

FP7-ERANET-2013-RTD –G.A. No. 618104 – HERITAGE PLUS

ERA-NET Plus on Cultural Heritage and Global Change Research

Instrument: ERANETplus

Deliverable 2.2

Title: Communication Plan

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Project coordinator: Antonia Pasqua RECCHIA

Duration: 5 years

Project co-funded by the European Commission within the Seventh Framework Programme (2007- 2013)		
Dissemination Level		
PU	Public	x
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Communication Plan for Heritage Plus Call (Deliverable 2.2)

Task 2.2:

- The overall aim of the Heritage Plus Call is to launch, manage and monitor trans-national, multidisciplinary, innovative R&D projects related to cultural heritage science and innovation
- The Heritage Plus Call will be promoted towards relevant policy making and programme financing organisations
- The JPICH and the Heritage Portal websites will be the main sites used for dissemination
- Explore options for tools for expressions of interest
- A detailed communication plan will be drafted to provide guidance for the promotion and marketing of Heritage Plus, outlining the distribution of tasks and explore cooperation with other relevant initiatives (conferences, European Technology Platforms, European Commission etc)
- Communication tools such as national programme websites, publication in at least one international journal, presentations, press releases and networks established during the Pilot Call etc

Stakeholders

The participants of the Heritage Plus call currently manage specific programmes in the field of cultural heritage research and technology; this provides a strong basis for attracting a variety of applicants from the countries involved in the call. Heritage Plus will encourage collaboration between stakeholders from research groups and enterprises from different countries. Stakeholders will be from both public and private cultural heritage organisations, academic researchers, policy-makers, agencies, conservators, cultural heritage managers, community groups, industry, SMEs and other stakeholders in the field of cultural heritage research.

When partners are disseminating call information to a particular audience, they may wish to draw the audiences' attention to the National Eligibility Criteria of each country.

Communication tools for Heritage Plus Call (Deliverable 2.3)

A summary of the communication tools is provided in **Annex 1**, which also outlines who has responsibility for each task.

Websites

The Heritage Portal, the JPICH communication platform for stakeholders in the field of cultural heritage research, along with the JPICH website will be the main web tools for dissemination of the Heritage Plus call.

All partners should publish the call on their agency's website. Where a participant country has a clearly identified National/Regional Programme website they should include details of the call including; the call related topics, the funding available, duration and collaborative arrangements. Partners should also include information specific to their country's funding allocation, a local contact point and details of any local events/seminars.

The call announcement should typically appear as a News item. Participating countries without a specific programme webpage should announce the call under news.

Please note, the official call document should only be published on the JPICH website to ensure version control of any documents that may be updated during the call (i.e FAQs, Glossary).

We would also suggest partners use any regional or country specific websites. For example, the UK will publish details of the call on the following websites:

- <http://www.ukro.ac.uk/Pages/UKRO.aspx>. UKRO is the European office of all the UKs Research Councils.

- The AHRC's international funding blog 'Research beyond borders' <http://researchbeyondborders.wordpress.com/>.
- <http://www.timeshighereducation.co.uk/> The Times Higher website is part of the National newspaper group The Times.

Other websites for example, could include:

Netwatch <http://netwatch.jrc.ec.europa.eu>

CORDIS http://cordis.europa.eu/home_en.html

Newsletter Research Europe: www.researchresearch.com (Research Europe and Research Fortnight)

Partners from smaller countries may wish to consider publication in more local/national newspapers (either online or in print).

Partner matching tool

We have explored the possibility of various partner matching tools to help researchers to find potential partners in other countries and organisations. We decided the JISC Mailing List (used for HERA) is the best option so we have set up an email group (called Heritage Plus). Researchers can subscribe to receive such requests, and to post requests themselves.

In order to use this service, researchers can subscribe at the following link - www.jiscmail.ac.uk/HERITAGEPLUS

Once they have subscribed to the service, they can then click on 'post new message' to send a message to all subscribers, which will include; contact details, what type of partners they are seeking, and a short summary of their idea (maximum 200 words). We have asked subscribers to use this format to make it easier for other members to quickly see if a request/post is relevant to them.

We have included this information in the call documentation and would ask partners to encourage potential applicants to use this service. We would recommend that researchers subscribe to the service as soon as possible but wait until after 10 March 2014 before posting requests in order to give you time to distribute information on the email group and for interested parties to subscribe.

We have prepared a few FAQs which you may find useful.

Who can subscribe to the Heritage Plus email group? - Anyone interested in the Heritage Plus Call can join the email group.

Who can send a message to the list? - Anyone who has subscribed to the email group.

