Dissemination and Communication Plan (II)

Document Information

Project Name:	Multisensory, User-centred, Shared cultural Experiences through Interactive Technologies
Project Acronym:	MuseIT
Grant Agreement No:	101061441
Deliverable No:	D8.3
Deliverable Name:	Dissemination and Communication Plan (II)
Work Package:	WP8
Task:	T8.1, T8.2, T8.3, T8.4
Dissemination Level:	PU
Deliverable Type:	R
Lead Organization:	MCA
Lead Member:	MCA
Submission month:	M24
Date:	30 September 2024

Document history

Revision	Date	Description / Reason of change	Submission by
v0.1	19-07-2024	Structure proposal and initial draft	MCA
v0.2	09-08-2024	First draft for internal review	MCA
v0.3	30-08-2024	Second draft addressing review comments	MCA
v0.4	23-09-2024	Final draft addressing the PMB review comments	MCA
v1.0	30-09-2024	Final draft submitted to the EU	HB

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Glossary

Acronym	Definition
C&D	Communication and Dissemination
KERs	Key Exploitable Results
KPI	Key Performance Indicators

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1. Summary

The Communication and Dissemination Plan II (D8.3) updates the information around the elaboration and implementation of MuseIT's Communication and Dissemination strategy and actions, deployed in the previous Communication and Dissemination Plan I (D8.2).

This plan also reports the variety and effectiveness of the activities already carried out by MuseIT during the two years of the project, the project's position in regard to stakeholder engagement, and the defined key performance indicators (KPIs).

The first part of the document, "Communication and Dissemination Plan II", builds on the project's target groups, strategies, objectives and access guidelines primarily determined in the first Communication and Dissemination Plan (D8.2) by refining it and taking into account the lessons learnt from the actions implemented so far and the suggestions from the intermediary review meeting. There is special attention on the dissemination plan (Part 3.3), with a major update on target groups, objectives and activities, as the project has now entered the Dissemination phase.

The second part of this iteration of the Communication and Dissemination Plan delves into the various actions taken, with clear objectives and timelines, to ensure the successful communication of the project and dissemination of the results. The mention of 'Updated actions' means that there have been changes in the activities and/or goals—without this mention, the action is considered to have been achieved.

The strategy and actions might still be revised and updated in the last year of the project, and this will be reported in the Final Report on all MuseIT's communication, dissemination, and exploitation activities (D8.5).

This new plan also comprehensively addresses the notifications and requests for improvement regarding our Communication and Dissemination activities, as highlighted by the Project Officer (PO) and the Expert Reviewers during the intermediary report.

Deliverable 8.3 is part of the MuseIT project's Work Package 8 (WP8). The WP's objective is to spread and raise awareness of the project's existence and disseminate its results toward the relevant targets. The goals, implementation, and outcomes of WP8 are targeted to both the selected audiences and the general public, in addition to disseminating scientific outputs.

2. Overview of progress

In relation to the strategy and action plan presented in the deliverable D8.2, the project achieved the following outcomes:

- ★ Every two weeks, there is a dedicated meeting for WP8, allowing us to focus exclusively on its progress and address any challenges.
- ★ A detailed communication guide has been prepared for all partners to ensure consistency and clarity in all Communication and Dissemination activities and obligations.
- ★ A comprehensive social media strategy has been developed, which includes identifying target audiences, crafting appropriate messages, and selecting effective tools to maximise our online engagement and reach.
- ★ An editorial calendar has been created involving all partners in order to ensure a coordinated effort in writing and publishing blogs on a regular basis.

- The number of events we participated in or organised has been meticulously tracked to measure our engagement efforts.
- Our website documents the large number of scientific papers and posters published in open access, showcasing our research contributions and transparency.
- We maintain a calendar with all potential events to participate in, which allows us to stay organised and maximise our outreach opportunities.
- The writing style for the main text on our website and other materials is revised to ensure it is engaging, clear and appropriate for our audiences.
- We have started a cluster dissemination activity with HRB (Booster B), fostering collaboration and enhancing the visibility of our collective efforts with sister projects through the making of a joint policy brief.
- The website's design has been regularly updated, and some pages have been added/removed as necessary. For instance, a new registration page has been created under 'Connect with Us' to gather data more effectively, streamlining our process of collecting and managing user information.
- New tools were created to optimise accessibility, such as Clear and Easy-to-Read text on the website and flyers for target groups that are not scientists. This ensures that our content is understandable and engaging for a broader audience.
- The planning for the final event is underway, with several ideas already being considered. It is likely to be held in Sweden or the Netherlands (TBD).
- The newsletters for December 2023 and May 2024 have been sent, ensuring timely updates and information dissemination to our subscribers during these key periods.
- A video to explain the project in a clear and comprehensible way is nearly published.
- The first MuseIT policy brief and roundtable will occur in the Fall of 2024.
- The dissemination strategy with the precise target groups is set and already being applied.
- Based on our experience throughout the project, the Communication and Dissemination quantitative objectives have been adjusted, as explained in the next sections, without lowering our expectations or the quality of our work.

3. Communication and Dissemination Plan II

3.1. Objectives and general strategy

This document presents the updated general Communication and Dissemination strategy of the MuseIT project. The goal of the Communication and Dissemination strategy is to define the target groups of the project and ensure that the Communication and Dissemination activities allow the sharing of the project's actions and outputs with them as well as their re-use and development. The monitoring and evaluation procedure (based on relevant key performance indicators) helps to assess the effectiveness of channels and formats and recommend changes where necessary.

An extended dissemination and communication strategy was agreed upon at the beginning of the project, defining the roles of partners in Communication and Dissemination-related tasks as well as all the necessary dissemination and tools to reach the following objectives:
- Involve the target communities, prompting them to participate and use the intellectual and technological tools developed by the project. Evaluate the proposed technical solutions, providing feedback that can be integrated into the development.
- Inform and raise awareness within the different target groups.
- Increase participation and involvement of the stakeholders.
- Promote the MuseIT methodology and prototypes to reach the widest possible audience.
- Disseminate the results of the MuseIT project to targeted stakeholders.
- Raise awareness of decision-makers to ultimately impact their political decisions.

To reach those objectives, MuseIT project's strategy relies on the following four fundamental pillars:

Pillar 1: Open Science practices:
   ⋆ *Research results to be published for open access.*
To ensure cost-effective optimum impact, Green Open Access is privileged. This entails that all publications in any journal is followed or preceded by self-archiving in freely accessible open repositories (e.g., as listed in ROAR and OpenDOAR). Where useful, Gold Open Access (publications in open access journals based on author processing fees) are used. Additionally, algorithms and other software will be published for open access (e.g., on GitHub: https://github.com/MuseIT-project/documentation.), and where appropriate, also archived in certified long-term digital repositories (such as the data archive services provided by KNAW-DANS). The project's website has a dedicated section ("our resources") which will provide a clear overview to all publications and useful links to the open access resources.

   ⋆ *Use of open research infrastructures for knowledge and data sharing.*
Not only is MuseIT is making efforts to establish further collaborations with established digital archives and related infrastructures and services, it does already have expertise and access to such infrastructures within the project through the partner KNAW-DANS that facilitates knowledge and data sharing. The involvement of KNAW-DANS in European Infrastructure projects focused on FAIR principles, ensures that the consortium has up-to-date knowledge about best practices and standards and that this knowledge is applied to the envisioned cultural heritage repository. MuseIT leverages existing research infrastructures such as DARIAH ERIC for the reuse of data, tools and networks around arts and the humanities, with which consortium partners (KNAW-DANS, KCL) have established connections.In addition, the project will implement the Dataverse to ensure that the research infrastructure and accessibility will be met.

   ⋆ *Measures to ensure reproducibility of results*
Research steps will be clearly described to ensure that our research can be replicated. Research data will be made available for transparency of analyses made and conclusions drawn. This is achieved via the creation and maintenance of a Data Management Plan (D1.2). The commitment to these practices will enable MuseIT partners to ensure reproduction, replication and re-use especially for the Exploitation part of WP8.

Pillar 2: Accessibility and inclusion by design
The project brings a balanced approach between the end-users, CCI stakeholders and the technology providers to collaboratively advance the state of the art in the field of accessibility standards and inclusion by design methodologies. Just like other activities, Communication and Dissemination activities put accessibility as a core principle. Partners are paying particular attention to communicating and disseminating in the most accessible way possible: making the content as understandable and readable as possible to reduce barriers to comprehension. MuseIT builds a very strong team of researchers, developers, cultural institutions and organisations for whom the issue of inclusion and accessibility in cultural assets is of importance. Therefore, partners are and will regularly be compiling best practices to optimise the accessibility of communication & dissemination materials. For instance, the Web Content Accessibility Guidelines (WCAG) and the expertise of SHMU and HB have been used to design the project's website (structure, content, layout, etc.) to make it perceivable, operable, understandable and robust. The detailed action plan presented later details how the communication tools created so far are constantly updated to optimise accessibility.

One of the challenges is to make the content accessible to everyone, given the highly technical dimension of the project and its results, which can sometimes be difficult to understand, even to the target groups.

Pillar 3: Stakeholder engagement
The project aggregates feedback from end-users and relevant stakeholders in WP2, who are actively engaged in the development of digital tools for enriching cultural heritage access to a wider community including people with disability.

The feedback collected from the stakeholders is to be implemented for the improvement of pilot demonstrations in WP7, but also for improving Communication and Dissemination. For instance, an 'Easy to read' page is created on the website to answer the needs of individuals with disabilities. As outlined in D8.2, the C&D tools have been designed with a focus on accessibility and inclusivity. Special attention is given to gathering best practices and continuously updating them.

Pillar 4: Sustainability and long-term impact
The project will assist in the development of new products and services which will cater towards strengthening the national, European and international markets of MuseIT partners in the objective to reach commercial sustainability. The Initial Exploitation Plan D8.1, prepared by EXUS, presented the initial steps for the definition of an organic and sustainable exploitation strategy for the MuseIT KERs. Dissemination activities, and more particularly stakeholder engagement, will be capital to pave the way to the project's KER's exploitation.

Figure 1 summarises the four main Communication and Dissemination pillars that the consortium carries out.
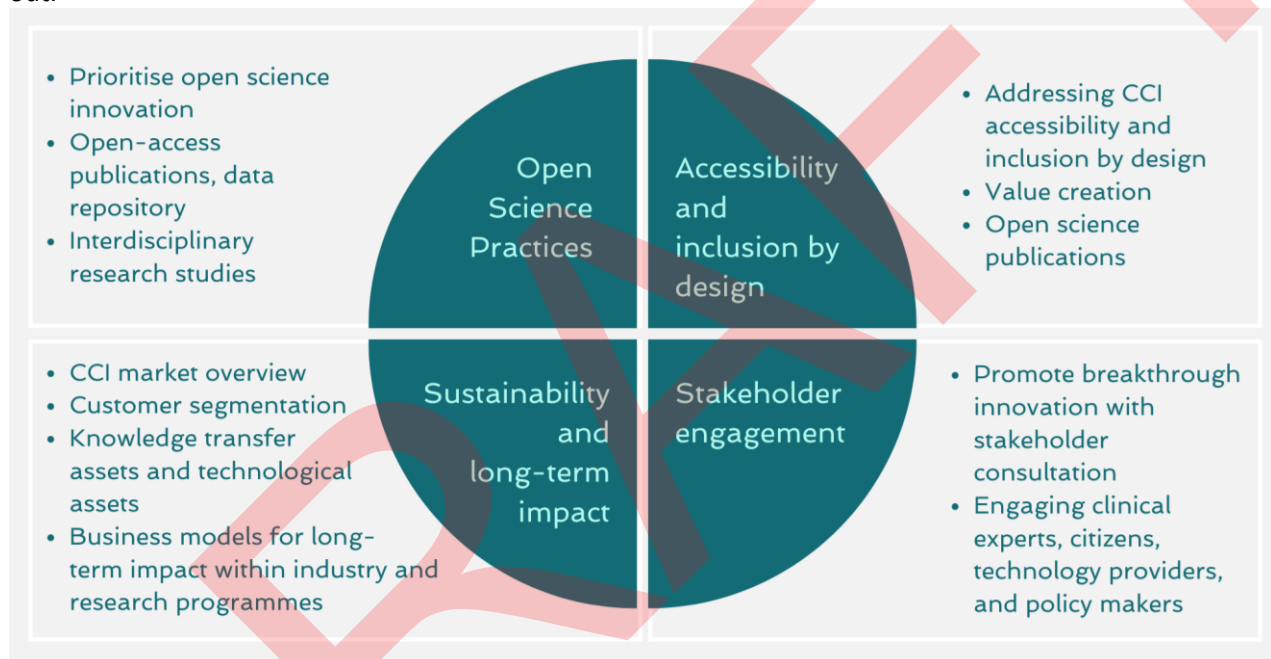
Figure 1: MuseIT Communication and Dissemination pillars

3.2. Updated Communication plan: Original target groups and updates on strategy, objectives and activities

Communication is about informing and promoting MuseIT, its activities and results in order to raise awareness among our target groups.

Following the first Communication Plan described in Deliverable 8.2, it is crucial to note that this second communication plan keeps the same overall strategy, objectives and actions as in the first plan. Some actions have however been strategically improved from M12 to M24 to further boost the engagement with our primary target group beyond M24, via the website, social media and meetings, which is described in the part '**3.2.3. Strategy improvements at M24'** right below the Table 1.

Based on D8.2, this plan therefore reiterates in detail the key communications actions for each target group. Given that accurate communication is possible only if a consortium-wide approach is implemented, detailed roles and responsibilities of each partner have been cleared out based on each partner's expertise and

existing collaboration network (as shown in Table 1). This also contributes to maximising effects and avoiding duplication of efforts. The key concept is not to use communication activities as show-off opportunities but rather to deploy them to engage and involve people and foster public discussion.

3.2.1. Original strategy for communicating to MuseIT's target groups (still valid)

- **Communicating to users**

"All people, with a focus on those with disabilities" **-** is a broad ensemble of people and scales. It is not necessarily a group with a collective sense of purpose. It is rather a multiplicity of people who we are targeting: individuals, professionals, associations, visitors, etc. All these people can benefit from the technologies developed in MuseIT. It is the same case for "cultural organisations and clusters" which includes a very wide scope of people and entities working in cultural heritage, visual & performing arts, etc. In this case, outreach is the keyword to communicate to this group. Direct contact with those groups is the first step for effective two-way communication.

Communication with this group takes into account the importance of:

- ★ Participatory and engagement activities from other WPs (especially from WP2, WP5 and WP7).
- ★ Partner's existing channels and networks: Exploiting the full potential of all the communities and initiatives each partner is involved in - from research in humanities and in technology, digital ecosystem, cultural sector etc….
- ★ Specific Expertise of partners: Within the consortium, key partners such as SHMU work with and for people with disabilities and/or cultural organisations. It is therefore capital to use these channels to communicate better and understand the needs of the groups.
- ★ Building on the mapping of stakeholders (D.8.2) for liaising with existing structures which support people with disabilities in order to engage them. This means including stakeholders, and especially organisations working on inclusion and accessibility, in engaging people with disabilities.
- ★ Organising engagement events and participating in existing events is also necessary to exchange.
- ★ Performances of Understanding. Actual cultural output that will not evaluate the technology, but which will highlight and disseminate the artistic output in itself which is created/transformed.

- **Communicating to stakeholders**

The MuseIT project has implemented and further planned engagement events and demo sessions to build and maintain a wide network of stakeholders, ranging from scientific research communities, policymakers to industries.

In this respect, anticipated participation in events includes (indicatively) political events and forums, scientific conferences in the fields of multisensory, multi-layered cultural asset representation, artificial intelligence and machine learning, accessibility technologies, haptics, XR (VR/AR) as well as industrial events with large attendance, e.g., industrial exhibitions and showrooms etc. Event participation consists of presenting the project outcomes, objectives, a roadmap to success and specific achievements.

- **Communication tools**

Finally, as a support, the consortium promotes its activities through the project's website https://www.muse-it.eu/ but also standard media and communication tools such as press releases, social media (X, YouTube and LinkedIn), partners' websites, and info materials (e.g., interactive brochures, leaflets, and posters). The MuseIT project communication to the broader public audience utilises each partner's individual communication activities for increasing the project visibility actions. All partners have established communication channels (websites, newsletters etc.) as well as a track of media coverage in national and international media. The project also makes use of the full potential of partners' networks, third parties, Advisory Board (AB) members and multipliers across Europe to reach out to a variety of stakeholders at local and international levels.

The following table presents the target groups, the activities and channels which have been and will continue to be activated to promote, inform and raise awareness about MuseIT and its upcoming results.

