feedback during the Workshop, increase awareness about the project's activities internationally

Title	Video blog CreativeCH Workshop in Aveiro
Author	Evandro Oliveira
Published in (website url, name of publication)	http://www.youtube.com/watch?feature=player_embedded&v=EWd0VW3L3Kk http://innovation.mfg.de/en
Date of publication	22 May 2012
Format (online/print)	Online video
Number of readers (approximately)	86 views (on 31 May 2012)
Outcomes (feedback, results,...)	Video blog about the workshop in Aveiro, promotion of the topics and activities undertaken during the workshop

Title	Video Zeitfenster goes to Coimbra with MFG
Author	Evandro Oliveira

Published in (website url, name of publication)	http://www.youtube.com/watch?feature=player_embedded&v=U_HJctBOmrl http://innovation.mfg.de/
Date of publication	23 May 2012
Format (online/print)	Online video on Youtube and on MFG's website
Number of readers (approximately)	33 views (on 31 May 2012)
Outcomes (feedback, results,...)	Presentation of Zeitfenster at the Workshop in Aveiro, promotion of the topics and activities undertaken during the workshop

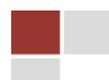
Title	Impact measurement, impact drivers and business strategies for heritage
Author	Evandro Oliveira
Published in (website url, name of publication)	https://twitter.com/#!/creative_ch
Date of publication	23 May 2012
Format (online/print)	Tweet
Number of readers (approximately)	30 Followers (on 31 May 2012)
Outcomes (feedback, results,...)	Promote the article on the CreativeCH website, raise awareness about the project's activities internationally

Title	How can heritage sites survive in time?
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Author	Evandro Oliveira
Published in (website url, name of publication)	https://twitter.com/#!/MFG_Europe https://www.facebook.com/mfg.international
Date of publication	23 May 2012
Format (online/print)	Online
Number of readers (approximately)	400 Followers
Outcomes (feedback, results,...)	Stimulate the dialogue and attract people on the project's website

Title	MFG vermittelt neue Entwicklung an internationales Expertennetzwerk
Author	Petra Newrly, Evandro Oliveira
Published in (website url, name of publication)	http://innovation.mfg.de/de/standort/bildung-forschung/technologietransfer/mfg-vermittelt-neue-entwicklung-an-internationales-expertennetzwerk-1.10950 + sent out via mail
Date of publication	30 May 2012
Format (online/print)	Online
Number of readers (approximately)	1500 visitors pro month + 10.000 subscribers to MFG's newsletter
Outcomes (feedback, results,...)	Spreading the activities of the project through the newsletter subscribers.



Title	EICI Newsletter – Promotion of Cultural heritage in Europe through the effective use of innovative technology
Author	Valentina Grillea
Published in (website url, name of publication)	sent out via email <ul style="list-style-type: none"> • “Promotion of Cultural Heritage in Europe through the effective use of innovative technology”: Combining cultural heritage and new technologies to a unique experience was the idea explored at the second CreativeCH workshop, themed “Creative Heritage and ICT in the Experience Economy” and hosted by the University of Coimbra at the INVTURiBit 2012 Conference in Aveiro, Portugal, on May 17. During the workshop, researchers and business experts discussed with the participants the topic addressed. To know more about the event, speakers and its results click here.
Date of publication	04 June 2012
Format (online/print)	Online
Number of readers (approximately)	250 subscribers
Outcomes (feedback, results,...)	Promoting CreativeCH and the outcomes of the workshop held in Aveiro between actors of the EICI Network. Underlining the positive reaction of the participants.

Title	Get an overview of what happened in the 2nd #creativech workshop in Aveiro: Promotion of Cultural Heritage in Europe http://bit.ly/NCO56
Author	Chiara Ficano
Published in (website url, name of publication)	https://twitter.com/#!/creative_ch
Date of publication	15/06/2012
Format (online/print)	online



Number of readers (approximately)	51
Outcomes (feedback, results,...)	Promoting CreativeCH and the outcomes of the workshop held in Aveiro

Title	Get an overview of what happened in the 2nd CreativeCH workshop in Aveiro: Promotion of Cultural Heritage in Europe through the effective use of innovation technology
Author	Chiara Ficano
Published in (website url, name of publication)	https://www.facebook.com/mfg.international https://twitter.com/#!/MFG_Europe + retweeted by https://twitter.com/#!/InclusiveMuseum
Date of publication	15/06/2012
Format (online/print)	online
Number of readers (approximately)	200+35+1000
Outcomes (feedback, results,...)	Promoting CreativeCH and the outcomes of the workshop held in Aveiro

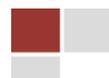
Title	Walking through the baroque fortress town of Saarlouis
Author	Evandro Oliveira
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews[tt_news]=6777&tx_ttnews[backPid]=4799&cHash=49fe21abe4e1b4294305d5255bc51af4



