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RESEARCH AND INNOVATION STAFF EXCHANGE

TERPSICHORE

Transforming Intangibl**e** Folklo**r**ic **P**erforming Art**s** into Tang**i**ble **Chor**eographic Digital Obj**e**cts

Deliverable 7.1 "Dissemination / Outreach Plan"

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Abbreviations

CH	Cultural Heritage

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1 Introduction

One of the main activities, as they are identified by the TERPSICHORE consortium, in order to achieve the project's objectives is the definition of communication and marketing plans that to promote the project to both contributing institutions and the key target groups: education and research, cultural tourism, and creative industries.

The broad objective of the Dissemination deliverable is to present the plan for the successful dissemination of the TERPSICHORE project outcomes.

The Dissemination Plan is not intended to be definitive. The present document will outline the main actions and principles (Dissemination Framework) of the Dissemination strategy which will have to be adapted and refined in relation to the development of the project itself.

The deliverable is divided into the following sections:

- Chapter 1 describes the dissemination strategy.
- Chapter 2 describes the communication methods between the TERPSICHORE's partners.
- Chapter 3 describes the organization of the dissemination activities to the three main target groups, meaning the general public, the scientific community and the relevant industries.

2 Dissemination/Outreach Strategy

The major responsibility of this deliverable is to define and share goals, define actions and tools and schedule dissemination actions and activities. Dissemination and outreach activities in the framework of TERPSICHORE have been designed in a way that i) ensures maximal impact on the scientific community (ERA) ii) provides commercial channels, iii) enriches project outreach and finally iv) enhances training elements of the secondees. TERPSICHORE adopts in cooperation with an Advisory Board a multi-dimensional dissemination/outreach framework.

Every dimension targets a particular community in a specific way. The detailed dissemination/outreach plans for each community are discussed in the following sections. As it is observed, the dissemination strategy of the project is not just limited to scientific awareness of the innovative results derived within the project, but also targets other dissemination/outreach cycles such as *professionals, commercials and general public*. Therefore, the dissemination/outreach activities cover the full chain, ranging from researchers, advertisers, policy makers, CH stakeholders and local and regional authorities to the general public and pupils. This is important in order to cover all different areas of the project, i.e., research, academia, the several potential industrial stakeholders (cultural bodies, educational institutes, computer vision professionals, people from the entertainment industry etc.). The adopted dissemination methodology follows the concept that is described in Figure 1.

For each potential target group, a set of awareness programs is listed. For example, for the scientific research group, a list of relevant conferences/journals is surveyed, while for the IT and media professionals a list of relevant exhibitions, industrial workshops and forums. The dissemination/outreach strategy takes as input the dissemination objectives, the target groups and their corresponding potential awareness programs, and defines the dissemination actions that are going to be taken in order to fulfill the dissemination objectives. The methodology monitors, on the one hand, the deadlines of conferences/exhibitions, the open calls and, on the other, the project progress so as to determine the appropriate dissemination actions.
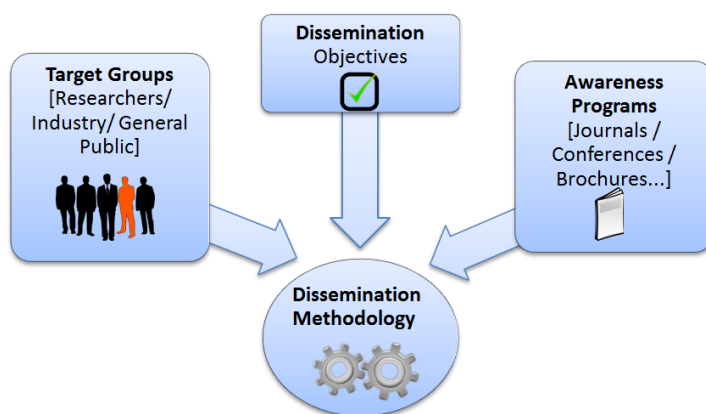
Figure 1: The TERPSICHORE dissemination methodology

3   Internal Communication

Internal communication is an absolutely necessary activity in order to reach success in promoting TERPSICHORE. Project partners' and participants' role in the work packages is to inform, coordinate and stimulate new contributions by getting involved. Each partner will research and develop pieces of technology that will be beneficial to the fellows and their organization; however, the consortium is aware that the synergy developed within the consortium will provide an outcome of a greater value than the addition of each individual result. Partners' main products and channels are:

- ✓ ***Working documents:*** These documents will be delivered via e-mail and require the publication on the project's official website.
- ✓ ***Promotional material:*** Promotional material is going to be produced and diffused. There will also be relevant electronic versions on the website.
- ✓ ***Events:*** These events will be announced via mailing list and naturally the website will be a major channel for the dissemination of any events' information.