Table 1 – Overview of MuseIT's target groups and targeted communication activities

Target group	Communication activities and channels	Measurement performance indicators
All people with a focus on those with disabilities AND **Cultural organisations and clusters**	● Engagement activities linked to other WPs - All partners ● Organisation of promotional & engagement events - All partners ● Participation in existing events - All partners ● Social media and online presence - MCA and all ● Printed materials - MCA ● Press outlets - MCA	● Engagement through reaching out and interactions ● Number of participation at external events ● Number of social media followers from this target group ● Articles published in public media ● Website clicks and visitors ● Number of participants to the events
Organisations working on issues of inclusion and accessibility	● Organisation of working sessions/ events to present the project and its outputs (at national and EU levels) - HB, SHMU, SU, MCA ● Participation in sectoral national (European and international) events - HB, SHMU, SU, MCA ● Online communication channels (website, social media, etc.) - MCA and all	● Number of collaborations ● Number of participation in external events ● Number of social media followers from this target group ● Website clicks and visitors
Scientific research communities	● Participation in existing scientific events - HB, CTL, CERTH, KCL, SU, KNAW-DANS, SHMU ● Social media and online communication activities - HB, SHMU, SU, MCA	● Number of participation in external events ● Number of potential collaborations
Policy makers	● Organisation of working sessions to present the project at national and EU levels - MCA, MIC, KCL ● Participation in national European and international policy events - MCA, MIC, KCL	● Policy discussion to plan new action lines for national and European research. ● Number of social media followers from this target group
Industry	● Organisation of working sessions/ events to present the project and its outputs (at national and EU levels) - ACTRO, EXUS ● Participation in sectoral national (European and international) events - ACTRO, EXUS and all ● Online communication channels (website, social media, etc.) - All	● Number of participation in external events ● Number of potential collaborations ● Website clicks and visitors

3.2.2. Quantitative objectives

In the light of our experience throughout the project, the communication quantitative objectives have been adapted without lowering the expectations, nor the quality of the work. The quantitative objectives have been fine tuned and detailed, retrieved from the Communication & Dissemination deliverable (D8.2) in '2.2. Communication Plan' (Page 12) and in Table 7 from D8.2, as reported and validated in the first Technical Report. This involves all activities including the transversal ones implemented in a different WPs.

(NB. In the previous D8.2 (Page 28), 'Table 7 - Impact Metrics regarding Communication and Dissemination actions' is now Table 5 in this new Deliverable D8.3.) Reminder of the main activities organised by MUSE-IT project, as stated in the Grant Agreement and reported in the intermediary report, on which we are building on for communication:

- 5 videos captured from the 2 iterative pilot demonstrations of MuseIT platform: *These five communication activities are listed in WP7, and are performed with the support of WP8. It is included in the 10 promotional videos as stated in the overall KPIs (Table 5)*
- 250 unique intercontinental visitors on the website: *In the overall KPIs (Table 5), this KPIs has been increased to 2000 unique visitors instead, which is on the right path to be reached.*
- 1000 interactions on social media: *In the overall KPI (Table 5), we have decided to focus on the number of followers on social media (250 in total), instead of the interactions because it is less volatile and more sustainable.*
- 12 press releases: *No adjustments needed, same in the overall KPIs (Table 5).*
- 500 newsletter subscribers: *The necessity of a project newsletter is currently being reassessed. To prevent an overload of platforms for a single project, it is strategically beneficial to concentrate C&D efforts on social media platforms, the website, and of course, events, press, and other established channels.*
- One MuseIT co-creative services campaign for promoting accessibility and inclusion for all: *A social media campaign has been created.*

In addition to KPIs and quantitative objectives, a particular attention is placed on the qualitative feedback we receive from the users and from the stakeholders, especially part of WP2 actions. Understanding the user's and stakeholder's feelings and needs also serves as a guide to update and adapt the communication activities and supports, hence the strategy improvements stated in the next paragraph.

The overall KPIs for Communications actions are consequently all included and listed in **'5. Monitoring rules and procedures'**, '*Table 5* – **Impact Metrics regarding Communication and Dissemination actions**' (Page 30).

3.2.3. Strategy improvements at M24

As the user-engagement activities (WP2) are increasing, it appears crucial to make our website more accessible and inviting to our primary target group: individuals focused on disabilities and cultural organisations. In response, we keep on improving accessibility by using clear and Easy-to-Read text tailored to non-scientific audiences; additionally, we created a participation page and flyers (see Action 6 and 8).

To further boost the engagement with our primary target group, the project organised more meetings and workshops specifically tailored to their interests and needs such as the Participatory and Ideation workshop in Nicosia in October with people with disabilities, or the meeting with the project called Lyssna till mitt öga! and Eyeharp that enables music performance using eye-tracking, to exchange on innovations. These initiatives aim to foster stronger connections, encourage active participation, and ensure our project aligns more closely with their expectations and requirements (see Action 10 and 12).

In order to increase the number of followers and interaction on our social media accounts, we have updated our social media strategy, detailed further in Action 7. This strategy includes identifying specific messages, channels, and tools tailored to each target group to enhance engagement and information sharing on a regular basis. This has already allowed for increased linkedin subscribers from 138 to 224 within 5 months.

3.3. Updated dissemination plan: Updates on target groups, objectives and activities

Dissemination is the public disclosure of the project results. The objective of the dissemination plan is to ensure the knowledge transfer and project's results sharing for others to use. As stated in the European Commission's guide for Communication, Dissemination and Exploitation, knowledge is not only transferred to scientists "but also to others that can learn from the results: authorities, industry, policymakers, sectors of interest, civil society", in order to maximise results' impact and allow other researchers to continue forward for the common good.

While we have been focusing on Communication activities, we are now entering a new phase in the project where scientific results start to appear more extensively. We must therefore double our efforts on Dissemination activities and adapt those to the relevant target groups. In the light of the experience and advancement of the project, the dissemination strategy presented in D8.2, has been refined to maximise its impact.

Moreover, in the same manner as the quantitative objectives for communication actions, the quantitative objectives for the Dissemination actions have also been adjusted (see below in **3.3.3. Update on Dissemination quantitative objectives**).

3.3.1. Dissemination target groups and network

To ensure the maximum impact of the project results, it is necessary to engage with all the relevant audiences that may take an interest in the potential use of the project's results in their different fields. The main goal now is therefore to reach out to these audiences, to make the results of the foreseen activities known to those who could benefit from them or who could support the future development and deployment of the project and beyond the project completion.

An important collective work by the consortium, and with the support of the advisory board members, has been done on the dissemination strategy at the start of 2024, building on the first iteration of the Dissemination strategy, the early results and the action plan, as well as on the feedback from the end users, aiming to refine in details the dissemination plan. Each partner has been asked to present the type of dissemination activities they will undertake and which type of audience they will primarily target. For consistency matters, the target groups are based on the target groups identified in the Communication Plan. This is how the dissemination target groups have been finally identified and classified for the Dissemination actions.

According to the partners, and in line with the European Commission's guide on Communication, Dissemination and Exploitation, the network mainly consists of entities and individuals belonging to scientific research communities, cultural organisations, policy-makers, industries and potential end-users. There is indeed a special attention on research and cultural communities because MuseIT is first and foremost a research and exploratory project, in which tech innovations, scientific methods and pilots are developed and tested for cultural organisations and end-users (all people with a special focus on those with disabilities). These innovations could be taken on and further enhanced and elaborated in future research projects.

Eventually, each individual partner further employ their own dissemination channels to the largest possible extent in order to maximise the potential and outreach of the Project dissemination and communication plan; however, a detailed dissemination action plan per partner is not presented herein for the sake of brevity, but the table below summarises the actions to be undertaken according to the type of partners involved in dissemination activities (all).

The Table 2 below presents the main target groups, and the activities and measurement performance indicators specifically associated with each of them (see Table 2), in accordance with the target groups from the grant agreement and the ones identified in the communication strategy.

Table 2 – Overview of Dissemination target groups, activities and measurement performance indicators

Target group	Dissemination activities and channels	Measurement performance indicators
Scientific research communities	● Publication in high-impact scientific journals and conferences on data analytics, signal processing, haptics, inclusive methodologies, XR (AR/VR) (HB, CERTH, SU, KCL) ● Participation in competitions (HB, CERTH, SU, KCL) ● Contribution to dissemination material content such as videos, media articles (MCA, HB, CERTH, SU, KCL) ● Final event (ALL)	● Number of participation in external events ● Number of participants in MuseIT events ● Number of potential collaborations ● Number of scientific articles published ● Number of people reading papers ● Social media presence and interactions ● Website clicks and visitors
Cultural organisations and clusters **AND** **Organisations working with/for inclusion and accessibility**	● Support in the organisation of workshops for the two MuseIT pilots' demonstration (MCA, SHMU, ICCU) ● Participation in and organization of events and meetings to present the findings (HB, MCA, SHMU, ICCU) ● Close meeting with organizations to presents findings (HB, MCA, SHMU, ICCU) ● Creation of and contribution to dissemination material content such as videos, media articles (ALL) ● Final event (ALL)	● Number of participation in external events ● Number of participants in MuseIT demonstrations ● Satisfaction survey after demonstrations ● Number of potential collaborations ● Social media presence and interactions ● Number of meetings with cultural organizations ● Website clicks and visitors
Policy makers	● Organisation of meetings and events to present policy recommendations (MCA) ● Policy briefs writing ● Participation in events to promote policy recommendations (MCA) ● Collaboration with the Cluster (MCA, HB) ● Final event (ALL)	● Number of participation in external events ● Number of participants in MuseIT demonstrations ● Number of downloads of policy brief on website ● Social media presence and interactions
Industry	● Contribution to dissemination material content such as videos, media articles (ACTRO, EXUS, CTL) ● Facilitate engagement with a range of industrial stakeholders involving them in	● Number of participation in external events ● Number of potential collaborations

	current work and potential future project work (ACTRO, EXUS, CTL) ● Participation to industry-related events and international conferences (ACTRO, EXUS, CTL) ● Final event (ALL)	● Social media presence and interactions ● Website clicks and visitors
Data Curation institutions	● Internal dissemination across several branches (KNAW-DANS) ● Client engagement with product enhancement (KNAW-DANS) ● CCI content providers (KNAW-DANS)	● Number of potential collaborations
All people with a focus on those with disabilities	● Engagement in the two Pilots' demonstrations (ALL) ● Organisation of engagement events to promote results and test (ALL) ● Creation of and contribution to dissemination material content such as videos, media articles (ALL)	● Number of events and meetings organised ● Number of participants in MuseIT demonstrations ● Satisfaction survey after demonstrations ● Social media presence and interactions ● Website clicks and visitors

3.3.2. Main Dissemination activities

The two pilots' demonstrations planned as part of WP7 (M20-M36) are capital in terms of dissemination, outreach, engagement and visibility and ought to be mentioned.

→ The first use case on 'multisensory representation for experiencing cultural heritage' will be organised in May 2025 by MCA with the cooperation of ICCU in Roma and will be designed and animated by the technical partners with the support of the other consortium partners. The pilot demonstration will facilitate people of all abilities to participate in the demonstration to experience the multisensory, multi-layered representation of cultural assets and historical archives. The demonstration will include interaction with haptic devices (developed in WP3), engagement with immersive experiences (developed in WP4) and interactions with the MuseIT archive (developed in WP6). The demonstration will be preceded by a public event organised by ICCU to present the project and its initial results.

→ The second use case on co-creation/resonant design for inclusion will be led by SHMU in collaboration with SU. The pilot demonstration will take the form of an online concert, facilitating the co-creation of multi-layered musical experiences. The co-creation services will allow disabled musicians to actively engage and participate in the co-creation and curation of musical content. The demonstration will include artists and musicians from geographically distributed regions to co-create with zero- to low-latency sound streams. During these pilot demonstrations, partners will aggregate feedback from users and stakeholders to orient the development of the project and particularly, for WP8 to communicate the results and orient the exploitation pathways developed.

A dedicated communication plan will be implemented before and after the two demonstrations, as well as a documentation of the two events to be published on the project website and disseminated toward communication channels.

Scientific articles
Building on the first iteration of the technical tools of the project, there will be an increase of scientific articles in renowned journals and participation in various events, such as conferences and industry-related gatherings, to share our results with a broad audience. This will enhance the visibility of our work and facilitate the exchange of knowledge within the scientific and professional communities.

Events and meetings with stakeholders
Additionally, we plan to organise more events and meetings with diverse stakeholders to gather feedback and foster collaborations, particularly with the Cluster projects and with closely related EU project consortia and cultural organisations. These interactions will help align our efforts with those of other key players in the field and strengthen our network.

Transfer of methodology toward professional communities
Meetings will be organised with European networks working on cultural institutions in order to present them the methodology and the tools developed, aiming to increase their awareness and engage them in the use of MuseIT approach and technical developments in the future.

Policy briefs and round table
Two policy roundtables and a set of policy recommendations are planned and will be disseminated with numerous policymakers from local to European levels. This will ensure that our findings and suggestions reach those in positions of influence, promoting informed decision-making and the adoption of best practices.

To further disseminate our results, we will create a variety of materials such as videos and media articles. These resources will make our findings accessible to a wider audience, enhancing public understanding and engagement.

The final event is the most crucial, as it aims to gather all target groups for a one- or two-day event. During this event, we will present our final results, share policy recommendations and guidelines for professionals, demonstrate pilot projects, and encourage future collaborations in both research and industry sectors. This event is aiming to be a pan european level event.

3.3.3. Quantitative objectives adjustments

In the light of our experience throughout the project, the dissemination quantitative objectives have been adapted without lowering the expectations, nor the quality of the work. The quantitative objectives have been fine tuned and detailed, the Communication & Dissemination deliverable (D8.2) in '2.2. Dissemination Plan' (Page 15) and in Table 7 from D8.2, as reported and validated in the first Technical Report. This involves all activities including the transversal ones implemented in a different WPs.

(NB. In the previous D8.2 (Page 28), '*Table 7 - Impact Metrics regarding Communication and Dissemination actions*' is now Table 5 in this new Deliverable D8.3.)

Here is a reminder of the main activities organised by MuseIT project as stated in the Grant Agreement and reported in the intermediary report we 're building on for dissemination:

- 2 pilot demonstrations: *These two pilots performed within the frame of WP7, with the support of WP8, are key pillars for dissemination as well. The demonstrations are aiming to test the technical tools developed and to disseminate the first advanced results of the projects as well.*
- 1 MuseIT Expo for co-creation: *This activity is part of Pilot 1, and will be performed within the frame of WP7 with the support of WP8.*
- 2 platform assessment reports: *These two activities do not belong to Dissemination, but belong to the Exploitation Plan (also in WP8) and have been taken into consideration.*
- 6 community engagement activities: *These six dissemination activities are performed within the frame of WP2, with the support of WP8 - already eight engagement activities have been performed, more are coming up from September 2025.*

- 4 training and education activities on the platform usage: *These four dissemination activities will be performed within the frame of WP7, with the support of WP8.*
- 4 journal publications: *In the overall KPIs (Table 5), this KPI has been increased to 10 publications in scientific journals instead, and has already been reached.*
- Participation in 6 conferences: *In the overall KPIs (Table 5), this KPI has been increased to 12 participation in scientific events, which is on the right path to be reached.*
- 2 white policy papers: *In the overall KPIs(Table 5),this KPI has been replaced by 3 policy briefs and is on the right path to be reached. Moreover, MuseIT has taken part in a HRB Dissemination Booster to create a Joint Policy Brief with the sister projects from the cluster.*
- 5 CORDIS blog posts: *In the overall KPIs (Table 5), this KPI has been replaced by 20 blog posts (news) on MuseIT website that are always shared on MuseIT social media. One CORDIS blog post is nonetheless going to be created.*
- 6 presentations to promote accessibility and inclusion for all as a public policy: *In the overall KPIs (Table 5), this KPI has increased to 10 meetings with policy makers at local, national and European levels*

Even more so than for the communication plan, particular attention is paid to the feedback from users and stakeholders on the results presented. This feedback is absolutely capital to better shape the results, how they affect the target groups and the exploitation pathways to ensure sustainability.

The overall KPIs for Dissemination actions are listed in **'5. Monitoring rules and procedures',** '***Table 5** –* **Impact Metrics regarding C&D actions**'.

3.3.4. Qualitative feedbacks

In addition to KPIs and quantitative objectives, a particular attention is placed on the qualitative feedback we receive from the users and from the stakeholders. Understanding the user's and stakeholder's feelings and needs also serve as a guide to update and adapt the communication activities and supports.The project will implement evaluation forms, including an anonymous satisfaction survey that gathers qualitative feedback after events.