Date of publication	18/06/2012
Format (online/print)	online
Number of readers (approximately)	250 pro month
Outcomes (feedback, results,...)	Promoting the positive outcomes through concrete examples, promotion of the project's platform, cooperate with relevant firms, institutions

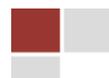
Title	Hackers win EU award for digitised culture sharing ideas
Author	Chiara Ficano
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews[tt_news]=6821&tx_ttnews[backPid]=4799&cHash=6561c77e018afa9d324de4a7c19ffeb0
Date of publication	25/06/2012
Format (online/print)	online
Number of readers (approximately)	250 pro month
Outcomes (feedback, results,...)	Promoting the positive outcomes through concrete examples, promotion of the project's platform, cooperate with relevant firms, institutions

Title	Hackers for digital culture: read this article to learn which are the results of the Hack4Europe, that promoted the development of marketable application of digital culture.
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Author	Chiara Ficano
Published in (website url, name of publication)	https://www.facebook.com/mfg.international https://twitter.com/#!/MFG_Europe
Date of publication	26/06/2012
Format (online/print)	online
Number of readers (approximately)	200
Outcomes (feedback, results,...)	Promoting the positive outcomes through concrete examples, promotion of the project's platform, cooperate with relevant firms, institutions

Title	Wiki Loves Monuments!
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://creative-heritage.eu/4812.html?&tx_ttnews[tt_news]=6879&tx_ttnews[backPid]=4799&cHash=dd299c0641a839e9e9b30bea547f403e https://twitter.com/#!/CreativeCH + 2 retweet https://twitter.com/#!/MFG_Europe facebook.com/mfg.innovation
Date of publication	27 July 2012
Format (online/print)	Online
Number of readers (approximately)	250 + 60 + 432 + 1039



Outcomes (feedback, results,...)	Promoting the publication of showcases pages in CreativeCH website
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Title	Take a look at our interesting Showcases: creative ch: http://creative-heritage.eu/showcases.html#UAfdE1i2RDk.twitter ...
Author	Chiara Ficano
Published in (website url, name of publication)	https://twitter.com/#!/CreativeCH
Date of publication	19 July 2012
Format (online/print)	Online
Number of readers (approximately)	60 followers
Outcomes (feedback, results,...)	Promoting the publication of showcases pages in CreativeCH website

Title	Dickens: Dark London app brings together literature, heritage and innovation. @MuseumofLondon #CreativeCH
Author	Stefano Sbarbati



Published in (website url, name of publication)	https://www.facebook.com/mfg.international https://twitter.com/#!/MFG_Europe https://twitter.com/#!/CreativeCH
Date of publication	04 July 2012
Format (online/print)	Online
Number of readers (approximately)	250 subscribers
Outcomes (feedback, results,...)	Promoting the positive outcomes through concrete examples, promotion of the project's platform, cooperate with relevant firms, institutions

Title	Giving is not just for the wealthy, but something all can participate in
Author	Paula Simoes (UoC)
Published in (website url, name of publication)	www.creative-heritage.eu https://twitter.com/#!/Creative_CH
Date of publication	30/8/2012
Format (online/print)	Online
Number of readers (approximately)	200



Outcomes (feedback, results,...)	Promoting the positive outcomes of innovation and cultural heritage combined through concrete examples
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Title	Open, interactive and participative: how Open Exhibits project foresees the future of exhibitions.
Author	Sara Dias Trindade (UoC)
Published in (website url, name of publication)	www.creative-heritage.eu https://twitter.com/#!/Creative_CH
Date of publication	24/8/2012
Format (online/print)	Online
Number of readers (approximately)	200
Outcomes (feedback, results,...)	Promoting the positive outcomes of innovation and cultural heritage combined through concrete examples

Title	Open, interactive and participative: how Open Exhibits project foresees the future of exhibitions.
Author	Stefano Sbarbati



Published in (website url, name of publication)	www.creative-heritage.eu https://www.facebook.com/mfg.international https://twitter.com/#!/Creative_CH https://twitter.com/mfg_innovation
Date of publication	16/8/2012
Format (online/print)	Online
Number of readers (approximately)	200
Outcomes (feedback, results,...)	Promoting the positive outcomes of innovation and cultural heritage combined through concrete examples

Title	Europeana's Hack4Europe is going to Dublin! http://hack4europe2012-dublin.eventbrite.com/
Author	Stefano Sbarbati
Published in (website url, name of publication)	https://www.facebook.com/mfg.international https://twitter.com/#!/Creative_CH
Date of publication	6/8/2012
Format (online/print)	Online
Number of readers (approximately)	200
Outcomes (feedback, results,...)	Promoting the positive outcomes of innovation and cultural heritage combined through concrete examples