The Project Coordinator uses several means in order to ensure that the consortium and key role players have the necessary tools and procedures to effectively communicate avoiding potential risks of lack of communication.

4 Dissemination and Outreach Actions to Non-Project Partners

The dissemination actions of TERPSICHORE focus on three main target groups; the scientific community (research dissemination actions), the industry (commercial dissemination actions) and the general audience (general dissemination actions). In the following, we describe the specific dissemination actions for each of the above groups.

4.1 Research dissemination actions

Research dissemination and outreach policies target both the ICT and CH research community and have been designed in a way to foster open access in a way to promote the dissemination of the knowledge gained in TERPSICHORE to the general public. For this reason a website has been created and all the research documents as well as the deliverables of the TERPSICHORE project will be publicly available. The TERPSICHORE consortium will also provide best efforts to make available the data from the folklore performances having the consent of the people who participate in these events. The consortium will participate in conferences, workshops supporting by the IEEE, ACM or ISPRS, etc. activities. However, special emphasis will be given in writing research papers that are documented in the H2020 Open Access Portal, such as the deliverables and research reports of the TERPSICHORE project. In the following, the main research dissemination and outreach activities of TERPSICHORE project are presented.

- ✓ *Archiving TERPSICHORE reports, deliverables and data to open access portals:* Emphasis will be given in fostering the open access of the TERPSICHORE results. To achieve this, the consortium will be in contact with the EU in order to make available all the results, documents as well as data used for the digitization and evaluation of the proposed algorithms in the H2020 open access portal. These reports will describe all the results derived through the research activities of TERPSICHORE. In addition, all the results will be uploaded in the website portal of the TERPSICHORE.

- ✓ *Publications in Journals:* The technological solutions of TERPSICHORE will be published in a series of high impact journal papers in the area of photogrammetry, computer vision, computer graphics, multimedia, knowledge engineering, distributed processing, folklore research and digital cultural heritage, such as:
  - o IEEE CG&A - Computer Graphics and Applications Magazine,
  - o IEEE Transactions on: PAMI - Pattern Analysis and Machine Intelligence, CSVT - Circuits and Systems for Video Technology, PDS - Parallel and Distributed Systems, KDE - Knowledge and Data Engineering, VCG - Visualization and Computer Graphics, Image Processing,
  - o P&RS - ISPRS Journal of Photogrammetry and Remote Sensing,
  - o Journal of Choreographic Practices,

- o JFR - Journal of Folklore Research,
- o Journal of Open Folklore,
- o Archimuse - Archives & Museum Informatics,
- o JOCCH - ACM Journal on Computing and Cultural Heritage,
- o IJHDE - International Journal Heritage in the Digital Era,
- o IJIH - International Journal of Intangible Heritage,
- o IJCV - International Journal of Computer Vision,
- o IJIW - International Journal of Interactive Worlds
- o LNCS - Transactions in Lecture Notes in Computer Science,
- o JASE - Journal of Applied Science and Engineering,
- o TOG - ACM Transactions on Graphics,
- o JCGT - Journal of Computer Graphics and Techniques,
- o Journal of Graphics, GPU and Game Tools,
- o AICT - IFIP Advances in Information and Communication Technology,
- o JATIT - Journal of Theoretical and Applied Information Technology.

Emphasis will be given in open access policies. The majority of the publications of TERPSICHORE will be under the silver open access policy. This means that all the publications of the project will be uploaded on the project web site. However, some of the published papers of TERPSICHORE will be under the "gold" open access policy. The gold open access policy ensures that the respective publications will be submitted to open access journals with the respective "open" access fees.

- ✓ *International Conferences:* The research components of the TERPSICHORE will be published in the respective conferences in the areas of photogrammetry, computer vision, computer graphics, cultural heritage such as:
    - o ECLAP - International Conference on Information Technologies for Performing Arts, Media Access and Entertainment,
    - o EuroMed - International Conference on Digital Heritage,
    - o CIPA - International Symposium on Integrated Documentation and Management of Cultural Heritage,
    - o ICDH - International Conference on Digital Heritage,
    - o CHCD - International Symposium on Cultural Heritage Conservation and Digitization,
    - o EG GCH - EUROGRAPHICS Workshop on Graphics and Cultural Heritage,
    - o ISPRS - Conferences of International Society for Photogrammetry and Remote Sensing,
    - o ICCV - IEEE International Conference on Computer Vision,
    - o ECCV - IEEE European Conference on Computer Vision,