The collected feedback from the workshop participants reflects positive sentiments. Here are the key feelings and impressions summarised:

1. **Inspiration and Enthusiasm**: Many participants described the event as deeply inspiring, with several expressing that it sparked new ideas and excitement about future projects.
2. **Informative and Enriching Content**: The workshops were praised for their informative content, with several attendees mentioning how much they learned, including new possibilities and projects they hadn't been aware of before.
3. **Engagement and Networking**: Many participants appreciated the opportunity to connect with interesting people and projects. Several expressed their desire to continue exchanging ideas and collaborating with others they met during the event.
4. **Practicality and Note-Taking**: Some attendees noted that they took extensive notes and found the sessions very practical for their own work, especially in projects related to inclusivity for visually impaired individuals through touch and hearing.
5. **Positive Event Organisation**: The organisation of the event was highlighted as well-planned. Participants thanked the organising team and commented on how smoothly the symposium ran.
6. **Requests for Follow-Up**: There was a clear desire for ongoing interaction, with some asking for webinars or access to materials (like PowerPoint presentations) after the event to continue learning and connecting.

MuseIT appears to be positively considered by European initiatives from the DCH sector, as it has been invited to participate in several actions, such as the invitation from the Heritage Hub to participate in the 2024 Annual event.

3.4. Actions and Timeline

The following table summarises the **key actions** to be undertaken by consortium members throughout the project to ensure that the stakeholders and key groups are reached and that the results are highly disseminated. **At this point of the project, we can confidently state that the timeline has been respected.** The actions' success will be reported in the final report D8.5: Final report on all MuseIT dissemination and exploitation activities (MCA, R, M36, PU).

Table 3 – Communication and Dissemination action plan: timeline and status

Action and timeline	Details	Status
Action 1: Set up a Communication and Dissemination board **[M1-M2]**	**MCA and all:** Identify one representative of each partner's institution to take part in Communication and Dissemination activities.	Done (M1)
Action 2: Reference language for Communication and Dissemination **[M1-M2]**	**All:** Agree on a reference language for Communication and Dissemination activities (communication supports, etc.)	Done (M1)
Action 3: Identification of Communication and Dissemination objectives and targeted groups **[M2-M36]**	**All:** Continuous identification of key target groups and stakeholders and local, national and EU levels	Ongoing
Action 4: Dissemination reference contacts. **[M2]**	**All:** Setting up reference contacts	Done (M2)
Action 5: Shared graphic identity complying with EU standards [M1-M12]	**MCA**: Development of the MuseIT Graphic charter.	Done (M1-M4)
	MCA: Development of the communication supports: flyer, poster, banners, and infographics.	Done (M1-M5)
	MCA and all: Development of local communication supports	Ongoing (from M3)
	MCA: Check compliance with EU requirements	Done (M1)
Action 6: Website [M1-M36]	**MCA:** Website creation	Done (M1)
	MCA and HB : Monitoring and update for more accessibility	Ongoing
	MCA and all: Update with news, events and resources	Ongoing
Action 7: Social Networks and newsletter [M1-M36]	**MCA:** Creation of X, LinkedIn, YouTube and MailChimp accounts	Done (M1 & M2)
	MCA: Animation of the Twitter, LinkedIn and YouTube accounts and release of the newsletter	Ongoing

	All: Creation of new content for those accounts and reuse of content already available	Ongoing
Action 8 Press Statements [M1-M36]	**MCA:** First press release	Done (M1)
	All: Content and diffusion of press releases	Ongoing
Action 9: Scientific publications, articles, news, and research papers [M12-M36]	**MCA:** Call for papers and participation monitoring	Ongoing
	All: Submitting scientific articles dedicated to MuseIT	
	All: Presentation of the publications	
Action 10: Stakeholder mapping, and synergies with similar projects and initiatives [M2-M36]	**MCA and all:** Stakeholders mapping living document	Ongoing
	All: Synergies with similar projects and initiatives and stakeholders' engagements	
Action 11: Participate in and document Communication and Dissemination events [M1-M36]	**All:** Participation to Communication and Dissemination events (at local, national, and European scales) to present the project and its expected outcomes	Ongoing
Action 12: Organise and document Communication and Dissemination events [M3-M36]	**All:** Organisation of engagement and dissemination activities and other awareness raising events	Ongoing
	MCA, HB: Organisation of a European policy round table in Brussels to present the policy recommendations	Planned (M30)
	MCA, HB: Organisation of the final symposium	Planned (M36)
Action 13: Preparation and dissemination of Policy recommendations [M18 – M36]	**MCA, HB, MIC, KCL, SHMU:** Preparation of the Policy Briefs	Done (Starting M18)
	MCA and all: Continuous dissemination of the Policy Briefs including the organisation of the policy round table	Ongoing (M12-M36)
Action 14: Take advantage of EU Commission tools for dissemination [M12 – M36]	**MCA, all:** Disseminate the project's results via EU Commission publication channels and platforms	Ongoing (Starting M12)
	MCA, EXUS: consider the Horizon Results Booster for exploitation and go to market modules	
Action 15: Reporting [M1-M36]	**MCA and all:** Continuous reporting	M1-M36

4. Updated Action Plan

The second part of this Communication and Dissemination Plan delves into the various actions taken, with clear objectives and timelines, to reach the successful communication of the project and dissemination of the results. Each action can be considered as a step, building on and complementary to each other. The mention of 'Updated actions' means that there have been changes on the activities and/or goals, or that updates have been reported - without this mention, the action is considered to be achieved. All actions and related Communication and Dissemination activities are summed up in Table 5 to be found in '4.4. Monitoring rules and procedures', with their own specific impact metrics.

Updated Action 1: Communication and Dissemination board [M1-M2]

From the very beginning of the project, a communication board has been set up to easily organise the Communication and Dissemination activities, gathering one representative from each partner.

The session dedicated to Communication and Dissemination/WP8 included in the "MuseIT-Collab meeting" has been replaced by a monthly meeting entirely dedicated to WP8, in order to adapt to the intensification of WP8 activities, particularly dissemination. The meetings bring together the communication board and, where necessary, the people involved in WP8 activities. Regular specific working sessions on specific topics continue to be organised by MCA and all partners, depending on the project's Communication and Dissemination needs.

Dissemination and communication are cross-functional and require the involvement of all partners. To simplify the process, ensure effective monitoring and consistency in the way the project is presented, MCA has prepared a practical Communication and Dissemination guide (Annex 1) bringing together all the tools, materials and useful documentation for Communication and Dissemination. It is available to all partners on the project's Google Drive.

Action 2: Reference language for Communication and Dissemination [M1-M2]

It has been agreed by partners during the kick-off meeting that the reference language for Communication and Dissemination activities for MuseIT is English, to be able to reach a wide diversity of audiences. The project's website as well as communication support (infographics, flyers, roll-ups, etc.) have been created at M1 in English. To facilitate national communications, these communications supports have been created as templates, for partners to translate into their own languages. We have also had discussion about what kind of language we will use in relation to disability in order to be inclusive. An understanding of the national discourses have been highlighted and a design has been taken to always strive for the most inclusive and "correct" terms, building on the terminology used by WHO and the UN.

Action 3: Identification of Communication and Dissemination objectives and targeted groups [M2-M36]

A preliminary list of Communication and Dissemination opportunities (events, online activities, etc.) is compiled in a document called "Communication and Dissemination Monitoring" presented in Annex 9. This document is used to plan participation in events, online activities, etc. It is also used by partners as a tool for reporting Communication and Dissemination activities. This action has the objective to identify opportunities for how and who to communicate and disseminate the projects' activities and outputs in each partner's countries (and elsewhere), avoid overlaps and identify forgotten communities.

All partners identify opportunities and report on the table and have to report on the activities done on a monthly basis, before each WP8 Meeting.

Action 4: Dissemination reference contacts [M2]

One reference contact has been set up for the project at MCA. Communication and Dissemination activities are carried out by all partners and coordinated by MCA. For the follow-up of the scientific publications made as part of the project, the reference contact is at HB.

Updated Action 5: Shared graphic identity complying with EU standards [M1-M12]

All project outputs and deliverables must comply with the EU standards by including the emblem and disclaimer needed to acknowledge EU funding. As indicated in the project's Grant Agreement, partners have been provided with the Horizon Europe EU disclaimer and emblem, which is used in every communication support to comply with EU requirements.

The European Research Executive Agency's page on "Communicating about your EU-funded project" providing rules about EU funding acknowledgement has been shared with all partners. MCA also shared the Commission's operational guidelines for recipients of EU funding. The use of the EU EMBLEM in the context of EU programmes, 2021-2027 to all project partners. Guidelines and resources on shared graphic identity have also been included in the communication guide (Annex 1) for partners.

The MuseIT graphic charter has been created by MCA for all partners to use when communicating about the project. It includes the project's logo, colour palette and font. From this charter, MCA created the project's communications supports (flyers, roll-up, slides, etc. A special focus has been placed on working with contrast and accessible colours to make the project's visuals more accessible, especially for people with visual impairments. The font of presentations and documents main texts have been updated to simplify both the use and the readability.

Other communication support, focusing on specific targets of the pilots, will be prepared depending on the needs of the partners and in particular of the communities involved (in local language). They will be freely downloadable from the MuseIT website, available on partner's websites and printed for distribution.

Updated Action 6: Website [M1-M36]

The project's website (https://www.muse-it.eu/) was created on M1, with the website builder Wix, in English, in order to provide information concerning the project, its activities, resources, news, results, etc. It aims to present all the information concerning the project, its objectives, its operation, but also the consortium, the advisory boards and the target audiences, to a wide audience. It also makes it possible to promote links with similar projects, in order to increase the project's networking capacity and reach a wider audience. It also aims to support the news of the project, and allows reporting news, blogs and highlight events. It is intended to be the main tool for accessing the resources produced within the framework of the project, whether for the general public, for all our targets, or for the press.

With their particular expertise in accessibility-related questions, SHMU and HB have provided guidance, best practices but also pictures to MCA for the design of the website. In terms of workflow, MCA is responsible for updating the website. The other partners of the consortium regularly provide information and content, and contribute to the development of the website according to their expertise, particularly on key issues, such as accessibility. It is envisioned as a dynamic tool which will evolve and be adapted to the needs of the project, the partners, and our target audiences. An editorial calendar has been set up. Every fortnight, one of the partners is invited to write a blog article about his or her work on the project or on a subject related to the project.

The following table details the website structure and content. The organisation of the site has evolved since its creation, to meet the needs of the project.

Table 4 – Website's structure and content.

Menu	Sub-menu	Description
Home	-	The aim of the "Home" page is to give an initial overview of the project, with a brief description and evocative images. The band at the top of the site is dynamic and attracts attention, but freezes after a few seconds to make it easier to read the superimposed text. Clickable blocks, encouraging users to explore other pages, highlight three important points that we wanted to emphasise: "Our objectives", "Target groups" and "Our approach". This is followed by project's news, to highlight current events, and a direct link for subscribing to the newsletter. The band on the consortium gives a quick overview of the partners, then a link takes users to the dedicated, more detailed page. Each logo is clickable and linked to the dedicated description on the detailed page.
About MuseIT	What is MuseIT	The aim of the "What is MuseIT" page is to provide a more detailed introduction to the project. It presents the observations that led to the project, then the objectives, and finally the specific approach of the project. The title of this page - and subsequent pages - has been chosen to be less formal and more explicit, with the aim of being accessible and consistent with the tone of the communication.
	Project Partners	The "Who we are" page presents the MuseIT consortium. For each partner, there is a block with the logo, a description, including their role in the project, a link to their website, and a link to the corresponding interview. The link to the interview playlist is also at the top of the page.
	Work Packages	The "How we work" page provides information on the work packages and the dynamics of the project.
	Target Groups	The aim of the "For whom" page is to present all the project's target groups.
	Easy to read	The aim of creating an easy-to-read page on our project site is to ensure that the information is accessible to a wider audience, including individuals with cognitive disabilities, reading difficulties, or those who are not proficient in English.
Outcomes	Public deliverables	The "public deliverable" page is intended to contain all the public deliverables that will be produced during the project.
	Publications	The 'Publications' page lists all the publications produced as part of the project, indicating their nature, date and access link.
	Press	The "Press" area contains all the documents intended for the press: press releases, flyers, etc.
Network	Advisory board	The "advisory board" page presents the members of the project advisory board (PAB) and the ethics advisory board (EAB).

	Related projects	The "related projects" page presents the 5 other DCH cluster 2021 projects. It might include other linked stakeholders later on.
	Collaborative Network	The 'Collaborative Network' page lists all the people who have lent their support to the project.
Events & News	News & Blogposts	The "News" section brings together blogs and news from the project, as well as a link to the newsletter.
	MuseIT Events	The "MuseIT event" page aims to present all the past and future events, created by the partners, within the framework of the project. The events then have their dedicated subpages with some text, pictures, and related documents.
	External Events	The "External events" page functions as a calendar of external events in which partners participate and promote the project.
Connect with us	Register to participate in our studies	The 'Register to take part in our studies' page includes a registration form. The aim of this page is to increase participation by allowing everyone to express their interest in the project and explain how they can get involved.
	Contact	A very simple 'Contact' page, making it easy to find the contact details.

Here are the major changes that have been made:
- To emphasise the results of the project, we have renamed the 'Resources' tab to 'Results' and published the public deliverables, the partners' scientific publications, and documents intended for the press.
- Another significant change focuses on enhancing participation and access for all our target audiences:
  - In collaboration with HB, we have created the 'Connect with Us' tab. This section includes a registration form for those who wish to engage with MuseIT in any capacity, as well as a simple contact form. It makes it easier to collect contacts and information.
  - We have also added an 'Easy-to-Read' page (Annex 3) in the 'About MuseIT tab', which contains text in plain English. This page is designed to be simple to read and understand, ensuring that individuals with cognitive disabilities, reading difficulties or those less proficient in English can easily access and comprehend the information. This page helps in making the content understandable and inclusive, thereby promoting greater participation and engagement with our project.
- We have also created the 'Collaborative Network' page and merged the 'News' and 'Events' pages.

In view of the project's objectives, the issue of accessibility to the website for all users remains extremely important. The ongoing development and updates of the website continue to take this into account to ensure all visitors can access it fully. To this end, we have continued to focus on the following points:
- Providing alternative texts for all images, videos, photos, infographics and icons.
- Systematically pairing icons and infographics with text on the page.
- Verifying colour contrasts to ensure readability.
- Using introductory sentences summarising the information on each page.
- Utilising CMS-integrated and external accessibility tools/checkers (e.g., WCAG - Color contrast checker).

- Adding a "UserWay" accessibility widget to the site, enabling users who need it to make automatic graphic modifications (e.g., higher contrast, increased font size, "dyslexia friendly" font, other typographic adjustments, pausing animations, and offering various cursor types for reading).

In terms of numbers and traffic, the website has attracted approximately 1,690 unique visitors since the start of the project, which is quite satisfactory given that our target was 2,000 unique visitors by M36. The figure below presents an overview of the traffic on the website. We can see that the number of visitors peaked during the project's main participatory/ engagement events, which are to name just a few:

- The Europeana Tech 2023 conference (October 2023).
- The Participatory and Ideation Workshop organised in Cyprus (October 2023)
- The Euro XR conference (December 2023)
- The Pilot 2 Participatory Session - Workshop in Edinburg (May 2024)
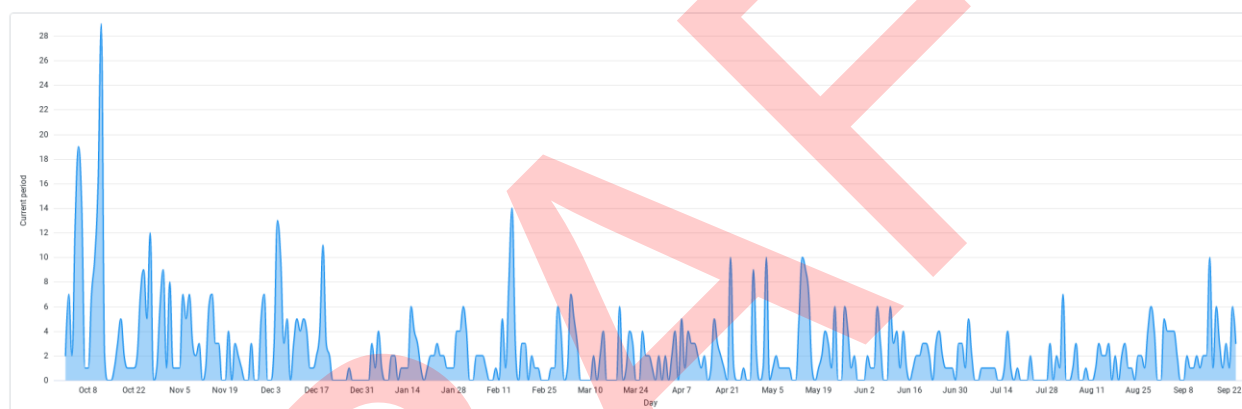
Figure 3: Traffic on the MuseIT website

Updated Action 7: Social networks and newsletter [M1-M36]

Social media

Several actions on social media channels have been created for the project:
- An X account (@MuseIT_EU) was created on M1, before the kick-off meeting, to share some content about the kick-off symposium. The objective of the Twitter account is mainly to share regular news about the project (events, workshops, meetings, development, etc.) to the general public but also to other stakeholders: EU accounts, cultural institutions, other initiatives working on accessibility and inclusion, DCH cluster projects, etc.
- A LinkedIn account (Muse IT Project Horizon Europe) was created at M1 in order to disseminate the project results and outputs of the project. LinkedIn is mainly used with the objective to engage with stakeholders and professionals.
- A YouTube channel (MuseIT) has been created at M2 to publish the project's videos (events, replays, promotional videos, etc.) to reach a wider audience and allow a better understanding of the project's objectives. The YouTube channel targets all people who have an interest in knowing more about MuseIT. To enhance the comprehensibility of our project, two videos are being edited in which partners are presenting MuseIT's tools and concepts in a more accessible manner. Moreover, five more videos will be created to present the pilots' demonstrations. So far, it has 27 published videos:
  - 10 sessions from the kick-off symposium
  - 7 videos from the online Learning workshop

- A series of 10 short videos introducing the partners

The creation of an Instagram and Facebook account has been considered, but all the partners of the projects have decided not to implement them, because in the context of working with the primary target group (ie. people with disabilities) it would not be relevant. Therefore we decided that the project will use Instagram and Facebook from the intermediary of the partners accounts, as they have already established long-term and trustful connections with the primary target group. Moreover, considering that Instagram is principally used for visual purposes, the use of images for this target group (e.g. during workshops for research purposes) might also be sensitive because of anonymization. Lastly, the other target groups, such as cultural organisations, working on inclusion, and scientific research communities, are primarily reached through more professional social media channels, such as the ones we have implemented (i.e. X, LinkedIn and YouTube, also via the Newsletter), and actively engaged in for informational, promotional and educational purposes.