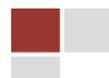


Title	An innovative Van Gogh Experience, also in 3D
Author	Stefano Sbarbati
Published in (website url, name of publication)	www.creative-heritage.eu https://twitter.com/#!/Creative_CH
Date of publication	
Format (online/print)	Online
Number of readers (approximately)	200
Outcomes (feedback, results,...)	Promoting the positive outcomes of innovation and cultural heritage combined through concrete examples

Title	Participate in the CHIEF Award and join us in Brighton
Author	Stefano Sbarbati

Published in (website url, name of publication)	www.creative-heritage.eu https://twitter.com/#!/Creative_CH innovation.mfg.de/en innovation.mfg.de/de https://twitter.com/mfg_innovation http://www.facebook.com/mfg.innovation MFG Innovation Newsletter (DE)
Date of publication	
Format (online/print)	Online
Number of readers (approximately)	4000
Outcomes (feedback, results,...)	Promoting the CHIEF Award within the project framework

Title	Citizen Cultural Participation. The next CreativeCH workshop's programme is now online
Author	Stefano Sbarbati
Published in (website url, name of publication)	www.creative-heritage.eu twitter.com/creative_ch
Date of publication	31/10/2012
Format (online/print)	Online
Number of readers (approximately)	200



Outcomes (feedback, results,...)	Promoting the project's initiatives and workshops
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Title	Social Network and Cultural Heritage. The case of Pinterest
Author	Stefano Sbarbati
Published in (website url, name of publication)	www.creative-heritage.eu twitter.com/creative_ch
Date of publication	22/10/2012
Format (online/print)	Online
Number of readers (approximately)	200
Outcomes (feedback, results,...)	Promoting the positive outcomes of innovation and cultural heritage combined through concrete examples

Title	MFG Annual Report
Author	MFG Communication Team
Published in (website url, name of publication)	Printed version, Online version



Date of publication	02/10/2012
Format (online/print)	Online and Printed
Number of readers (approximately)	8000 printed copies; Access via the website
Outcomes (feedback, results,...)	Promoting the CreativeCH project as a positive example of the 2011/2012 MFG's activities

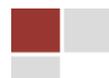
Title	MyGeoTrex App allows institutions and visitors to enrich the cultural heritage fruition
Author	Stefano Sbarbati
Published in (website url, name of publication)	www.creative-heritage.eu twitter.com/creative_ch
Date of publication	13/11/2012
Format (online/print)	Online
Number of readers (approximately)	200
Outcomes (feedback, results,...)	Promoting the positive outcomes of innovation and cultural heritage combined through concrete examples

Title	Wiki Loves Monuments 2012 has now a winner
Author	Stefano Sbarbati



Published in (website url, name of publication)	www.creative-heritage.eu https://twitter.com/#!/Creative_CH
Date of publication	11/12/2012
Format (online/print)	Online
Number of readers (approximately)	200
Outcomes (feedback, results,...)	Promoting the project's initiatives and workshops

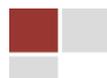
Title	How to involve citizen in the promotion of Cultural Heritage
Author	Stefano Sbarbati
Published in (website url, name of publication)	www.creative-heritage.eu https://twitter.com/#!/Creative_CH innovation.mfg.de/en https://twitter.com/mfg_innovation http://www.facebook.com/mfg.innovation http://www.youtube.com/user/MFGInnovation
Date of publication	05/12/2012
Format (online/print)	Online
Number of readers (approximately)	4000



Outcomes (feedback, results,...)	Promoting the project's initiatives and workshops
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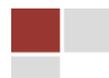
Title	The development of the Museum Experience: Cleveland's Gallery One
Author	Stefano Sbarbati
Published in (website url, name of publication)	www.creative-heritage.eu https://twitter.com/#!/Creative_CH
Date of publication	22/01/2013
Format (online/print)	Online
Number of readers (approximately)	200
Outcomes (feedback, results,...)	Promoting the project's initiatives and workshops

Title	@EuropeanEU Wiki GLAM toolset aims to make easier to put digitised cultural objects in #wikipedia database bit.ly/V10yJg
Author	Stefano Sbarbati
Published in (website url, name of publication)	https://twitter.com/#!/Creative_CH
Date of publication	08/01/2013



Format (online/print)	Online
Number of readers (approximately)	82
Outcomes (feedback, results,...)	Promoting the project's initiatives and workshops

Title	The Celts going digital
Author	Stefano Sbarbati
Published in (website url, name of publication)	www.creative-heritage.eu https://twitter.com/#!/Creative_CH innovation.mfg.de/en https://twitter.com/mfg_innovation http://www.facebook.com/mfg.innovation
Date of publication	07/01/2013
Format (online/print)	Online
Number of readers (approximately)	2000
Outcomes (feedback, results,...)	Promoting the project's initiatives and workshops