How can I find the email group? - You can use the link above or you can search on the JISC Website

How do I reply to a post? - Please use the individual's contact details on their post to reply, rather than replying to the whole email group.

If someone replies to a message on the email group, who will see it? - Replies are sent to everyone on the email group so we would ask you use the individual's contact details to reply.

Who can view the subscriber names/emails? Only the email group owner(s) – in this case AHRC, UK

Can I send messages with attachments/documents? - No

We explored the option of holding 'partner matching' events but considered the timetable for Heritage Plus did not allow enough time for the events to be successful.

Presentation Slides

The presentation attached in **D2.3 Annex 2** should be used by all partners when disseminating information on the Heritage Plus Call. Two presentations will be available, one with notes for the speaker and one without notes which can be published on websites. Although partners should present the information as it appears in the slides, they should also take into consideration the audience they are presenting to and the national eligibility criteria for their country.

Call announcement and text for press release

The text in the call announcement has been agreed by all partners. The announcement should be made by the Heritage Plus secretariat on behalf of all participants. The announcement can be used by the participating agencies in their local networks. The text may be supplemented by national or regional call specifications.

The announcement is attached in **D2.3 Annex 3** as a word document.

Advertisement in one international journal

An advert will be placed in Research Professional (and Research Europe). This journal was successfully used for the HERA ERA-NET to announce their recent call and has been chosen because of its international standing and global subscription list.

<http://www.researchresearch.com/researchprofessional>

<http://www.researchresearch.com/researcheurope>

Social and Audio media

Social Media such as Twitter, Facebook, LinkedIn could be used to disseminate information on the call.

Partners could also consider recording programmes that can be downloaded or viewed from their national agencies websites. For example, the AHRC is making a podcast (or netcast) where we will record an audio commentary about the Heritage Plus Call and the AHRC's involvement in JPICH. The podcast will be available to download or listen to from the AHRC's website.

Existing networks and other relevant initiatives

The announcement of the Heritage Plus call should be sent to all existing networks, for example the applicants who applied to the JPICH Pilot Call, both successful and unsuccessful applicants.

Those partner countries who participated in the JPICH should use their National Consultation Panels to disseminate the call.

The call should be disseminated to the JPICH Advisory Board which is composed of representatives from European and international bodies with relevance to cultural heritage such as UNESCO, ICCROM, Europa Nostra, Council of Europe etc.

The call should also be disseminated by partners to any existing networks such as European Technology Platforms, European Commission, national funding agencies, other relevant ERA-NETs, JPIs. For example: DCNET, BRAIN-BE, COST, HERA.

Success Stories

Success stories from the Pilot Call and information on existing projects could be made available to provide good examples of the type of projects previously supported through the JPICH. On the JPICH website and Heritage Portal a link should be provided from the Heritage Plus Call details to the list of successful Pilot Call projects, and vice versa.

Key Messages

- Call announcement should be made available on your agencies website on 3rd March 2014
- Consider using other local/national websites, press or publications
- Use any opportunity to disseminate call information, such as attendance at conferences/fairs etc
- The success of the Heritage Plus Call depends on effective communication by **all partners**. The communication plan requires all partners to be actively involved in disseminating information using their existing networks/contacts

Communication Plan

Task	Mandatory/optional	who?
Announce call on JPICH Website and the Heritage Portal	Mandatory	HP Coordinators
Announce call on each countries national/agency website	Mandatory	Each Partner
Announce call on other websites i.e. Netwatch, CORDIS, Newsletter for Research Europe	Optional	HP Coordinators
Announce call on national/regional websites i.e. www.ukro.ac.uk for UK	Optional	Each Partner
Partner matching tool - JISC email group	Mandatory	AHRC to set up and manage AHRC provide template, to be used by all partners
Presentation Slides Advertisement in one international journal - Research Professional	Mandatory Mandatory	AHRC Each Partner should use any social media available through their agencies. HP Coordinators should use the Heritage Plus social media options
Social Media - Twitter, Facebook, LinkedIn etc.	Optional	
Call announcement sent to all applicants of Pilot Call (successful and unsuccessful)	Mandatory	HP Coordinators
Call announcement distributed to JPI NCPs	Mandatory	Each partner with a JPI NCP
Call announcement distributed to JPI Advisory Board	Mandatory	HP Coordinators
Existing networks and other relevant initiatives i.e. other ERA-NETS	Optional	Each partner
Pilot Call Projects - link from call webpage to list of Projects	Optional	HP Coordinators
Success stories/Case studies on Pilot Call Projects	Optional	HP Coordinators to work with Ireland on Heritage Portal