The management of the MuseIT social media accounts is supervised by MCA. It will last throughout the whole duration of the project and after. Each member of the communication board can ask for managing the accounts. Partner's social media are also activated to maximise the promotion of the project's action. In line with the accessibility pillar, guidelines on accessible social media communication have been prepared by MCA with the support of KNAW-DANS. Several social media campaigns are planned for the project's milestones in order to raise awareness. The project also seizes existing opportunities to share some content on social media. So far, four social media campaigns have been organised, one at the beginning of 2023 to promote the recent launch of the project, one in July 2023 for the Disability Pride Month, and two for the European Heritage Days in September 2023 and 2024.

Strategy social media (new)
In our ongoing efforts to enhance communication and engagement, we have implemented a comprehensive **social media strategy** in February 2024 (Annex 4). This strategy is meticulously designed to identify and target specific audience segments, including researchers, industry professionals, policymakers, and the general public. Tailored messages have been developed to resonate with each of these groups, ensuring that our content is both relevant and impactful. We are leveraging a variety of social media platforms such as X, LinkedIn, and YouTube, selected for their effectiveness in reaching our diverse audiences. This structured approach allows us to effectively communicate our mission, engage with our stakeholders, and continuously improve our social media presence.

To streamline our content creation process and ensure regular updates, we have also established an **editorial calendar** involving all project partners. This calendar assigns each partner the responsibility of writing a blog post every two weeks, fostering a collaborative approach to content generation. By distributing the workload evenly, we ensure a steady flow of diverse and engaging blog posts, reflecting the collective expertise and perspectives of our consortium. This systematic approach not only enhances our content output but also strengthens our engagement with our target audiences by providing them with consistent, high-quality information. The editorial calendar is a key component of our overall communication strategy, promoting active participation from all partners and ensuring the continuous delivery of valuable content to our audience.

Newsletter
The first newsletter was sent in March 2023, the next in December 2023 and May 2024 (see Annex 5). We aim to send around 6 newsletters by the end of the project, once every six months. So far, 3 newsletters have been sent and 67 people subscribed.
The necessity of a project newsletter is currently being reassessed by project partners. To prevent an overload of platforms for a single project, it is strategically beneficial to concentrate C&D efforts on social media platforms, the website, and of course, events, press, and other established channels.

Updated Action 8: Press statements and public documents [M1-M36]

Press   **releases**

Press releases are used to formally announce to national and international press and magazines the project launch and to announce important achievements, through scientific journals for knowledge dissemination as well as the general press to reach citizens. On M1, a press release was prepared by MCA and shared by all partners to announce the launch of the project. Each partner has the duty to translate it into their own language, and identify several journals and information sources in order to spread the news and raise interest in the project. While each partner is in charge of the diffusion of the press statements in their own country, MCA is responsible for the general spreading. To further potential collaborations and provide key information to the press, all the press releases will be made available on the website.

The first press release, which announced the launch of the project, enabled us to build a connection with the online media "European Heritage Tribune" which has agreed to share the project's event on their newsletters and communications. So far 2 press releases have been issued by the project, and 4 by project partners, bringing it to a total of 6.

With the development of activities and events in years 2 and 3, more press releases are planned to foster media coverage and press participation notably during MuseIT's upcoming events and demonstrations. The press release calendar also covers presentation of MUSE-IT results in major european or national events, publication of the policy briefs, achievements of technical milestones.

Flyers

To enhance accessibility and ensure our communications reach a broad audience, we have developed a clear text document tailored for various target groups, particularly non-scientists (Annex 6). These documents are designed for easy printing and comprehension, making our information more inclusive and widely accessible. Furthermore, during our events, we distribute participation flyers that provide detailed information about our study and invite attendees to get involved. These flyers outline the purpose and significance of our research, the ways in which participants can contribute, and the benefits of their participation. By employing these strategies, we aim to foster a more inclusive and engaged community, ensuring that our research efforts are supported by a diverse range of participants.

On another hand, a final Flyer will be done at the end of the project and disseminated during the final event presenting the results of the project and will be published on the website and widely disseminated.

Updated Action 9: Scientific publications, articles, news, and research papers [M13-M36]

All partners are encouraged to seek opportunities to publish scientific articles dedicated to MuseIT as well as general press articles or to use radio and TV programmes, to draw attention to the project and inform citizens about the purpose and expected impact. As mentioned in the first section of this deliverable, the project results are expected to be published in peer-reviewed international high-impact factor journals. The published articles will be accessible from the website on the 'Publications' page.

The following platforms are considered: Huma-Num; Horizon Magazine; Research*eu results magazine; Research*eu focus and Futuris Magazine.

Partners have already started to submit papers for high-impact conferences. So far, 9 papers have been published (and made available on the project's website), 1 paper has been submitted, 1 accepted, and 3 more are planned to be submitted. The scientific publication spreadsheet, presented in Annex 7, presents the details of these papers and the related conferences.

Updated Action 10: Stakeholder mapping, and synergies with similar projects and initiatives [M2-M36]

As foreseen by Task 8.3, MuseIT is looking to establish formal liaisons with similar projects to promote and exchange research results. The objective of this task is to build ties with the project tackling the same topics

as MuseIT (arts, accessibility, cultural heritage, live performances, inclusion, community engagement, but also interactive/immersive technologies, data preservation in CH, haptics, etc.) to collaborate, share results, share dissemination activities and depending on the actors co-organise events. Given the geographical distribution of the consortium, it was decided not to limit these liaisons to one country in particular, but to consider it on a European or even international scale.

DCH Cluster 2021 projects

The REA has pushed to foster collaboration, exchange of information, and knowledge sharing among the six projects on digital cultural heritage – DCH Cluster 2021 - selected under the Horizon Europe 2021 call 2021-HORIZON-CL2-2021-HERITAGE-01-04 which are namely (apart from MuseIT): MEMENTOES, PERCEIVE, PREMIERE, MEMORISE and SHIFT.

Starting M2, the Cluster projects started to meet, present the different activities carried out within the 6 projects and identify collaboration pathways. One pathway which has been quickly agreed upon is the common promotion and dissemination of activities and results between projects. Specific actions have been undertaken to work together on Communication and Dissemination:

- As mentioned earlier, a specific [webpage](#) has been created on the MuseIT website to showcase the "sister projects" and their activities.
- A shared folder between projects has been created to identify events (conferences, workshops, symposiums, etc.) where the cluster might present its activities as a whole.
- A series of common meetings is planned in the coming month to foster these activities.
- Through the participation in Booster B with the HRB with the Cluster DCH, a joint policy document will be created together
- A whatsapp group has been created with all Communication and Dissemination WP leaders to share news in a timely manner
- Participation and organisation of ACM Summer school, in collaboration with the project SHIFT
- A meeting with the project PREMIERE is planned to discuss our we could coordinate our research efforts, on the following topics: immersive VR/AR content visualisation, Linguistic models for long-term preservation of cultural context, Multi-modal media streaming components for remote co-creation, digital rights management

Other projects, initiatives

The idea of creating a network of stakeholders is not limited to collaboration with the other cluster projects. This is why partners have agreed to identify key actors which are not necessarily EU-funded for more collaboration when feasible.

The first participatory workshop held in Paris (M4) allowed to create liaisons with different types of initiatives and cultural organisations which are namely:

- The [Cluster Games for Culture](#) aiming to provide evidence and promote the impact that the Games can have in European society, which relates to the Virtual Exhibition part of MuseIT, with other EU project team EPIC-WE, GREAT, LoGaCulture et Mementoes
- [The Institute for Research and Coordination in Acoustics/Music](#) (France) the representatives of the [SOMAX Project](#) to discuss collaboration in sharing data and information.
- [Pearle Live Performance Europe](#) (Belgium) invited SHMU to take part in their annual event to present one of the outputs of MuseIT.
- [The Europeana Foundation](#) (Netherlands) has now joined the project's advisory board and has an active 'Diversity and Inclusion' steering group working on various topics including accessibility in cultural heritage collection.

In the last months, participatory and engagement activities planned have been seized to establish more of these collaborations and the nature of the collaboration will be decided at consortium level, such as:

- A meeting with EU project Polifonia to have a common publication on CORDIS
- A meeting with project called [Lyssna till mitt öga](#)!, [MISK](#), and [Eyeharp](#) that enables music performance using eye-tracking, to exchange on innovations

To further this dynamic, the partners have made a stakeholders mapping database, which is progressively enriched by all partners in the coming month in order to plan more liaison and synergies with these key actors. This living document includes a wider network of organisations at European and national scales which work on the topics mentioned above. The updated document is presented in Annex 8.

Updated Action 11: Participate in and document Communication and Dissemination events [M1-M36]

As mentioned earlier, foreseen participation in events includes (indicatively) scientific conferences in the fields of multisensory, multi-layered cultural asset representation, artificial intelligence and machine learning, accessibility technologies, haptics, XR (VR/AR) as well as industrial events with large attendance, e.g., industrial exhibitions and showrooms etc.

Partners have put a massive effort into doing so. So far, the project has been presented at 66 events including conferences, trade fairs, workshops, and forums such as the Extended Semantic Web Conference 2023, The International Gothenburg Science Festival or the DARIAH Annual Event. Of these events, 49 are focused on communication and 17 on dissemination. As the project's Key Exploitable Results (KERs) continue to be developed, there is a noticeable transition from communication-focused to dissemination-focused events.

Event participation mainly consisted in presenting the outcomes, having short demos, and presenting the project's roadmap according to the audience. More demos will be integrated once the MuseIT outcomes are developed. The consortium will make sure to keep a good balance between scientific/ research and arts/ societal/ humanities events.

During the second half of 2024, MuseIT will participate in several events, including.
- September 2024: The Seventeenth International Conference on the Inclusive Museum in Austria, to present research results
- September 2024: The 27th International Conference on Theory and Practice of Digital Libraries in Croatia, to present a scientific paper
- September 2024: Gothenburg Book Fair 2024 in Sweden to present MuseIT's innovations and discuss accessibility in culture
- September 2024: AI Day 2024: AI for a brighter future at Jönköping University for the presentation of project and demonstration of parts of the remote performance platform
- October 2024: European Heritage Hub Summit 2024, in Romania, to demonstrate MuseIT tools
- October 2024: Hungarian Presidency of the EU event to present the first Policy Brief and other KERs
- December 2024: EuroMed 2024 to present MuseIT scientific achievements

The monitoring spreadsheet shows the exhaustive list of events where partners presented MuseIT so far (Annexes 9.2 and 9.3), it can also be found onMuseIT's website: https://www.muse-it.eu/external-events. Another strategic document is the mapping of all events to "keep an eye on" that MCA regularly updates. Partners identify or can find key events which might be of interest for the project to take part in (Annex 9.4).

Updated Action 12: Organise and document Communication and Dissemination events [M3-M36]

In line with previous actions, partners remain committed to organising events at local, national, and European levels for Communication and Dissemination purposes. These events include:
- **Several local dissemination events organised by all partners throughout the project (M1-M36):** These can include demos, talks, exchanges, webinars etc., depending on the partner and the audience. The exhaustive list of all events can be found on the MuseIT website: https://www.muse-it.eu/museit-events and their description on the News and Blogpost page: https://www.muse-it.eu/news.

- **2 pilot demonstrations from WP7 (M20-M36):** Detailed plans will be developed in Deliverable 7.2, by December 2024. WP8 will support the Pilot 1 and Pilot 2 demonstrations in recruiting participants.
- **Joint dissemination activities with other projects (M1-M36).**
- **1 policy round table (M24):** Details are provided in Milestone 7.
- **1 final high-level international conference (M36):** Final event planning is underway, with Paris, Borås or The Hague being potential locations for the final high-level international conference.

These efforts aim to enhance the visibility of the project, disseminate its findings, and foster engagement with diverse audiences across various regions and sectors.

Action 13: Preparation and dissemination of Policy recommendations [M18 – M36]

From M18, the consortium (MCA, HB, KCL, and MIC) is writing a set of recommendations to be addressed and disseminated to professionals and to policy makers from the national to the European levels by all partners.

Three Policy briefs will be published and disseminated. A recommendation booklet, including the lessons learnt from the WP7 pilot demonstration activities, will be published and presented during the final symposium of the project and disseminated. The recommendations will include the contribution of standards in cultural heritage preservation and curation as well as international standards in promoting haptic devices and other accessibility standards. Guidelines and insights for policy makers will outline the areas that need more attention and investment in the fields of accessibility, interactive technologies, cultural experiences, etc. They will also include insights on a research agenda for future calls under the Horizon Europe Programme. The guidelines will be widely advertised and presented at relevant European policy events (such as the European presidency events for instance) as well as local policy events in the consortium's countries.

To ensure a wide dissemination, the project members will make use of their long-established collaborations with many related agencies and authorities, but also with advocacy networks, municipalities, etc. some examples include:
- Culture Action Europe - a major network advocating for culture at the EU level.
- ENCATC - a European network on cultural management and policy.
- The EU Commission's expert group on Cultural Heritage.
- Ministries of culture (in France, Sweden, etc.).
- The Swedish National Agency for Special Needs Education and Schools, providing contribution to the public policy on accessibility and inclusion.

Updated Action 14: Take advantage of the EU Commission tools [M12 – M36]

Depending on the project's development partners have considered different tools to enhance the dissemination or exploitation of the KERs, including:
- The Horizon Results Platform, especially for scientific publications produced within MuseIT.
- The HorizonResults Booster Services: Portfolio Dissemination and Exploitation Strategy, Booster B and C to pave the way to a solid dissemination plan with other projects from the cluster and exploitation plan.
- The CORDIS Platform, to communicate and promote the achievements of the projects in collaboration with the Horizon project Polifonia.

The consortium is currently having a very proficuous collaboration with the Horizon Results Booster service to maximise the impact of the project's outcomes. Three Key Exploitable Results (KERs) from three different partners (HB, ShMu, XSL) have been identified and provision of the following services from HRB is currently underway:
- HRB Service 1 Module C: Exploitation Strategy
- HRB Service 2: Business Plan Development
- HRB Service 3: Go To Market

More details on the outcome of these activities will be provided in an update to MuseIT exploitation plan.

Action 15: Reporting [M1-M36]

MCA, in collaboration with all partners, will prepare a dissemination report, presenting the outreach achieved at M24 and M36. Indicators will be used to measure progress towards the MuseIT dissemination goals. MCA is also continuously reporting the communication, and dissemination activities carried out at consortium level on the EU portal on the base of the internal shared reporting tables filled by all partners on a monthly basis.

5. Monitoring rules and procedures

Realistic targets and deadlines with partners have been agreed on to monitor progress of the MuseIT project. These key performance indicators are used to measure progress towards the dissemination goals. Indicators are both quantitative relating to numbers and percentages as well as qualitative relating to the quality of the participation and experience. The quantitative key indicators regarding dissemination are:
- Number of publications.
- Number of citations.
- Impact factor of venues.
- Number of people attending organised events.
- Number of articles referencing MuseIT including: press articles, blog posts, number of followers on social media and impressions.