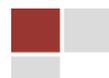
Title	Full @WiredUK talk on the future of museums by Jake Barton http://www.wired.co.uk/news/archive/2012-10/26/jake-barton-local-projects ...
Author	Stefano Sbarbati
Published in (website url, name of publication)	https://twitter.com/#!/Creative_CH
Date of publication	05/12/2012
Format (online/print)	Online
Number of followers	82
Outcomes (feedback, results,...)	Cultural Heritage and Technology related news

Title	The US Library of Congress built a global Twitter archive. Plan to undisclosed it to the public soon http://www.wired.co.uk/news/archive/2013-01/07/library-of-congress-twitter ...
Author	Stefano Sbarbati
Published in (website url, name of publication)	https://twitter.com/#!/Creative_CH
Date of publication	05/12/2012
Format (online/print)	Online
Number of followers	82

Outcomes (feedback, results,...)	Cultural Heritage and Technology related news
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Title	CreativeCH Interviews Feature – 4 Iterations
Author	Stefano Sbarbati + Showcases Managers
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews[tt_news]=7307&tx_ttnews[backPid]=4799&cHash=ac72a12d392cb41c69db77bf04a1f10 twitter.com/creative_ch
Date of publication	04/03/2013 – 18/03/2013
Format (online/print)	Online
Number of readers (approximately)	800
Outcomes (feedback, results,...)	Promoting the positive outcomes of the CreativeCH's Showcases

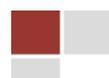
Title	CreativeCH @creative_ch14 Feb From today and for a week in #UK: #LoveArtNouveau encourage crowdsourced architecture "digitisation" for @EuropeanaEU
Author	Stefano Sbarbati
Published in (website url, name of publication)	twitter.com/creative_ch
Date of publication	14/02/2013



Format (online/print)	Online
Number of readers (approximately)	180
Outcomes (feedback, results,...)	Promoting the positive outcomes of the CreativeCH's Showcases

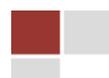
Title	<p>CreativeCH @creative_ch15 Feb</p> <p>Photographer portrait Vietnamese heritage with old photos superimposed, to merge two historical periods in one frame. repubblica.it/esteri/2013/02.....</p>
Author	Stefano Sbarbati
Published in (website url, name of publication)	twitter.com/creative_ch
Date of publication	15/02/2013
Format (online/print)	Online
Number of readers (approximately)	180
Outcomes (feedback, results,...)	Promoting the positive outcomes of the CreativeCH's Showcases

Title	<p>CreativeCH @creative_ch21 Feb</p> <p>Europeana Creative support and promote the re-use of cultural resources available via @EuropeanaEU. Kick off right now in Wien #eCreative</p>
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Author	Stefano Sbarbati
Published in (website url, name of publication)	twitter.com/creative_ch
Date of publication	21/02/2013
Format (online/print)	Online
Number of readers (approximately)	180
Outcomes (feedback, results,...)	Promoting the positive outcomes of the CreativeCH's Showcases

Title	CreativeCH Interviews Feature – 4 Iterations
Author	Stefano Sbarbati + Showcases Managers
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7327&cHash=a0168ceac9a9900b06f3d2aac68c4e19 http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7337&cHash=0df7b24ab10268015cb20d4493ce61c6 http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7338&cHash=97373af592aa120f5bb4fed4c071077e http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7362&cHash=9b1b11b97e09296e4a589fe671d2e2e7 twitter.com/creative_ch



Date of publication	04/03/2013 – 18/03/2013
Format (online/print)	Online
Number of readers (approximately)	800
Outcomes (feedback, results,...)	Promoting the positive outcomes of the CreativeCH's Showcases

Title	CreativeCH @creative_ch7 Mar The future of Cultural Heritage from EUROPEAN FORESIGHT PLATFORM • _foresight-platform.eu/8765/featured/_____
Author	Stefano Sbarbati
Published in (website url, name of publication)	twitter.com/creative_ch
Date of publication	07/03/2013
Format (online/print)	Online
Number of readers (approximately)	185
Outcomes (feedback, results,...)	Cultural Heritage and Technology related news

Title	CreativeCH @creative_ch11 Mar @EuropeanaEU Moving Target Report is now out. Engaging cultural tourists with online cultural contents. pro.europeana.eu/publications
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Author	Stefano Sbarbati
Published in (website url, name of publication)	twitter.com/creative_ch
Date of publication	11/03/2013
Format (online/print)	Online
Number of readers (approximately)	185
Outcomes (feedback, results,...)	Cultural Heritage and Technology related news