- o CVPR - IEEE Computer Society Conference on Computer Vision and Pattern Recognition,
- o ICIP - IEEE International Conference on Image Processing,
- o ICMCS - IEEE International Conference on Multimedia Computing and Systems,
- o ICCET - IEEE International Conference on Computer Engineering Technology,
- o CRV - IEEE Computer Society Conference on Computer and Robot Vision,
- o RO-MAN - IEEE International Symposium on Robot and Human Interactive Communication,
- o 3DIMPVT - IEEE International Conference on 3D Imaging, Modeling, Processing, Visualization and Transmission,
- o InfoVis - IEEE Symposium on Information Visualization,
- o KAM - IEEE International Symposium on Knowledge Acquisition and Modeling,
- o IEEEVR - IEEE Virtual Reality Conference,
- o ACM SIGGRAPH International Conference and Exhibition on Computer Graphics and Interactive Techniques,
- o i3D - ACM SIGGRAPH Symposium on Interactive 3D Graphics and Games,
- o SCA - ACM SIGGRAPH/Eurographics Symposium on Computer Animation,
- o ACMMM - ACM International Conference on Multimedia,
- o UIST - ACM Symposium on User Interface Software and Technology,
- o HCI - International Conference on Human-Computer Interaction,
- o JCIS-CVPRIP - Joint Conference on Information Sciences-Conference on Computer Vision, Pattern Recognition and Image Processing,
- o IVA - International Conference on Intelligent Virtual Agents.

Again, the same open access policy schemes are applied to conference publications. Particularly, we have the silver and the gold open access policy to maximize the outreach and dissemination impact.

✓ *Special Issues Organization:* The consortium will organize at least 1 special issue in major scientific journals, such as IEEE Transactions or Elsevier or Springer press related journals. The participation of several Associate Editors of major journals in the consortium will help this goal come to fruition.

✓ *Workshop Organization:* At least two workshops will take place in order to reveal the recent advantages of TERPSICHORE research. The main aim of the workshops is to educate and train a wide range of scientists and researchers on key aspects relevant to their projects' objectives and to inform on how to use certain software tools in order to benefit from them. Each partner will participate in at least one workshop organizing committee, in order to cover topics relevant to their expertise. These workshops will be accessible not only to project

researchers, but also to researchers from various countries, who are just interested in such projects.

✓ ***Summer Schools' Organization:*** Four 7-days summer schools are going to be organized during the following two years of the project in order to cover several aspects of ICH and its digitization. These summer schools will be organized by academic and private sector partners. Their basic structure will be the following: each day will contain two morning and two evening lectures lasting 90 minutes, including discussion and the rest of the day will be left for field trips, demonstrations, discussions and work on practical issues. Lecturers will be part of the TERPSICHORE network or they will be invited and have a background in different disciplines representing academia, research institutes, industry and International and European organizations relevant to Cultural Heritage preservation, such as EUROPEANA and/or UNESCO. During summer schools, all participants will have the opportunity to acquire complementary technical expertise, including IPR, Ethics and presentation of scientific results.

✓ ***Presentation of the results in H2020 Info Days Workshops:*** The consortium will present the results of the project at the H2020 info days and workshops, which are planned, dealing with the support of the H2020 research framework.

4.2   Commercial – Policy dissemination actions

Special emphasis will be given within the framework of TERPSICHORE proposal in disseminating the technology at the industry as well as to international organizations pertinent to cultural heritage and digital libraries. To achieve this, TERPSICHORE plans to set up the following dissemination activities:

- ✓ *Organization of CH events with respect to EuroMed* with the aid of the body's members participating in the consortium of TERPSICHORE.

- ✓ *Organization of one Industrial commercial workshop:* The consortium plans to organize 1 industrial workshop at the end of the project. The workshop will exploit the results of the project to the industry audience, which is a very important aspect for the commercial exploitation of the TERPSICHORE technology.

- ✓ *Participation in International Organizations:* The project's partners will organize the participation in several international organizations and fora regarding preservation of cultural heritage and digital libraries in possible collaboration with EUROPEANA, UNESCO, CIOFF and other EU funded and international activities.

- ✓ *Presentation at International Digital Libraries:* The TERPSICHORE technology is planned to be presented in members of international digital libraries. This is a very important aspect for the impact of the TERPSICHORE technology.