One record for every dissemination activity is entered in the excel file "Communication and Dissemination monitoring" presented in Annex 9. The table is the principal tool for systematically monitoring the activities by dissemination categories (website, electronic communication, conferences and seminars, academic publications, printed promotion, networked activities). The document provides information and valuable data (quantification of reached target) for the official interim and final reporting stages and for monitoring the achievement of the result indicators. The document is available to all partners to view (via the partners reserved area), therefore its content will thrive in parallel with the evolution of the project. Partners periodically update the document in order to keep track of activities. The table has been designed with consistency with the reporting tables of the EU Portal.

Every published article will be saved in .pdf in an archive and in parallel displayed in the resource centre on the website. Partners who will participate in an event, conferences, will communicate the forthcoming event so that it can be promoted on the MuseIT website. All events will be archived as well.

The Communication/dissemination document can provide a current and complete picture of all the events, products, etc. However, to illustrate the types of items likely to emerge, the following are a few examples:
- Attending local, national, and international events with relevant focus.
- Issuing press releases, publishing on external web sites.
- Synergies with other projects and initiatives.
- Scientific articles published in relevant journals.
- Presence and/or activity in Web 2.0 communities.

Table 5 – Impact Metrics regarding Communication and Dissemination actions

	Action	Metrics	Value achieved at M24	Minimum value aimed at M36
Communication impact measures	**Press releases:** Writing of press releases during all along the project duration	Number of press releases	6 press releases	12 Press releases
		Number of Press article published & their OTS	3 media articles	15 media articles or reports published on newspapers
	Website: Animation of the website and publication of news	Number of news published on the website	14 news items 7 editorial blogs	20 news items 1 CORDIS blog post
		Number of website unique users	1690 unique visitors	2000 unique visitors
	Social media Animation of accounts Creation of content for those accounts	Number of followers	125 X followers 244 LinkedIn followers	250 followers (LinkedIn & Twitter)
		Number of subscribers to the newsletter	67 subscribers	500 subscribers
	Attendance and participation at events & presentations (when speaker)	Number of events	66 events	30 events
		Number of attendees to the events in which the project will be presented	400 people	Average of 50 people per event
	Promotional videos: Presentation of the project and partners and presentation of the MuseIT activities.	Number of viewers **during the year following** the video release	29 videos with an average of 35 views	10 videos with an average of 50 views per video, (including 5 videos about the pilots)
Dissemination impact measures	**Scientific publications, articles, news, and research papers:** Publishing scientific articles dedicated to MuseIT and participate in Scientific events (started in M6)	Number of articles (For each: Number of citations + Impact Factor of the Scientific journals)	9 published 1 submitted 1 accepted 3 more planned	10 publications in scientific journals
		Number of Scientific events attended to present MuseIT	27	Minimum of 12 by M36

	Policy Briefs: Preparation of the Policy Briefs and dissemination toward related audiences on local, national, and European levels	Estimated number of policy makers reached	1 Policy Brief ready, to be disseminated to more than 100 policy makers	3 Policy briefs, disseminated to more than 100 policy makers
		Number of meetings with policy makers at local, national, and European levels	3	10 meetings
	Final symposium Participants	Number of participants (online and in presence)	n/a	100 participants

6. Conclusion

This deliverable has presented the updated strategy for MuseIT in terms of Communication and Dissemination. Through the detailed action plan presented, each partner is invited to seize the tools (internal and external) and to implement the activities for which they are responsible.

This deliverable also reports the activities carried out after two years. The KPIs figures presented here are quite satisfactory in terms of engagement and outreach and are linked to other work packages.

The update on the Communication and Dissemination strategies, indicators and tools identified within this plan, serve as a guide to the consortium to engage the target groups at most and ensure the promotion, dissemination, and transferability of the MuseIT KERs. This red thread drawn is set to evolve as the project progresses and to be updated through the next deliverables.

The primary efforts will now concentrate on dissemination activities, particularly events (both external and project-organised), including pilot demonstrations. Focus will also be placed on engaging cultural professionals and sharing MuseIT's scientific outcomes with scientific communities, cultural experts, and policy-makers through papers, events, and meetings.

Annexes

Annex 1: Pictures of the first 4 pages of the Communication Guide, available to all partners

PARTICIPATE IN OUR STUDY!

Our ambition: Making culture accessible for all

MuseIT is a **European interdisciplinary project** (2022-2025), co-funded by the European Union, gathering several academic researchers, tech and cultural professionals, around the values of equality, democratisation and social inclusion.

We **research and develop methodologies and technologies facilitating and widening access** to art works, heritage, literature, even to music-making, and help **preserve and safeguard cultural heritage in an inclusive way**.

The project's final goal: 2 pilots, 1 web platform

MuseIT's final goal is to build a web platform pilot which will serve as a hub for our 2 pilots and all the methodologies and technologies developed during the project.

Pilot 1: Virtual Inclusive Exhibition
Making cultural artefacts and heritage more immersive and inclusive, through multimodal and multisensory representations and alternative expressions.

Pilot 2: Co-creation of Multilayered musical experience
Cultural co-creation by allowing people with different physical and perceptual abilities to make and feel music, together, yet also remotely.

www.muse-it.eu/participate

There are <u>three ways to participate</u> in MuseIT project

If you (a) live with some form of disability, or (b) represent a cultural institution interested in enabling a broader access to cultural assets, you can register your interest!

1 **Take part in co-design workshops and participatory activities**

We intend to design and test all our developments with the intended users. During those workshops, you will be able to **try the technological tools** to **enjoy culture**, and **freely share your feelings and opinions.**

2 **Participate to conferences and events**

We often organize conferences and events around the topic of inclusive immersive technologies, disability innovation, or art, culture and accessibility. We also organize events to showcase the advancement of our project. **Everyone is welcome to our events.**

3 **Being a reference group for studies' questions**

You can become a reference group to represent and answer any types of questions we may have on inclusion, accessibility, disability in the cultural sector.

How to register?

Go to the form:

Option 1: By filling in the form on our website:

www.muse-it.eu/participate

Option 2: By giving us your contact details by the means of your choice.

When your profiles match with our participatory activities, you will be contacted with more details about each specific activity to check your availability and willingness to participate.

www.muse-it.eu   contact@muse-it.eu

Multisensory, User-centred, Shared cultural
Experiences through Interactive Technologies
2022 – 2025
Horizon Europe

With the broader ambition of **equality, democratisation and social inclusion,** the MuseIT project proposes **technologies that facilitate and widen access to cultural assets, and helps preserve and safeguard cultural heritage** in an inclusive way.

www.muse-it.eu

Project objective

MuseIT aims to co-design, develop, and co-evaluate a **multisensory, user-centred platform** for enriched engagement with cultural assets with inclusion and equal opportunity for all as core principles.

3 Challenges:

1	2	3
Co-design and development of multisensory representations and rendering of cultural assets	Remote inclusive co-creation services for multi-modal born-digital cultural assets, and cultural engagements	Formal specification and novel methodologies for multisensory, multi-layered repository towards preservation of cultural assets

Target groups

The MuseIT project is aimed at **a wide range of people and groups concerned with disability, as well as cultural institutions and clusters.** The technologies developed within the project aim to improve t**he inclusion and accessibility of cultural assets for all**, with a particular focus on the needs of people with disabilities.

Approach

The project will adopt a **user-centric participatory and co-design** approach, and develop technologies in collaboration with and for users with varying perceptual modalities, and abilities.

Consortium

HÖGSKOLAN I BORÅS
Coordinator

catalink
The catalyst for innovation

CERTH
CENTRE FOR RESEARCH & TECHNOLOGY HELLAS

EXUS

actronika

Michael Culture Association

SHARE MUSIC & PERFORMING ARTS

MINISTERO DELLA CULTURA

KNAW

Stanford University

KING'S College LONDON

X-System
INTELLIGENT MUSIC

MuseIT

Contact

Learn more:
www.muse-it.eu

Follow the project:

Contact us:
contact@muse-it.eu

Annex 3: Screenshot of the first paragraphs of the Easy to read page on the MuseIT website

Easy to read

Home / About MuseIT / Easy to read

Presentation of MuseIT project

MuseIT is a European project,
gathering academic researchers,
cultural and tech professionals,
from different countries in Europe.

MuseIT project wants
to make culture accessible
and enjoyable for everyone,
including those with disabilities.

Because we noticed that
it is difficult for people with disabilities
to participate in cultural actions
on a equal basis.

With our MuseIT project
we are on a mission to fix this!

MuseIT does research
and creates methods,
technologies and tools
to facilitate access to art works,
heritage, literature and music-making.
It also helps to preserve cultural heritage
in an inclusive way.

Methods:
a way, plan, or procedure
for doing something

Technologies:
new scientific devices or tools

Cultural heritage:
a collection of important assets

Target	People with disabilities	Cultural Institutions & clusters	Policy makers & public policy organisations	Organisation with an interest in inclusion & accessibility	Scientific/research communities	Industries	General Public
Objective	Inform/involve	Inform, Involve, raise awareness, promote/ "sell" the pilots	Convince them & national institutions/ Inform on possibilities	Inform (tools & EU actions)/ Involve them/ Help us to convince-promote our innovation	Inform, being known	Vente/promotion	Inform/ inform on EU actions
Messages	Easy to read & to understand, or specialists/ "We develop new tools for YOU and all./ "We can give YOU access to culture"	MuseIT is relevant for YOU / Invest in us / We give a new dimension to your cultural assets and our technologies can engage a wider audience / If you use our tools, we can give you a modern image	Need for change/ Take Action / Get involved "We need your support to implement our tools in EU"	Explain them what we do / "We offer solutions for YOU" / "We make cultural assets more accessible"/ "Innovation is working for YOU"	We develop methodologies/ We are great researchers	"We develop new technologies/ softwares/ methods that you can keep developing of invest in to sell in the cultural sectors"	The tools are for all
Media	Parters Social media (!disclaimer) Youtube/ Print / Internal events	Events / Linkedin / Newsletter / Press	LinkedIn / X / Conference - Webinars	Linkedin / Press / Events (internal and external) / Direct mailing contact	LinkedIn/X / Events & Conferences /Publications /Researchgate	LinkedIn/X, Press, Conferences, Publications, Trade Fair	Clear text
Content	Videos, infographies, pictures (from the project +AI)	Use-cases videos, pictures and infography / Promotion an recap of events / Promotion of partners activities / Final press release	Policy action points/briefs/ Ideas of policy implementation/ Infography, action documents, video	Clear text and easy to understand / Videos-pictures / Use-cases	Academic & scientific ton of voice/content.		1 press release on general press
MCA to do	KIT COMM (Use-cases + easy to read & to understand + clear text / Video, flyer or infography)	Linkedin and X posts with use-cases videos, pictures and infography / Linkedin, X posts and newsletter to promote and recap events and show the cultural organizations that were present / Linkedin and X posts to show collaboration of cultural organisations / Final press release	Linkedin and X post with promo events with policy-makers / Collab cluster posts LnkIn + X / Lnkdn and X post with policy recommendations / Final press release with final results	LinkedIn post with kit com / LinkedIn and X posts to promote and recap events / Email them directly with kit com / Final press release in specialized press	Promote publication/papers, scientific events, partners institutions and progress done on LinkedIn & X	Promote publication/papers, events, partners insitutions and progress done on LinkedIn & X / Final press release with results	//ALL
Partners to do	Share pictures and videos of use-cases	Keep MCA updated when collaborating with other cultural organizations / Share pics and videos		Share pictures / videos of events with these organizations (to come and past)	Keep MCA updated on publications, events, progress / Share pictures / videos of events with these organizations		
Publications	**New video on YouTube + Website adapted from clear text** // audio (ask Marco to read the text ?) + illustrations	**Series on MuseIT tech tools(?):** 1) The multisensory representations 2) The multimodal repository 3)The immersive experience in virtual reality 4) Low-latency, co-creation & production tool of multisensory content 5) The MuseIT Plateform	**"Recap" leaflet MuseIT Tools + Use-cases** Like ANCHISE Leaflet toolbox on the website + print	Continue to **show MuseIT co-creation approach & activities** // valorise workshops, methods, etc. (Check WP2 activities!)	**Regular posts on scientific publications** on Twitter and LinkedIn // When scientific publications added to the website + valorise partners & "why it is interesting?" / Ask the partners for new papers	**5 posts series on the MuseIT tech tools**	**"Recap" leaflet MuseIT Tools + Use-cases**
	Video series on MuseIT Tech tools on YouTube + Website	**Content:** Description, illustration/demo, link to other tools/functionalities - itw/quote from itw	**Posts on events (before+after) if possible**/ Ask the partners	**5 posts series on the MuseIT tech tools**	**Posts on events (before+after) if possible** / Ask the partners	**Serie on use-cases:** "What possibilities is MuseIT developing for Industries?"	**New video on YouTube + Website adapted from clear text**
	"Recap" leaflet MuseIT Tools + Use-cases Like ANCHISE Leaflet toolbox on the website + print	**How?** Recover mages we already have from demo & previous presentations + ask partners for more details and images + re-use of partners itw and/or new itw in Edinburgh?		**Serie on use-cases:** "What possibilities is MuseIT developing for inclusion & accessibility?"	Continue to **show MuseIT co-creation approach & activities** // valorise workshops, methods, etc. (Check WP2 activities)	**Regular posts on scientific publications**	**Video series on MuseIT Tech tools on YouTube + Website**
	"Keywords" series	**Format:** publication on LinkedIn + Twitter + video?		**"Recap" leaflet MuseIT Tools + Use-cases**		**Posts on events (before+after) if possible** / Ask the partners	**"Keywords" series**
	Content: Post/Blog= clear definitions + illustrations + application Video= small partners interview + pictures or video	**Serie on use-cases:** following the museIT tech tools series// Depending on the targets ("What possibilities is MuseIT developing for Cultural Institutions ")?		**Post on international days:** International Day of Persons with Disabilities 3 Dec.		**Post on international days** World Creativity and Innovation Day / Simple promotion of MuseIT	
	How? on partners documentation/presentation, illustrations: on canva, video: in Edinburgh	**Content:** illustration from AI // more "graphic"		**Posts on events (before+after) if possible** / Ask the partners			

Annex 5: Newsletter 2 & 3 - December 2023 and May 2024

Newsletter December 2023's link: https://mailchi.mp/521c234e8fe9/museit-project-newsletter-12789794
Newsletter May 2024's link: https://mailchi.mp/d07e63fa5feb/museit-project-newsletter-12789604

Annex 6: Clear text print

Multisensory, User-centred, Shared cultural Experiences through Interactive Technologies
2022 - 2025

MuseIT

Stay informed and get involved!

www.muse-it.eu

Contact us: contact@muse-it.eu

MuseIT focuses on ensuring that **culture is accessible and enjoyable for everyone, including those with different abilities.** Through the development of innovative methods and technological tools, the project aims to **facilitate and widen access to cultural assets,** regardless of all disabilities, and helps **preserve and safeguard cultural heritage in an inclusive way.**

Our observations:

A lack of accessibility for all despite technological advancements

Great advancements in digital transformation have enriched the interactive experience of cultural heritage - with new mediation possibilities, virtual museum tours, the preservation of cultural assets or digitised archives - **yet structural deficiencies in the cultural and creative industries still remain.**

Unfortunately, **not everyone can easily participate in cultural actions on an equal basis,** and there are still limited ways to access and archive all the valuable digital multisensory cultural data collected over the years.

With our MuseIT project, **we are on a mission to fix this!**

Our ambition:

Making culture accessible for all

MuseIT is a **European interdisciplinary project** (2022-2026), gathering several academic researchers, tech and cultural professionals, around the values of equality, democratisation and social inclusion.

We **research and develop methodologies and technologies facilitating and widening access** to art works, heritage, literature, even to music-making, and help **preserve and safeguard cultural heritage in an inclusive way**.

Our approach:

Co-designing innovations and building an Inclusive cultural community

MuseIT prioritizes **co-design** and **user-centered development**, which means that we **involve users with disabilities through participatory workshops and co-design activities**, in the creation of technologies that directly impact their cultural experiences.

Moreover, the MuseIT's enriched experiences aim to **increase participation and enjoyment for all, fostering an equal opportunity for everyone** to experience culture.

The project partners:

HÖGSKOLAN I BORÅS · catalink · CERTH CENTRE FOR RESEARCH & TECHNOLOGY HELLAS · EXUS · SHAREMUSIC & PERFORMING ARTS · Michael Culture Association · actronika · MINISTERO DELLA CULTURA · KNAW · Stanford University · KING'S College LONDON · X-System INTELLIGENT MUSIC

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

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The Project's Challenges

Multisensory Representations
Making cultural artefacts and heritage more immersive and inclusive, through multimodal and multisensory representations and alternative expressions.

This means that cultural artefacts could be experienced both by sight (images, videos or texts), hearing (sound, music or audio description) and touch (haptic technologies). In addition, the integration of stimuli such as sounds and visual signals facilitates users' navigation and orientation. This will enable engagement by the public regardless of functional or sensory impairments.