Title	CreativeCH @creative_ch11 Mar @EuropeanaEU Moving Target Report is now out. Engaging cultural tourists with online cultural contents. pro.europeana.eu/publications
Author	Stefano Sbarbati
Published in (website url, name of publication)	twitter.com/creative_ch
Date of publication	11/03/2013
Format (online/print)	Online
Number of readers (approximately)	185
Outcomes (feedback, results,...)	Cultural Heritage and Technology related news



Title	Hack your City and win a Trip to Terrassa and Florence
Author	Paula Simoes
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7398&cHash=54d2724ce6d10f94a593f93811026b32 twitter.com/creative_ch
Date of publication	02/04/2013
Format (online/print)	Online
Number of readers (approximately)	350
Outcomes (feedback, results,...)	Promoting the positive outcomes of the CreativeCH's Showcases

Title	The CHIEF Award Experience: Angela Rosσμαier
Author	Angela Rosσμαier; Paula Simoes, Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7409&cHash=2cc44ace1d27a2d41f84048fcc0dc97b twitter.com/creative_ch
Date of publication	08/04/2013
Format (online/print)	Online
Number of readers (approximately)	350



Outcomes (feedback, results,...)	Interview with a former CHIEF Award Winner to promote the positives outcomes of the Award
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Title	Can 3D print technology help visually impaired to experience paintings?
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7413&cHash=eb9bc15f6240a6799c0d68390f7e1d1b twitter.com/creative_ch
Date of publication	11/04/2013
Format (online/print)	Online
Number of readers (approximately)	350
Outcomes (feedback, results,...)	Cultural Heritage and Technology related news

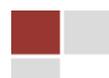
Title	Industrial Cultural Tourism, the fourth Workshop of CreativeCH
Author	Gisela Gonzalo, Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7435&cHash=fe581f9f207f1a5167cd0565b3bbecee twitter.com/creative_ch



Date of publication	16/04/2013
Format (online/print)	Online
Number of readers (approximately)	350
Outcomes (feedback, results,...)	Promoting the project's initiatives

Title	Etruscanning 3D, an innovative way to experience Etrurian civilization
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7462&cHash=3a0bc68c556972e1201f0284ace80f9d twitter.com/creative_ch
Date of publication	30/04/2013
Format (online/print)	Online
Number of readers (approximately)	350
Outcomes (feedback, results,...)	Cultural Heritage and Technology related news

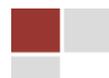
Title	APIs now available to integrate remotely @EuropeanaEU collections in Apps and services bit.ly/QmihW8
Author	Stefano Sbarbati



Published in (website url, name of publication)	twitter.com/creative_ch
Date of publication	05/04/2013
Format (online/print)	Online
Number of readers (approximately)	185
Outcomes (feedback, results,...)	Cultural Heritage and Technology related news

Title	@guardian rate the best digital and online initiatives driven by galleries and museums. _guardian.co.uk/artanddesign/2_____
Author	Stefano Sbarbati
Published in (website url, name of publication)	twitter.com/creative_ch
Date of publication	10/04/2013
Format (online/print)	Online
Number of readers (approximately)	185
Outcomes (feedback, results,...)	Cultural Heritage and Technology related news

Title	Prototyping ideas #fmx2013 pic.twitter.com/TTIN6M3CxY
Author	Stefano Sbarbati



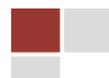
Published in (website url, name of publication)	twitter.com/creative_ch
Date of publication	26/04/2013
Format (online/print)	Online
Number of readers (approximately)	185
Outcomes (feedback, results,...)	Promoting the project's presence in external events

Title	Feature: Digitization of Cultural Heritage. The case of Landesbibliothek Stuttgart
Author	Stefano Sbarbati; Ines Goldberg
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7475&cHash=53f0f1ff21aea3419fc6e490e87e18ff https://twitter.com/creative_ch http://www.youtube.com/watch?v=0OSMZ0Xalpl
Date of publication	06/05/2013
Format (online/print)	Online focus article + Video Documentary
Number of readers (approximately)	800
Outcomes (feedback, results,...)	Focus on the status quo of digitisation of Cultural Heritage and production of a documentary about the digitization processes at Landesbibliothek Stuttgart



Title	Cultural Tourism and Industrial Heritage
Author	Gisela Gonzalo, Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7520&cHash=080accfbb950e95982ae7a284df5e262 https://twitter.com/creative_ch https://twitter.com/mfg_innovation http://www.youtube.com/watch?v=2wDA9QI8gx0
Date of publication	03/06/2013
Format (online/print)	Online
Number of readers (approximately)	1500
Outcomes (feedback, results,...)	Promoting the project's initiatives and workshops