- ✓ *Commercial TERPSICHORE Awareness in education, scientific and leisure sector:* One of the main research aspects of TERPSICHORE is the commercial awareness of the project results and the technological innovations to digital CH libraries, archives, museums, information providers, education, and the tourist sector.

- ✓ *Participation in exhibitions / fora:* The consortium will participate in European and International exhibitions and fora. TERPSICHORE's aim is to disseminate the project's activities and promote commercial awareness of its results. Examples include the Folklore festival of the European Association for Folklore, CeBIT in Hannover, FMX, EuroGraphics, at the UNESCO Assembly meeting and the Europeana Network meetings, and the SIGGRAPH commercial events.

- ✓ *Networking and Co-operation with other projects:* The consortium plans to establish co-operations with other EU funded and international activities for further disseminating the results of the project as well as to get in touch with similar research initiatives. Certain projects that already some of TERPSICHORE partners participate in and thus can establish a fruitful collaboration are 4D-CH World (CUT, NTUA, 7Reasons), ITN-DCH (CUT, NTUA, 7Reasons), iTreasures (CERTH) , VIMM (CUT, NTUA), iMare Culture (CUT, NTUA), which guarantee the success of this specific venture.

4.3   Outreach and Public Awareness - General dissemination actions

Due to the nature of TERPSICHORE there will be a major need to raise public awareness. Then, along the project, public dissemination will be planned. Actions to be taken in this direction include:

- ✓ *Web Portal:*   The project's official website, in which information pertinent to the project, e.g. capturing technology, computer vision and learning, 3D modeling and reconstruction, virtual reality, computer graphics and data aggregation for metadata extraction, and its progress will be presented, has already been created and it will be used in general, to establish an online communication center. This will present the project and its outcomes to a worldwide audience. In particular, public deliverables will be available to interested individuals for viewing/download, as will all necessary information about project participation in conferences, exhibitions and workshops plus a media gallery with video clips and pictures about the project's "real life" results. Furthermore, a specific area on the site will be devoted to weblinks and current activities/news related to Folklore and special effort will be made to provide pertinent training material and dynamic tools for supporting the visitors to use e-Folklore available on Europeana on smart devices, such as Folklore apps. In tandem with the project's official website, an online forum shall be developed in order to effect discussion and opinion exchange between partners, mainly on technical and scientific issues as well as a feedback form visitors that express interest or wish to e-mail their comments to the project's administrators. Information about all the consortium partners, their background and contribution in TERPSICHORE will also be available on the website. The site will be maintained and updated regularly, and will be active for years after the end of the project. The wepage will also be monitored daily by the staff of the project's help desk. The web portal of the project can be reached at the following address: **http://www.terpsichore-project.eu**.
- ✓ *Dissemination material/brochures:* Issue brochures, leaflets and handouts describing the project activities and results, as well as dissemination material using both physical and electronic means. In addition, interactive DVDs will be also produced including project concept, achievements and pilot test results.
- ✓ *Social Networks:* Creation of profiles in Facebook, Twitter, and LinkedIn. The project network will expand beyond the borders of the European Union and let the scientists, students and professionals on the whole world follow up the project's activities. Under these social media networks different kind of special groups on folk dances and intangible cultural heritage will be established. Emphasis is given on intangible CH and data acquisition.

✓ *You-Tube:* Creation of a web portal dedicated multimedia material including images, and video clips that will present the main objectives, target and outcomes of TERPSICHORE with a direct link to a YouTube relevant channel where video clips will be uploaded. Some of these videos will address issues such as project dissemination, updates about TERPSICHORE's progress and available outcomes plus general information about scientific aspects relevant to the project (e.g. computer vision, real time 3D modeling, symbolic languages for performing arts etc.).

✓ *EU Researchers Night:* TERPSICHORE consortium partners will participate every year in events as part of the EU Researchers Night program to show their results and experience to public with information stands, presentations, posters, using practical CH objects/examples etc.

✓ *Participation in European and international events*, such as the national and the European Folklore Festival and in activities of UNESCO safeguarding of traditional culture and folklore.

✓ *Press:* Press releases, news-bulleting, press conferences and interviews will be organized for relevant European and national newspapers as well as publication of tourism e-newsletters.

✓ *Newsletters:* Distribution of electronic newsletters through the Internet and bulletin boards. The newsletter is intended for the project partners and, more importantly, the faculties of art, humanities, informatics, choreographers, folklorists, students, historians, musicians, artists, to a more general audience. Furthermore, a quarterly short bulletin will be released to EU/national representatives, news agencies, etc.