To showcase these technological advancements, MuseIT's first output will be a virtual exhibition incorporating the multimodal representations of cultural assets.

Co-creation Services
Co-creation of cultural assets by allowing people with different physical and perceptual abilities to make and feel music, together, yet also from a distance.

For this, MuseIT is developing remote inclusive co-creation services for multi-modal born-digital cultural assets, and cultural engagements by a broader public regardless of variations in abilities and perceptual modalities.

Concretely, this digital system gives people the opportunity to make music with different body members, all kinds of musical instruments, different physical and neurological movements, and feel it beyond the auditory sense, in a remote way.

The Inclusive Repository
Create an inclusive repository to preserve cultural heritage in an accessible form for future generations

It is indeed crucial to safeguard and store cultural assets, heritage and services in multiple forms, so that future generations, researchers, scientists and cultural organizations regardless of all disabilities, can access and (re)use them.

MuseIT is therefore working on elaborating methodologies to build such a system. First, by transforming cultural heritage in inclusive forms (multisensory and multilayered), then by storing it considering their complexity and specificity.

The project's final goal:
The MuseIT web plateform

MuseIT's final goal is to **build a web platform pilot** which will serve as a hub for all the methodologies and technologies developed during the project.

This platform would primarily be exploited by cultural organizations and researchers, so that they could further offer these services to all people regardless of disabilities.
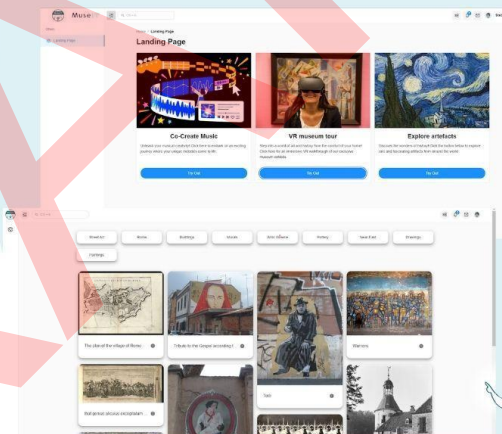
Annex 7: Scientific publications table

					Publications/ Scientific papers		
Partner	**Statuts**	**Type of publication**	**PID (Publisher Version of record)**	**Publication date**	**Title of the paper**	**Author(s)**	**URL**
CTL	Published	Publication in conference proceeding/ workshop	Zenodo	10 August 2023	Lightweight Mood Estimation Algorithm For Faces Under Partial Occlusion	Nikolas Petrou, Georgia Christodoulou, Konstantinos Avgerinakis, Pavlos Kosmides	Open access: https://zenodo.org/records/10401356 / Paid: https://dl.acm.org/doi/10.1145/3594806.3596553 //
HB	Published	Publication in conference proceeding/ workshop	DiVA	September 2023	Real Experienced Needs for Accessible and Inclusive Cultural Heritage - First Results in MuseIT	Elena and Nasrine	https://doi.org/10.1007/978-3-031-43849-3_32 //
KCL	Published	Publication in conference proceeding/ workshop	arXiv	December 2023	Multimodal Automated Fact-Checking: A Survey	Mubashara Akhtar, Michael Schlichtkrull, Zhijiang Guo, Oana Cocarascu, Elena Simperl, Andreas Vlachos	https://aclanthology.org/2023.findings-emnlp.361.pdf
KCL	Published	Publication in conference proceeding/ workshop	arXiv	November 2023	Using Large Language Models for Knowledge Engineering (LLMKE): A Case Study on Wikidata	Bohui Zhang, Ioannis Reklos, Nitisha Jain, Albert Meroño-Peñuela, Elena Simperl	https://arxiv.org/pdf/2309.08491.pdf
CERTH	Published	Publication in conference proceeding/	VTT	December 2023	Designing an experimental virtual museum for extended	Eleftherios Anastasovitis, Georgia Georgiou, Eleni Matinopoulou, Spiros	https://publications.vtt.fi/pdf/technology/2023/T422.pdf

					Publications/ Scientific papers		
		workshop			social inclusion through multimodality	Nikolopoulos, Ioannis Kompatsiaris	
CERTH	Published	Publication in conference proceeding/ workshop	Zenodo	Juin 2023	Multisensory Representations and Immersive Experiences for Inclusive Cultural Heritage: The Case of MuseIT	Eleni Matinopoulou; Georgia Georgiou; Maria Kyrou; Panagiotis Petrantonakis; Eleftherios Anastasovitis; Spiros Nikolopoulos; Ioannis Kompatsiaris; Nasrine Olson	https://zenodo.org/records/10891073
DANS/HB	Published	Other	Zenodo	June 2023	Dataverse integration of multimodalities with external controlled vocabularies in the MuseIT project	Vyacheslav Tykhonov; Nasrine Olson	https://zenodo.org/records/8139739
CERTH	Published	Article in journal	MDPI	April 2024	Enhanced inclusion through advanced immersion in cultural heritage: A holistic framework in virtual museology	Eleftherios Anastasovitis, Georgia Georgiou, Eleni Matinopoulou, Spiros Nikolopoulos, Ioannis Kompatsiaris, Manos Roumeliotis	https://doi.org/10.3390/electronics13071396
HB/DANS	Planned	Publication in conference proceeding/ workshop	n/a	n/a	To be confirmed	HB & DANS members	
KCL	Accepted	Publication in conference proceeding/ workshop		11 May 2024	The Promise and Challenge of Large Language Models for Knowledge	Johanna Walker, Elisavet Koutsiana, Michelle Nwachukwu, Albert Meroño-Peñuela, Elena	

						Engineering: Insights from a Hackathon	Simperl
KCL	Planned					PathE knowledge graph path embeddings	Ioannis
KCL	Submitted					Benchmark dataset for semantic change detection in disability discourse	Jongmo, Nitisha, Albert, Barbara
KCL	Planned					Multimodal Knowledge Graphs survey paper	Nitisha, Albert
CERTH	Published	Article in journal		September 2024		Deep Learning Approaches for Stress Detection: A Survey	Maria Kyrou, Ioannis Kompatsiaris, Panagiotis Petrantonakis	Open access: https://ieeexplore.ieee.org/document/10669804

Annex 8: Stakeholder mapping

Name	Type	Scale	Topic	Link	Short description	Possible Synergy 1	Possible Synergy 2	Possible Synergy 3
MEMENTOES	EU Project	EU	Immersive Technologies	https://mementoes.eu/	iMmersive gamEs for Museums as vehicles to Engage visiTOrs in Empathetic reSponses	Joint publications	Co-located demonstrations	Dissemination of research results
MEMORISE	EU Project	EU	Immersive Technologies	https://memorise.sdu.dk/	Virtualisation and Multimodal Exploration of Heritage on Nazi Persecution	Joint publications	Co-located demonstrations	Dissemination of research results
PERCEIVE	EU Project	EU	Immersive Technologies	http://perceive-horizon.eu/	Perceptive Enhanced Realities of Colored collEctions through AI and Virtual Experiences	Joint publications	Co-located demonstrations	Dissemination of research results
PREMIERE	EU Project	EU	Immersive Technologies	https://premiere-project.eu/	Performing arts in a new era: AI and XR tools for better understanding, preservation, enjoyment and accessibility	Joint publications	Co-located demonstrations	Dissemination of research results
SHIFT	EU Project	EU	Immersive Technologies	https://shift-europe.eu/	MetamorphoSis of cultural Heritage Into augmented hypermedia assets For enhanced accessibiliTy and inclusion	Joint publications	Co-located demonstrations	Dissemination of research results
3D Tune In	EU Project	EU	Immersive Technologies	https://3d-tune-in.eu/	introduces a novel approach using 3D sound, visuals and gamification techniques to support people using hearing aids and learn about their different functionalities, and the impact these can have on everyday life.	ReUse of Data/Technology	Dissemination of research results	//

ACCESSCULT	EU Project	EU	Disabilities	https://accesscult.eu/about-the-project/	ACCESSCULT is addressed at the lack of : EQUAL (learning) OPPORTUNITIES for People with Disabilities in EU in the area of Cultural Heritage HOLISTIC APPROACH towards Cultural Heritage accessibility solutions, as they are often short-term and without sustainable thought; provide basic know-how and don't give full understanding of complexity and diversity of PWDs needs; focus only on specific visitors' needs or on specific solutions e.g. ICT, physical accessibility etc.; are non-participatory and thus don't impact the real lives of PWDs ACCESSIBILITY KNOWLEDGE AND SKILLS among Cultural Heritage workers	Joint publications	Co-located demonstrations	//
Accessible Museum Ambassadors Network	NGO/organisation	EU	Disabilities	https://accesscult.eu/accessible-museum-ambassadors-network/	The Accessible Museum Ambassadors Network is a community of professionals and researchers from around the world who advocate for inclusion and accessibility in museums and cultural heritage experiences, whether they be on site or online. The network was created to promote dialogue on accessible cultural heritage between diverse stakeholders.	Dissemination of research results	Joint publications	//
AMASS	EU Project	EU	Inclusion	https://amassproject.weebly.com/about.html	arts-based action research project that aims to create concrete opportunities for people to come together and accompany artists as agents in creative projects and interpretations.	Joint publications	Dissemination of research results	Co-located demonstrations
Arches	NGO/organisation	EU	Disabilities	https://www.arches-project.eu/	ARCHES helps European museums to become barrier-free with 3D art replicas, mobile phone apps, games and sign language video avatars	Dissemination of research results	//	//
ArteContacto	Project	International	Inclusion	https://artecontacto.wordpress.com/	ArteConTacto involves creativity, inclusion, diversity and multi sensorial experiences in the field of visual arts.	Dissemination of research results	Co-located demonstrations	//

						Joint publications	Dissemination of research results	Co-located demonstrations
Association for the Advancement of Assistive Technology in Europe	NGO/organisation	EU	Immersive Technologies	https://aaate.net/	Interdisciplinary pan-European association devoted to all aspects of assistive technology			
AutismEurope	NGO/organisation	EU	Disabilities	https://www.autismeurope.org/	international association whose main objective is to advance the rights of autistic people and their families and to help them improve their quality of life.	Joint publications	Dissemination of research results	Co-located demonstrations
Berlinklusion	NGO/organisation	Germany	Disabilities	https://www.berlinklusion.de/about-us/	network for accessibility in art and culture, a mix of disabled and non-disabled artists and arts mediators, we seek to positively change Berlin's cultural landscape by promoting inclusion and improving accessibility for artists, cultural workers, participants and audiences with and without disabilities	Joint publications	Co-located demonstrations	Dissemination of research results
British Deaf Association	NGO/organisation	UK	Disabilities	https://bda.org.uk/heritage/	developed a range of teaching resources to support both the online resource and documentary, but they also have an archive: the aim of this new website is to illustrate the range, richness and depth of the Deaf community and their history	Joint publications	Co-located demonstrations	Dissemination of research results
Centre for Disability Studies	NGO/organisation	International	Disabilities	https://cds.org.au/	Improve the lives of people with intellectual disability. We do this by creating and sharing knowledge and evidence, and developing the best approaches and inclusive practices.	Joint publications	Dissemination of research results	//
COCOHA	EU Project	EU	Immersive Technologies	https://cocoha.org/	The COCOHA project proposes to use brain signals (EEG) to help steer the acoustic scene analysis hardware, in effect extending the efferent neural pathways that control all stages of processing from cortex down to the cochlea, to govern also the external device.	Dissemination of research results	//	//

COHERE	EU Project	EU	Inclusion	https://research.ncl.ac.uk/cohere/	The CoHERE project seeks to identify, understand and valorise European heritages, engaging with their socio-political and cultural significance and their potential for developing communitarian identities.	Dissemination of research results	//	//
CRAEFT	EU Project	EU	Community Engagement	https://www.craeft.eu/	Craft Understanding, Education, Training, and Preservation for Posterity and Prosperity	Joint publications	Co-located demonstrations	Dissemination of research results
Cultura Accessibile	NGO/organisation	Italia	Disabilities	https://www.piuculturaaccessibile.it/	CulturaAccessibile is a leader in the field of accessibility and cultural inclusion. We create modern and dynamic pathways for the enjoyment of culture in all areas of artistic offerings	Dissemination of research results	Joint publications	//
De Enigma	EU Project	EU	Immersive Technologies	https://de-enigma.eu/	The DE-ENIGMA project is developing artificial intelligence for a commercial robot (Robokind's Zeno). The robot will be used for an emotion-recognition and emotion-expression teaching programme to school-aged autistic children.	ReUse of Data/Technology	Dissemination of research results	//
EasyReading	EU Project	EU	Immersive Technologies	https://www.easyreading.eu/	Easy Reading is a software tool supporting cognitive accessibility of web content. We want to enable people with cognitive disabilities to better read, understand and use all webpages. Our objective is to make web pages more accessible for everyone.	ReUse of Data/Technology	Dissemination of research results	//
ENHANCE	EU Project	EU	Immersive Technologies	http://www.enhance-motion.eu/	Development of personalised motor support intelligence controls the mechatronics arm and hand support and generates supplementary motivational communication with the user.	ReUse of Data/Technology	Dissemination of research results	//
ENS Laboratoire des Systèmes Perceptifs	NGO/organisation	France	Immersive Technologies	https://lsp.dec.ens.fr/fr	The Perceptual Systems Laboratory seeks to better understand the mechanisms underlying our perception of the world, with an emphasis on vision and hearing.	Joint publications	Co-located demonstrations	Dissemination of research results

European Disability Forum	NGO/organisation	EU	Disabilities	https://www.edf-feph.org/disability-intergroup/	The Disability Intergroup of the European Parliament is an informal grouping of Members of the European Parliament (MEPs) from all nationalities and most political groups who are interested in promoting the disability policy in their work at the European Parliament as well as at the national level.	Dissemination of research results	Joint publications	//
EXTEND	EU Project	EU	Immersive Technologies	https://extend-project.eu/	The objective is to achieve a minimally invasive bidirectional neural interface platform capable of distributed stimulation and sensing of neuromuscular activity	ReUse of Data/Technology	Dissemination of research results	//
Insension	EU Project	EU	Immersive Technologies	https://www.insension.eu/overview/	develop a new technology enabling a multimodal user interface for people with very challenging types of disability. This technology is aimed at enabling digital services to people with profound and multiple learning disabilities who are unable to interact using symbolic means of communication	ReUse of Data/Technology	Dissemination of research results	//
LEAD-ME	NGO/organisation	EU	Inclusion	https://lead-me-cost.eu/	creation of open and inclusive research networking tools in all areas of science and technology in Europe and beyond	Joint publications	Co-located demonstrations	Dissemination of research results
League of Historical and Accessible Cities	EU Project	EU	Disabilities	http://www.lhac.eu/?i=accessible-cities.en.about	new perspective for those foundations active in the field of disability or human rights, providing them with a unique opportunity to put their expertise to good use in the emerging field of disability.	Dissemination of research results	//	//
ODEUROPA	EU Project	EU	Immersive Technologies	https://odeuropa.eu/	ODEUROPA: Negotiating Olfactory and Sensory Experiences in Cultural Heritage Practice and Research	Joint publications	Co-located demonstrations	Dissemination of research results
Les doigts qui rêvent	NGO/organisation	France	Disabilities	https://ldqr.org	a publishing house that meets the needs of visually impaired children for access to reading and culture	Joint publications	Dissemination of research results	//

Plena Inclusion	NGO/organisation	Spain	Disabilities	https://www.plenainclusion.org/	Spanish organisation for accessibility to arts and culture for people with disabilities	Joint publications	Co-located demonstrations	Dissemination of research results
Poseidon	EU Project	EU	Immersive Technologies	https://www.poseidon-project.org/about/	The main objective of the POSEIDON project is to exploit ICT as an instrument to inclusion in society, to increase the quality of life and support independence for people with Down syndrome.	ReUse of Data/Technology	Dissemination of research results	//
Reactify	Private company	International	Immersive Technologies	https://reactifymusic.com/	Creative technology company looking to challenge the ways we experience and create music.	Co-located demonstrations	Dissemination of research results	//
Réseau Accès Culture	NGO/organisation	France	Disabilities	https://accesculture.org/association/	The Accès Culture association works in collaboration with more than 140 theatres and operas in France to set up accessibility services to live performances for blind or visually impaired people and for deaf or hard of hearing people	Dissemination of research results	//	//
Sign-hub	EU Project	EU	Inclusion	https://www.unive.it/pag/33750/	European research team to provide an innovative and inclusive resource hub for the linguistic, historical and cultural documentation of the Deaf communities' heritage and for sign language assessment in clinical intervention and school settings	Dissemination of research results	//	//
Simax	Private company	Austria	Disabilities	https://simax.media/	SiMAX is a software that translates spoken or written text into sign language. The translation is signed by a digital, animated avatar.	Joint publications	//	//
SuitcEyes	EU Project	Eu	Immersive Technologies	https://suitceyes.eu/	the aim to develop haptic communication technologies for people with deafblindness	Dissemination of research results	//	//