Title	If Facebook had existed in 1914
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7546&cHash=4e79bdfdc963cd4e60361d9d0fca96a6 https://twitter.com/creative_ch
Date of publication	13/06/2013
Format (online/print)	Online



Number of readers (approximately)	450
Outcomes (feedback, results,...)	Cultural Heritage and Technology related news

Title	Internationalization and Localization of Digital Cultural Heritage
Author	Stephanie Williams, Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7555&cHash=919917dcdeb7116b48ff1eab65dacc9c https://twitter.com/creative_ch http://www.youtube.com/watch?v=nwhz6U-iPAw http://www.youtube.com/watch?v=D005P3paEsA http://www.youtube.com/watch?v=bAuKwtqGu1Y http://www.youtube.com/watch?v=FF3fRv3SLpY
Date of publication	28/05/2013
Format (online/print)	Online
Number of readers (approximately)	450
Outcomes (feedback, results,...)	Promoting the project's initiatives and workshops

Title	Wiki Loves Public Art, an international photographic contest
Author	Stefano Sbarbati



Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7567&cHash=510f43131166d73f652363eb6bd5ab97 https://twitter.com/creative_ch
Date of publication	20/06/2013
Format (online/print)	Online
Number of readers (approximately)	350
Outcomes (feedback, results,...)	Cultural Heritage and Technology related news

Title	#AllezCulture, the Europeana's campaign to keep culture open to everyone online
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7574&cHash=b68b465fe29e746c83d280ef963bcc1b https://twitter.com/creative_ch
Date of publication	24/06/2013
Format (online/print)	Online
Number of readers (approximately)	350
Outcomes (feedback, results,...)	Cultural Heritage related news



Title	Carmignano tb, the App developed by Tuscany's Showcase
Author	Stephanie Williams
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7594&cHash=fce04d72b73de1d6444a9f3e92851f32 https://twitter.com/creative_ch
Date of publication	28/06/2013
Format (online/print)	Online
Number of readers (approximately)	350
Outcomes (feedback, results,...)	Promoting the project's initiatives and workshops

Title	Best 15 Ideas Awarded by @diversity during the European Culture Forum in Brussels
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7881&cHash=e647e6c8290223c569031674c81c8698 http://twitter.com/creative_ch
Date of publication	22/11/2013
Format (online/print)	Online
Number of readers (approximately)	350



Outcomes (feedback, results,...)	
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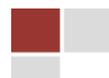
Title	Experience Ancient Books in 3D thanks to Mubil Project
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7856&cHash=11b5dd1c32905c758e93c4a1c3196c2e http://twitter.com/creative_ch
Date of publication	22/10/2013
Format (online/print)	Online
Number of readers (approximately)	1000 (followers reached via retweets)
Outcomes (feedback, results,...)	

Title	First mockup of forthcoming Cultural Heritage educational games presented by Europeana Creative
Author	Stefano Sbarbati



Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7852&cHash=b50223fb901f9c33fc40d7aa9d32ae2e http://twitter.com/creative_ch + 3 favorited + 3 retweets
Date of publication	18/10/2013
Format (online/print)	Online
Number of readers (approximately)	1000 (followers reached via retweets)
Outcomes (feedback, results,...)	

Title	Business Models for Creative Cooperation
Author	G. Geser, G. Gonzalo
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7809&cHash=d2a80920f561cd16e2d501b2a82749d9 http://innovation.mfg.de/en/news-and-features/business-models-for-creative-cooperation-1.20706 http://twitter.com/creative_ch http://www.youtube.com/watch?v=bjOponEdSkg
Date of publication	7/10/2013
Format (online/print)	Online



Number of readers (approximately)	2000
Outcomes (feedback, results,...)	

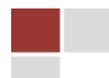
Title	How Google Glass could allow museums to become fully accessible to deaf people
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7891&cHash=ce344eef60fab5472877b0bf217e985f http://twitter.com/creative_ch
Date of publication	12/11/2013
Format (online/print)	Online
Number of readers (approximately)	450
Outcomes (feedback, results,...)	

Title	Next CreativeCH's workshop announced. New skills and professionalization for the digital arena
Author	Stefano Sbarbati



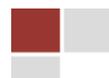
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7893&cHash=4eade9e79eb77f6a1aec58ce46f8566 http://twitter.com/creative_ch
Date of publication	14/11/2013
Format (online/print)	Online
Number of readers (approximately)	450
Outcomes (feedback, results,...)	

Title	Smithsonian's 3D scanned models are now available to the public
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7896&cHash=4d8752814a9aebd18f7254607462025c http://twitter.com/creative_ch
Date of publication	15/11/2013
Format (online/print)	Online
Number of readers (approximately)	450
Outcomes (feedback, results,...)	



Title	Smithsonian's 3D scanned models are now available to the public
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7896&cHash=4d8752814a9aebd18f7254607462025c http://twitter.com/creative_ch
Date of publication	15/11/2013
Format (online/print)	Online
Number of readers (approximately)	450
Outcomes (feedback, results,...)	

Title	Google open gallery allows museums and individuals to create their own online showcases
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7962&cHash=50785c36abd2830acd3f94ca5f766542 http://twitter.com/creative_ch
Date of publication	11/12/2013
Format (online/print)	Online



Number of readers (approximately)	450
Outcomes (feedback, results,...)	

Title	New skills and professionalization for the digital arena
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7968&cHash=0cf6d7c982547463f02ee7c347c2ff8c http://twitter.com/creative_ch
Date of publication	17/12/2013
Format (online/print)	Online
Number of readers (approximately)	450
Outcomes (feedback, results,...)	Workshop results dissemination

Title	Which approach to IPR in culture? Find out more in our next workshop
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=7998&cHash=e5a314f6571ed8caaf9a549521626d88



Date of publication	22/01/2014
Format (online/print)	Online
Number of readers (approximately)	250
Outcomes (feedback, results,...)	Promoting CreativeCH's Workshop

Title	Europeana release the second version of its open culture app, now bigger and better
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8032&cHash=edb9fdb6e4ab9eaa2d0641a1229144e5 http://innovation.mfg.de/our-region/news-and-features/creating-a-customized-virtual-museum-with-the-open-culture-app-1.23067 twitter.com/creative_ch
Date of publication	31/01/2014
Format (online/print)	Online
Number of readers (approximately)	750
Outcomes (feedback, results,...)	Cultural Heritage and Technology related news



Title	CreativeCH Handbook
Author	G.Geser, V. Hornung-Prähauser, A. Strasser
Published in (website url, name of publication)	Printed, ISBN 978-3-902448-39-2
Date of publication	22/01/2014
Format (online/print)	Online
Number of readers (approximately)	400 copies printed
Outcomes (feedback, results,...)	Promoting CreativeCH's research and findings, and showcase European best practices in the field of cultural heritage

Title	Brand new documentation and tools for creative cooperation published by creativech
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8066&cHash=ab26894f2eb639ccb17757779c79fe3d
Date of publication	14/02/2014
Format (online/print)	Online
Number of readers (approximately)	250
Outcomes (feedback, results,...)	Presentation of the products (handbook and toolkit) developed within the project

Title	Centre for the Future of the Museums releases its TrendsWatch 2014 Report
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8105&cHash=59c8b3081be1ef6d354c9f0f4612408a twitter.com/creative_ch
Date of publication	20/03/2014
Format (online/print)	Online
Number of readers (approximately)	350
Outcomes (feedback, results,...)	Cultural Heritage and Technology related news

Title	Open access, IPR and management of rights in the digital cultural heritage realm. The CreativeCH's perspective
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8102&cHash=da2dd5a4b950a5bc0ac81d7c3a618437 twitter.com/creative_ch
Date of publication	13/03/2014
Format (online/print)	Online



Number of readers (approximately)	300
Outcomes (feedback, results,...)	CreativeCH Workshop's and activities' related news

Title	CreativeCH Semiar über Urheberrecht in Kulturerbeeinrichtungen
Author	Georg Sedblauer
Published in (website url, name of publication)	http://www.openculturebw.de/2014/04/creativech-semiar-uber-urheberrecht-in.html
Date of publication	25/04/2014
Format (online/print)	Online
Number of readers (approximately)	50
Outcomes (feedback, results,...)	CreativeCH's promotion

Title	Creative industries and citizen cultural participation in rural multicultural communities
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8137&cHash=478265ddc166031df2a7a644314dfdfb twitter.com/creative_ch



Date of publication	03/04/2014
Format (online/print)	Online
Number of readers (approximately)	350
Outcomes (feedback, results,...)	Promote CreativeCH's upcoming workshop

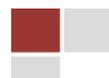
Title	Open culture bw's webinar on digital heritage and licensing
Author	Georg Sedlbauer
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8198&cHash=13e15481a7b926e253093c94ae0b9d57
Date of publication	15/05/2014
Format (online/print)	Online
Number of readers (approximately)	350
Outcomes (feedback, results,...)	Promote CreativeCH-related projects and initiatives

Title	Italy by art. Discover italian's heritage sites with your smartphone
Author	Stefano Sbarbati



Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8189&cHash=52454b8bde78070a628b4bd84e6714e5 twitter.com/creative_ch
Date of publication	07/05/2014
Format (online/print)	Online
Number of readers (approximately)	350
Outcomes (feedback, results,...)	Cultural Heritage and Technology related news