TRACES	EU Project	EU	Inclusion	https://www.heritage research-hub.eu/project/traces/	Transmitting Contentious Cultural Heritages with the Arts: From Intervention to Co-Production (TRACES) aims to provide new directions for cultural heritage institutions to contribute productively to evolving European identity and reflexive Europeanisation. To do so, it deploys an innovative ethnographic/artistic approach, focused on a wide range of types of 'contentious heritage	Dissemination of research results	//	//
TRIPS	EU Project	EU	Disabilities	https://trips-project.eu/about-the-project/	"TRansport Innovation for Persons with disabilities needs Satisfaction". The project aims at making public transport and cultural sites more accessible for persons with disabilities, elderly voyagers and really everyone.	Dissemination of research results	//	//
Typhological Museum	Cultural Institution	Croatia	Disabilities	https://www.tifloloski muzej.hr/en/about-us/about-the-typhlological-museum/	MUSEUM OF THE SCIENTIFIC STUDY OF BLINDNESS: The projection of the actual museum on the Internet is intended to connect the visitor, the object/museum and the information, to entwine an interrelational, interdisciplinary and multimedial presentation of the museological information.	Co-located demonstrations	Dissemination of research results	//
WADCHER	EU Project	EU	Data repository	https://wadcher.eu/	WADcher is now available as a validated cloud-based Software as a Service (SaaS) prototype integrated system that greatly reduces the costs of WAD compliance adherence, including designing and testing, assessing and on-going monitoring and maintenance.	ReUse of Data/Technology	Dissemination of research results	//
Europe beyond Access	EU Project	Eu	Disabilities	https://www.disability artsinternational.org/europe-beyond-access/pro	project about accessibility for people with disabilities with four major strands: Artistic Exchanges, Audience Development & Engagement, Capacity Building and Public Performances & Commissions.	Dissemination of research results	//	//

				ject-activities/				
Imagining Technologies for Disabilities Future	Project	Uk	Disabilities	https://itdfproject.org/	A Wellcome Trust funded collaboration investigating connections between disability, culture, design and technology.	Dissemination of research results	Joint publications	Co-located demonstrations
Teatro Stabile di Torino	Cultural Institution	Italy	Inclusion	https://www.teatrostabiletorino.it/en/accessibilita/	The Teatro Stabile di Torino aims for its theatres to be functional and welcoming venues for all its patrons. Accordingly, it has chosen to provide its theatres with the necessary facilities and devices to ensure several of its programme performances are accessible, not merely in architectural terms, but also by removing invisible barriers. As a result, several accessibility solutions have been developed.The Teatro Stabile di Torino is a member of EBA (Europe Beyond Access). Information from official website https://www.teatrostabiletorino.it/en/accessibilita/	Dissemination of research results	Co-located demonstrations	

Annex 9: Communication and Dissemination monitoring spreadsheet

[Link to the exhaustive file for communication](#)

1- Communication board

Partner	Twitter	Facebook	Linkedin	Instagram	Website	Vimeo	Youtube
HB	@hogskolaniboras	https://www.facebook.com/UniversityofBoras	https://www.linkedin.com/school/hogskolan-i-boras/	https://www.instagram.com/hogskolaniboras/	https://www.hb.se/en/		https://www.youtube.com/user/UniversityofBoras
CTL	@catalink_eu		https://www.linkedin.com/company/catalink-ltd/		www.catalink.eu		https://youtube.com/@catalinklimited5124
CERTH	@CERTHellas	https://web.facebook.com/CERTHellas/?hc_location=timeline			https://www.certh.gr/		https://www.youtube.com/channel/UCT_g01aSjEiYCZdgAKvCrww
KCL	@kclinformatics @KingsCollegeLon	https://www.facebook.com/kingscollegelondon/	https://www.linkedin.com/school/king's-college-london/mycompany/verification/	https://www.instagram.com/lifeatkings/	https://www.kcl.ac.uk/informatics https://www.kcl.ac.uk/		https://www.youtube.com/user/kingscollegelondon
EXUS	@exus_AILabs		https://at.linkedin.com/showcase/exus-innovation		https://www.exusailabs.eu/		
ShMu	n/a	https://www.facebook.com/sharemusicandperformingarts/	https://www.linkedin.com/company/sharemusic	https://www.instagram.com/sharemusicandperform	https://www.sharemusic.se/	https://vimeo.com/share	

				ingarts/		musicpe rforming arts	
MCA	@MCA_EU	n/a	https://www.linkedin.com/company/mca-network/	n/a	http://www.michael-culture.eu/	n/a	https://www.youtube.com/channel/UCmkG4kzOPPA5xN6ISXMqPIw
AC	@actronika	https://www.facebook.com/actronika	https://www.linkedin.com/company/actronika-sas/	https://www.instagram.com/actronika/	https://www.actronika.com/		https://www.youtube.com/@actronika2197
ICCU	@iccu2	https://it-it.facebook.com/iccu2/		n/a	https://www.iccu.sbn.it/en/index.html	n/a	https://www.youtube.com/channel/UCJG4PMhZx2tLolp2yXzYiww/featured
KNAW-DANS	@DANS_Knaw_nwo		https://www.linkedin.com/company/dans		https://dans.knaw.nl/nl/		https://www.youtube.com/user/DANSDataArchiving
SU	@CCRMA	https://web.facebook.com/planet.ccrma?_rdc=1&_rdr	n/a		https://ccrmastanford.edu/		

2- Communication events (local, national, EU and international)

				Communication national/ international Events				
Nr.	Partner	Date	Location	Name	Type of event	Audience	Involvement	Links (if any)
1	HB	17/10/ 2022	Borås, Sweden/ Online	Towards Access for All – Inclusion through Multisensory Interactions	Conference	Research communities	Presentation of MuseIT to a broad audience	https://www.hb.se/ en/about-ub/current/events/ towards-access-for-all/
2	SHMU	12/01/ 2023	Stockholm , Sweden	Gathering the Municipal Music and Arts Schools of City of Stockholm	Conference	Educators	MuseIt part of a presentation for all music and arts schools in the City of Stockholm	
3	HB	11/1/2 023	Borås, Sweden/ Online	Presentation of the project for Master students	Other (Precised in the Notes)	Nasrine Olson		
4	MCA/ Actronika	18/01/ 2023	Paris, France	Museum Connections 2023	Trade Fair		Presentation of MuseIT to a broad audience	https://www.museumconnections.com/en/
5	SHMU	20/01/ 2023	Borås, Sweden	Think tank and conversation on widened collaboration within social innovation	Workshop	Civil society	MuseIT presented in conversation	
6	SHMU	07/03/ 2023	Jönköping, Sweden	Kulturforum Region Jönköping County	Conference	Regional authorities	MuseIT presented at a panel conversation	https://kulturforum.nu
7	SHMU	09/03/ 2023	Hybrid/Sta nford Uni, Palo Alto, CA (US)	Centering Disability in Online Musical Experiences	Conference	Research communities	Presentation and first user test within MuseIT with the JackTrip technology	https://ccrma.stanford.edu/events/centering-disability-in-online-musical-experiences

8	SHMU	14/04/ 2023	Jönköping, Sweden	Curious at...	Other (Precised in the Notes)	Local authorities	MuseIT part of presentation	
9	SHMU	19/04/ 2023	Gothenbu rg, Sweden	Gothenburg Science Festival	Conference	Research communities	MuseIT included in seminar and demo on remote performance	https://www.veten skapsfestivalen.se/f or-alla/live-music-with-the-right-feeling/5990/#singl e-event-description
10	SHMU	11/05/ 2023	Oslo, Norway	INCLUSION, DIVERSITY AND SUSTAINABILITY TAKE CENTRE STAGE AT THE 65TH PEARLE* CONFERENCE IN OSLO	Conference	Arts professionals	Presentation of MuseIT and ShareMusic	https://www.pearle .eu/news/inclusion-diversity-and-sustainability-take-centre-stage-at-the-65th-pearle-conference-in-oslo
11	SHMU	12/05/ 2023	Hybrid/Ha rvard Uni, Cambridg e, MA (US)	Instruments, Interfaces, Infrastructures: An Interdisciplinary Conference on Musical Media	Conference	Research communities	MuseIT presented at panel discussion	https://sites.harvar d.edu/instruments-interfaces-infrastructures/pan el-discussion-inclusive-co-creation-in-and-of-online-sonic-spaces/
12	SHMU	12/05/ 2023	Malmö, Sweden	Study visit, master students from Metropolia University of Applied Sciences, Helsingfors	Other (Precised in the Notes)	Research communities	MuseIT large part of the presentation about ShMu's work	https://www.metro polia.fi/en/academi cs/masters-degrees/creativity-and-arts-in-social-and-health-fields-social-services-and-

								health-care
13	KCL	01/06/ 2023	Crete, Greece	Extended Semantic Web Conference 2023	Conference	Research communities	Presentation of MuseIT to other projects, opportunities for collaborations	https://2023.eswc-conferences.org/call-for-project-networking-session-profiles/
14	MCA/ CERTH	08/06/ 2023	Elefsina, Greece	Beyond The Obvious - Handle with Care forum	Workshop	Civil society	Presentation of MuseIt approach, work done so far	https://www.cae-bto.org/programme-2023
15	HB	16/05/ 2023-17/05/ 2023	Online	Disability and Inclusion – Sharing Understandings	Workshop	Research communities	The event was organised for the benefit of MuseIT members.	https://www.muse-it.eu/learning-workshop
16	SHMU	26/05/ 2023	Nässjö, Sweden	Inspiration day in Music Technology for pedagogues working with music	Workshop	Educators	MuseIT part of presentation	https://www.sharemusic.se/resurser-och-inspiration/inspirationsdag-nassjo
17	KCL	27/06/ 2023	Sheffield, UK	First Workshop on Multimodal AI	Workshop	Research communities	Presentation of research ideas for multimodal representation of entities and applications to MuseIT	https://multimodalai.github.io/
18	CERTH	12/05/ 2023	Thessaloniki, Greece	Open-Day of Information Technologies Institute (CERTH-ITI)	Other (Precised in the Notes)			https://www.certh.gr/6B5BFB99.el.aspx

19	MIC-ICCU	12/07/2023	Online	Meeting reserved to the consortium partners	Other (Precised in the Notes)	Other (Precised in the Notes)	Meeting for potential collaboration	
20	SHMU	27/09/2023	Trento, Italy	Summer Academy on Cultural and Creative Industries and Local Development - OECD	Other (Precised in the Notes)			
21	SHMU	30/11/2023	Online	Seminars for students at Malmö College of Music	Other (Precised in the Notes)			
22	SHMU	17/11/2023	Oulu, Finland	Avara Art & Tech	Conference	Other (Precised in the Notes)		AVARA – Art & Tech - Sustainability (taike.fi)
23	SHMU	15/06/2023	Stockholm and Gothenburg, Sweden	Concert (partly remotely through JackTrip) at SMC – Sound and Music Computing Conference	Concert	Research communities	Performance of Understanding	https://www.sharemusic.se/resources-and-inspiration/elephant-ears-on-the-brain-hybrid
24	HB, CERTH, MCA	12/10/2023	Online	EuropeanaTech	Conference	Scientific community		https://pro.europeana.eu/post/full-programme-announced-for-europeanatech-2023
25	HB	06-07/11/2023	On-location in Borås, Sweden + Online	Haptic for Inclusion	Conference	Scientific community		https://www.muse-it.eu/post/look-back-at-haptics-for-inclusion-symposium
26	MCA	8-9 February	Brussels	Belgium Presidency event - AI	Conference	Scientific community	participation	
27	SHMU	3/11/2	Online	Nownet Art Conference	Conference	Scientific		

		023				community		
28	SHMU	11/3/2024-12/3/2024	On-location in Gothenburg	Participatory Session 3	Workshop	Scientific community	The third participatory session of the MuseIT project. The aim was to work HV (heart rates) and Haptic sensors.	
29	SHMU	19/4/2024	Gothenburg, Sweden	Gothenburg Science festival	Conference	Scientific community	MuseIT included in seminar	https://www.vetenskapsfestivalen.se/for-alla/lyssna-till-din-hjarna-nar-vagor-blir-musik/6518/
30	CTL	10-11/04/2024	Nicosia, Cyprus	Participatory workshop for ECG Data Collection during Stress Tests	Other (Precised in the Notes)	Specific users	Check desception and outcome tabs	
31	HB	04-03-2024		HumInfra	Conference	Scientific community	Presentations of both MuseIT and HumInfra to learn more about one another and explore areas of mutual interest, hence extending the project's network.	https://www.huminfra.se/
32	HB	04-04-2024	Online	"From Theory to Impact – Expanding Horizons Through Applied Research"	Webinar	Scientific community		https://kritfunk.blogg.lu.se/om-kritfunk/
33	HB	23-04-2024	Borås	Spader ess	Conference	Specific users	This is "a national and combined management development and mentoring program for women at the beginning of their management career. This spring, the network will meet in Borås. The theme of the meeting is sustainability (social as well as environmental and economic) as well as future and business.	
34	HB	24/27-06-2024	Birmingham	ACM Europe Summer School on Accessible and Inclusive Technologies	Conference	Scientific community	presentation of the project as part of the program	https://www.eventbrite.co.uk/e/acm-europe-summer-

								school-on-accessible-and-inclusive-technologies-tickets-869103781807
35	HB	26/29-09-2024	Gothenburg	Gothenburg Book Fair 2024	Conference	Scientific community		https://bokmassan.se/
36	SHMU	31/05/2024	Jönköping	Europaforum 2024 in Jönköping	Conference	Civil Society		https://utveckling.rjl.se/kalendarium/europaforum-2024/
37	SHMU	24/05/2024	Malmö	Presentation MuseIT - cultural administration Region Skåne in Malmö	Conference	Cultural organisators	presentation of the project	
38	MCA	29-31/05/2024	Malmo	CAE Beyond the obvious conference	Conference	Civil Society	Promotion of the project to various stakeholders	https://www.cae-bto.org/
39	Actronika	20/04/2024	Paris	Atelier Accessibilité by France Immersive Learning	Workshop	Innovators	Demonstration and presentation of the project	
40	Actronika	22/05/2024	Paris	Vivatech	Trade Fair	Industry	Project presentation	https://vivatechnology.com/
41	Actronika	31/05/2024	Corsica	Handicorsica	Trade Fair	Research Community	Project presentation	https://www.media.corsica/handi-corsica
42	KNAW	30/05/2024	Amersfoort	SURF Research Day	Conference	Scientific Community	Project presentation	https://www.surf.nl/en/researchday/retrospective-2024
43	Actronika	03/06/2024	United Arab Emirates	EMIRATS ARABES UNIS - ICC Immersion - Industries culturelles et créatives	Brokerage event	Industry	Presentation of MuseIT and possible use cases	https://ifprog.emundus.fr/en/campagne-info?view=program

									me&cid=199
44	HB	21/06/ 2024	Riga	ISFNR 19th Congress	Congress	Scientific community	Invited keynote, linking MuseIT to event		https://en.lfk.lv/isf nr2024
45	Actroni ka	12/03/ 2024	Paris	Atelier Accessibilité by France Immersive Learning	Workshop	Innovators	Demonstration and presentation of the project		
46	Actroni ka	22/03/ 2024	Paris	Carrefour Numérique	Exhibition	Innovators	Presentation of the MuseIT use cases in cultural exhibitions		
47	Actroni ka	27/03/ 2024	Paris	Cultural and creative industries 2024	Workshop	Industry	Demonstration and presentation of the project		
48	Actroni ka	10/04/ 2024		Laval Virtual	Workshop	Industry	Presentation to the project and use cases to a wide audience interested in virtual immersive experiences		
49	HB	26- 29/09/ 2024		Gothenburg Book Fair 2024	Conference	Scientific community	presentation of the project		https://goteborg- bookfair.com/

3-Dissemination events (local, national, EU and international)