Title	Museums in the digital age and museums and the development of active citizenship
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8182&cHash=6e1ce90d1bf4143726903ab26b725ea0 twitter.com/creative_ch
Date of publication	05/05/2014
Format (online/print)	Online
Number of readers (approximately)	350
Outcomes (feedback, results,...)	Cultural Heritage and Technology related news



Title	Open data in museums. Challenges and opportunities
Author	Georg Sedlbauer
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8255&cHash=60fcf5b096ad32ee7aaefe7aaeb0611b twitter.com/creative_ch
Date of publication	26/06/2014
Format (online/print)	Online
Number of readers (approximately)	400
Outcomes (feedback, results,...)	Promote cultural heritage-related projects and initiatives

Title	Showcases' spotlight: student perception of cultural heritage
Author	Stefano Sbarbati, Guntram Geser
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8243&cHash=b5d0f0758f698b5d7427c72c633d8280
Date of publication	16/06/2014
Format (online/print)	Online
Number of readers (approximately)	350



Outcomes (feedback, results,...)	CreativeCH showcases news
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Title	Showcases' spotlight: the Terrassa Augmentada app
Author	Gisela Gonzalo, Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8241&cHash=8f20b112cfa9dc0ec7308a412d25cfc6
Date of publication	11/06/2014
Format (online/print)	Online
Number of readers (approximately)	350
Outcomes (feedback, results,...)	CreativeCH showcases news
Title	The invasion of Normandy recreated in 3D and in VR
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8229&cHash=4e9caa2bc668ad378095a4dc9b31babc twitter.com/creative_ch
Date of publication	06/06/2014
Format (online/print)	Online
Number of readers (approximately)	350



Outcomes (feedback, results,...)	ICT and heritage related news
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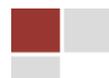
Title	The stories that made history. Heritage and ICT one century after the WWI
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8312&cHash=491c750676ccb42de7a577bcb4ee923c http://innovation.mfg.de/our-region/news-and-features/the-stories-that-made-history-heritage-and-ict-one-century-after-the-wwi-1.28379 twitter.com/creative_ch
Date of publication	29/07/2014
Format (online/print)	Online
Number of readers (approximately)	1500
Outcomes (feedback, results,...)	Feature about heritage and ICT

Title	"Keys to Rome. The city of Augustus" opening this summer
Author	Stefano Sbarbati



Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8337&cHash=ff35266383315831e134cf57e953ae9a twitter.com/creative_ch
Date of publication	22/08/2014
Format (online/print)	Online
Number of readers (approximately)	400
Outcomes (feedback, results,...)	News about heritage and ICT

Title	New sections added to the CreativeCH toolkit
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8336&cHash=e23d00497acd0cd7af1d8461f2a1842a twitter.com/creative_ch
Date of publication	20/08/2014
Format (online/print)	Online
Number of readers (approximately)	400
Outcomes (feedback, results,...)	Updates about the CreativeCH online toolkit



Title	Creative SPIN – Spillovers of innovation
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8317&cHash=ce260512ce30630bfad5bddb842ddbc2 twitter.com/creative_ch
Date of publication	01/08/2014
Format (online/print)	Online
Number of readers (approximately)	400
Outcomes (feedback, results,...)	Focus on CreativeCH's last workshop partnerships

Title	Workshop: cultural heritage and creative city / regional development
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8316&cHash=cd91a9b91e46401175340b3118cc2445 twitter.com/creative_ch
Date of publication	01/08/2014
Format (online/print)	Online
Number of readers (approximately)	400



Outcomes (feedback, results,...)	CreativeCH's workshop announcement
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Title	Creative AT-HU and Creative Expo – promoting cooperation across borders
Author	Guntram Geser, Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8370&cHash=94adf6a83ebc53189506d7d7beaf6b5ca
Date of publication	05.09.2014
Format (online/print)	Online
Number of readers (approximately)	400
Outcomes (feedback, results,...)	Promotion of Heritage projects

Title	Catalonia's showcase wrap up. Lessons learned and objectives achieved
Author	Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8392&cHash=ef8b55c0e5648b9ce62607eddb2523dc



Date of publication	11.09.2014
Format (online/print)	Online
Number of readers (approximately)	450
Outcomes (feedback, results,...)	Promotion of the Showcases results

Title	Salzburg's showcase wrap up. An interview with Julia Eder
Author	Julia Eder, Stefano Sbarbati
Published in (website url, name of publication)	http://www.creative-heritage.eu/4812.html?&tx_ttnews%5Btt_news%5D=8394&cHash=04f226ccadaae09e9d999700a5b4fc7a
Date of publication	15.09.2014
Format (online/print)	Online
Number of readers (approximately)	450
Outcomes (feedback, results,...)	Promotion of the Showcases results