	Dissemination national/ international Events

Nr	Partner	Date	Location	Name	Type of event	Audience	Involvement	Links
1	CERTH	24/02/2023	Thessaloniki, Greece	Perspectives in Digital Cultural Heritage	Workshop	Research communities	Presentation of MuseIT and particularly T4.1	https://www.amth.gr/news/epistimoniki-imerida-2
2	CERTH	08/06/2023	Budapest, Hungary	DARIAH Annual Event	Conference	Research communities	Presentation of MuseIT, and particularly T4.1 and T4.3	https://www.dariah.eu/2022/10/26/save-the-date-for-the-dariah-annual-event-2023/
3	KNAW-DANS	12/12/2023	Online	BY-COVID Webinars online	Webinar	Research communities	The presentation introduced the MuseIT project and how the data management plan was important to continued internal discussions within the MuseIT project as well as to consider the variety of data used and generated	https://docs.google.com/document/d/166FV1vF7F6cSO61ueA4f1gsuGKhuRYip6Qxv2P542Ew/edit#bookmark=id.coqbxgfu0kn6
4	CTL	05/07/2023	Corfu, Greece	PETRA '23: Proceedings of the 16th International Conference on PErvasive Technologies Related to Assistive Environments	Conference	Research communities	Presentation of MuseIT AI technologies involved in WP5	https://dl.acm.org/doi/10.1145/3594806.3596553
5	CERTH	29/11-01/12/2024	Rotterdam, Netherlands	EuroXR-2023 Conference, in the context of Immersive Tech Week 2023	Conference	Research communities	Presentation of MuseIT, and particularly T4.1 and T4.3	https://www.euroxr-association.org/conference2023/
6	KCL	01/11/2023	Athens, Greece	LM-KBC workshop @ ISWC 2023 conference	Workshop	Research communities	Presentation of paper title "Using Large Language Models for Knowledge Engineering (LLMKE): A Case Study on Wikidata"	https://doi.org/10.48550/arXiv.2309.08491

7	HB	26/09/2023	Zagreb, Croatia	The 27th International Conference on Theory and Practice of Digital Libraries,	Conference	Research communities		http://tpdl2023.dei.unipd.it/index.html
8	HB	13-09-2024	Vienna, Austria	Inclusive Museum extract	Conference	Research communities	Submission of extract on Muse-IT	https://onmuseums.com/2024-conference
9	HB	29-04-2024		Funktionsrätt Borås - mode visning for and with personer med funktionsnedsättning på Textile museum	Exhibition	Scientific community	Presentation of some of our wearables for haptic communication	
10	HB	19-04-2024	Gothenburg, Sweden	Vetenskapfestivalen 2024 - Lyssna till din hjärna – när vågor blir musik på stadsbiblioteket	Conference	Scientific community	Seminar on haptics, work on elevation of musicians with disabilities, experience of multimodal technologies as a musician, and work on national centre (Linda) for deafblind issues	https://www.vetenskapsfestivalen.se/
11	SHMU	18-21/06/2024	Lisbon (online)	DARIAH Annual Event 2024	Other (Precised in the Notes)	Scientific community	Paper at the DARIAH Annual Event, 2024	https://annualevent.dariah.eu/
12	HB	24/09/2024	Sweden	Participatory co-design workshop	Workshop	Civil Society	Guiding the co-design workshop	
13	HB		Denmark	Participatory co-design workshop	Workshop	Civil Society	Guiding the co-design workshop	
14	MCA	05/2024	Online	Cluster event	Activities organised jointly with Other eu projects	Scientific community and policy makers	Policy work and planning	
15	MCA	07/2024	Online	Meeting with the PREMIERE Project	Activities organised jointly with Other eu projects	Scientific community and policy makers	Policy work and planning	

| 16 | Actronika / CERTH | | | Representation of MuseIT in Cluster GCC | organised jointly with Other eu projects | Scientific community | Representation of MuseIT in Cluster GCC | |
| 17 | MCA | 06/10/2024 | Bucharest | European Heritage Hub Annual Summit 2024 | | Conference | Scientific community | Presentation of MuseIT and its outputs | https://www.europeanheritagehub.eu/event/european-cultural-heritage-summit-2024/ |

4- Events to keep an eye on 2024-2025

Events to keep an eye on - 2024-2025					
Month	**Partner**	**Event**	**Location**	**Type of event**	**Audience**
October 2024	MCA	[European Cultural Heritage Summit 2024](#)	Bucharest, RO	Conference	Scientific community, Cultural institutions, policy-makers
	HB/SHMU	[Digital Innovation days](#)	Milan, IT	Conference	Scientific community
	HB	[Museum Ideas 2024 International Conference](#)	London	Conference	Scientific community, Cultural institutions
November 2024	CTL/MCA	[21st EuroXR International Conference - EuroXR 2024](#)	Athens	Conference	Scientific community
December 2024	CTL	[EuroMed 2024](#)	Cyprus	Conference	Scientific community

	CTL	**NeurIPS conference**	Vancouver, CA	Conference	Industry, scientific community
January 2025	MCA/ACTRO	**Museum Connections 2025**		Trade fair	Cultural institutions, industries
	HB	**DHNB 2024**		Conference	Scientific community
April 2025	HB	**Science Festival Gothenburg**	Gottingen, SE	Conference	Scientific community
	SHMU	**AI Day**	Paris, FR	Trade fair	Scientific community
May 2025	MCA	**Beyond the Obvious**	Turin, IT	Conference	Cultural institutions, policy-makers
May 2025	KNAW-DANS	**20th Extended Semantic Web Conference (ESWC)**	Hersonissos, Greece	Conference	Scientific community

5- Press articles/ Blogs

<table>
<tr><th colspan="8">Press/Blogs</th></tr>
<tr><th>Partner</th><th>Name of the publication/journal/blog</th><th>Audience</th><th>Posting date</th><th>Title of the article</th><th>URL</th><th>Authors</th><th>Notes (Language...)</th></tr>
<tr>
<td>MCA</td>
<td>European Heritage Tribune - media article</td>
<td>Cultural organizations</td>
<td>18/01/2023</td>
<td>Participatory Workshop: Cultural Accessibility with Inclusion at the Core</td>
<td>https://heritagetribune.eu/eventson/participatory-workshop-cultural-accessibility-with-inclusion-at-the-core/?utm_source=Heritage+Tribune&utm_campaign=e3a06896c4-EMAIL_CAMPAIGN_2022_11_22_03_27_COPY_01&utm_medium=email&utm_term=0_-18d412bff3-%5BLIST_EMAIL_ID%5D</td>
<td>Jean Querelle</td>
<td>Cultural professionals, cultural organisations (EU), policy makers (EU), students</td>
</tr>
<tr>
<td>MCA/HB</td>
<td>Digitalia - media article</td>
<td>Scientific community</td>
<td>8/4/2023</td>
<td>The MuseIT Project: co-designing inclusive technologies for better access to culture</td>
<td>https://digitalia.cultura.gov.it/article/view/3009/2094</td>
<td>Maud Ntonga - Juliette Pokorny ; Nasrine Olson</td>
<td>ISSN: 1972-621X /</td>
</tr>
<tr>
<td>HB</td>
<td>Meltwater - press release</td>
<td>Scientific communities</td>
<td>26/09/2022</td>
<td>Inclusion based on people's needs and the opportunities afforded by technology to be highlighted in new research centre</td>
<td>English: https://www.hb.se/en/about-ub/current/news-archive/2022/september/inclusion-based-on-peoples-needs/ Swedish: https://www.hb.se/om-hogskolan/aktuellt/nyhetsarkiv/2022/september/inkludering-utifran-manniskors-behov-och-teknikens-mojligheter-lyfts-fram-i-ny-centrumbildning/</td>
<td>Ulrika Emtervall (HB communication) in collaboration with Nasrine Olson</td>
<td>Swedish / English</td>
</tr>
</table>

HB	Meltwater - press release	Scientific communities	30/09/2022	MuseIT - Multi-sensory, User-centred, Shared cultural Experiences through Interactive Technologies	English: https://www.hb.se/en/about-ub/current/news-archive/2022/september/inclusive-it-systems-to-open-up-the-world-of-culture-to-those-with-disabilities/ Swedish: https://www.hb.se/om-hogskolan/aktuellt/nyhetsarkiv/2022/september/inkluderande-it-system-ska-oppna-kulturvarlden-for-personer-som-moter-funktionshinder/	Solveig Klug (HB communication) in collaboration with Nasrine	Swedish / English
MCA	Press release	GLAMs, Scientific communities, policy-makers	24/10/2022	MuseIT - a new European project developing technologies for more accessibility and inclusion in the cultural sector!	https://www.muse-it.eu/_files/ugd/694c76_ce02851845bb4e3aa68db21452a22d4c.pdf	MCA	English
SHMU	SAMI stories	People with disabilities, cultural institutions	16/06/2023	ShareMusic: De förutfattade meningarna blåser bort i takt med tonerna	https://www.sami.se/intervjuer/sharemusic-de-forutfattade-meningarna-blaser-bort-i-takt-med-tonerna/	Fardosa Abdalla (Lennox PR)	Swedish. MuseIT mentioned through the work with Remote Performance. SAMI stands for "Swedish artists' and musicians' association".
HB		Scientific communities	2/10/2023	EUROPEAN SYMPOSIUM ON INCLUSION IN CULTURE How to contribute to a more inclusive experience of culture: participate to the Symposium "Haptic for Inclusion" Symposium	https://www.muse-it.eu/_files/ugd/694c76_975d2cda4d094f22bbc6ef594c919e5f.pdf		

MCA	Blogpost on MuseIT website	GLAMs, Scientific communities, policy-makers	29-02-2024	European initiatives similar to MuseIT on cultural heritage preservation and accessibility through advanced digital technologies	https://www.muse-it.eu/post/european-initiatives-similar-to-museit-on-cultural-heritage-preservation-and-accessibility-through-a	MCA	English
MCA	Blogpost on MuseIT website	GLAMs, Scientific communities, policy-makers, people with disabilities	08-03-2024	Enhancing Virtual Spaces through Inclusion and Creativity	https://www.muse-it.eu/post/enhancing-virtual-spaces-through-inclusion-and-creativity	X-System	English
MCA	Blogpost on MuseIT website	GLAMs, Scientific communities, policy-makers	22-03-2024	Developing the MuseIT Virtual Inclusive Exhibition	https://www.muse-it.eu/post/developing-the-museit-virtual-inclusive-exhibition	CERTH	English
MCA	Blogpost on MuseIT website	GLAMs, Scientific communities, policy-makers, people with disabilities	09-04-2024	MuseIT engagement of cultural institutions : the experience of Teatro Stabile of Turin	https://www.muse-it.eu/post/museit-engagement-of-cultural-institutions-the-experience-of-teatro-stabile-of-turin	ICCU	English
MCA	Blogpost on MuseIT website	GLAMs, Scientific communities, policy-makers, people with disabilities	14/06/2024	Preserving the Past, Embracing the Future: How MuseIT is Revolutionizing Cultural Heritage with Technology	https://www.muse-it.eu/post/preserving-the-past-embracing-the-future-how-museit-is-revolutionizing-cultural-heritage-with-tech	KCL	English

| MCA | Blogpost on MuseIT website | GLAMs, Scientific communities, policy-makers, people with disabilities | 01/07/2024 | 'Elephant Ears on the Brain', a concert (partly remotely through JackTrip) at Sound and Music Computing Conference by MuseIT | https://www.muse-it.eu/post/elephant-ears-on-the-brain-a-concert-partly-remotely-through-jacktrip-at-sound-and-music-comput | ShMU | English |
| MCA | Blogpost on MuseIT website | GLAMs, Scientific communities, policy-makers, people with disabilities | 4/07/2024 | The art of speaking about the unknown | https://www.muse-it.eu/post/the-art-of-speaking-about-the-unknown | ShMU | English |

6- Newsletters and mailing lists from partners which include MuseIT

Newsletters and Mailing lists							
Partner	Posting date (Format DD/MM/YYYY)	Name	What did you present about MuseIT	Language	URL	Recipient number	Type of audience
MCA	29/09/2022	MCA newsletter	Launch of the MuseIT project	English	https://mailchi.mp/db6c77fad154/michael-culture-association-newsletter-september-2022?e=196f56ce8e	225	Cultural heritage professionals, GLAMS
MIC-ICCU	10/2022	ICCU Newsletter	Kick-off meeting MuseIT project	Italian	https://mailchi.mp/7f0eb914f136/newsletter-iccu-n-10-ottobre-2022		Cultural heritage professionals, GLAMS
MCA	30/11/2022	MCA newsletter	Launch of the MuseIT project	English	https://mailchi.mp/a92aa8b7e5d6/michael-culture-association-newsletter-november-2022?e=196f56ce8e	225	Cultural heritage professionals, policy makers, GLAMS

MCA	19/12/2022	MCA newsletter	Launch of the MuseIT project	English	https://mailchi.mp/c3b024afd362/michael-culture-association-newsletter-december-2022?e=196f56ce8e	225	Cultural heritage professionals, policy makers, GLAMS
MCA	23/02/2023	MCA newsletter	First participatory workshop in Paris	English	https://mailchi.mp/637ec6a1f410/michael-culture-association-newsletter-january-february-2023?e=196f56ce8e		
SHMU	12/04/2023	ShMu Newsletter	Call for research participants	Swedish	https://mailchi.mp/sharemusic.se/det-vras-fr-rekryteringar-aktiviteter-och-annat-spnnande	942	
SHMU	13/04/2023	ShMu Mailing list	Call for research participants	Swedish	No sharing possibility in this CRM system	405	a) former participants of ShMu activities, courses etc b) cultural professionals c) People working in the infrastructure around persons with disabilities
SHMU	02/05/2023	Funktionsrätt Göteborg	Local disability rights organisation sharing ShMu's call for participants to MuseIT	Swedish	https://mailchi.mp/b803a142a0ef/funktionsrattgbgs-nyhetsbrev-nr-13521654?e=6b96b452b4	Unknown. The newsletter goes out to all members of the NGO.	Other (Precised in the Notes)
MCA	21/07/2023	MCA newsletter	Monthly newsletter including disability pride month	English	https://mailchi.mp/fdecc08c672b/michael-culture-association-newsletter-april-6243264?e=a7ae37c060	225	Cultural heritage professionals, GLAMS
MCA	28/09/2023	EC Heritage	Promotion Symposium 'Haptic for Inclusion'	English	Maillinglist	80	Cultural heritage professionals , EU networks and ministries of Culture, EC

MCA	07/12/2023	MCA newsletter	MuseIT meeting & workshops Cyprus; Symposium "Haptic for inclusion" Borås; Subscribe to MuseIT newsletter	English	https://mailchi.mp/82df53f1d60f/michael-culture-association-newsletter-april-6258548	232	Cultural heritage professionals, GLAMS
SHMU	10/11/2023	ShMu Mailing list	Invitaion to Stanford Tech-Lab in Vara	Swedish	https://mailchi.mp/sharemusic.se/senhosten_pa_sharemusic?e=[UNIQID]	922	Cultural heritage professionals, GLAMS
SHMU	3/4/2024	ShMu Mailing list	Invitation to Gothenburg Science festival	Swedish	https://mailchi.mp/sharemusic.se/mt-vren-med-sharemusic	901	Cultural heritage professionals, GLAMS
SHMU	17/05/2024	ShMu Mailing list	Promoting coming events within MuseIt (presentation at Europaforum in Jönköping), also link to article on our website about Edinburgh	Swedish	https://mailchi.mp/sharemusic.se/missa-inte-europaforum-anskan-till-skapa-plats-samt-sharesymposium?e=e01e0fc6a5	895	Cultural heritage professionals, GLAMS
ShMu	20/06/2024	ShMu Mailing list	Report of Remote Performance Platform/DARIAH	English/swedish	https://mailchi.mp/5936a06b16e1/summer-greetings-museit-update-reading-tips-and-job-opportunitiesEdit	1039	20/06/2024
MCA	July 2024	MCA Newsletter	Promotion of SEMINAR: MuseIT - Fusing Technology and Inclusion to Amplify Diverse Voices and Cultures	English	https://mailchi.mp/ccd16494cde1/mca-newsletter-january-february-6403776	231	July 2024
ShMu	30/08/2024	ShMu Mailing list	Promotion of Gothenburg Book Fair 2024 & blogposts on MuseIT website	Swedish	https://mailchi.mp/sharemusic.se/en-spnnande-hst-vntar-sharing-bokmssan-samt-symposium?e=e01e0fc6a5	896	30/08/2024

7- Pages/ blogs on partners' websites which include MuseIT

Partners' websites					
Partner	**Date**	**Action**	**URL**	**Language**	**Type of audience**
MIC-ICCU	10/2022	information form about MuseIT project (Italian)	https://www.iccu.sbn.it/it/attivita-servizi/attivita-internazionali/museit/	Italian	Cultural heritage professionals, GLAMS
MIC-ICCU	10/2022	information form about MuseIT project (English)	https://www.iccu.sbn.it/en/activities/international-activities/museit/index.html	Italian	Cultural heritage professionals, GLAMS
MCA	10/2022	MuseIT dedicated webpage	http://www.michael-culture.eu/museit	English	Cultural heritage professionals, GLAMS
SHMU	14/02/2323	Article about the Consortium meeting in Paris	MuseIT: Consortium meeting in Paris – ShareMusic & Performing Arts	English	Not precised
SHMU	14/02/2023	Article about the Consortium meeting in Paris	MuseIT-samling i Paris – ShareMusic & Performing Arts	Swedish	Not precised
SHMU	30/03/2023	MuseIT dedicated webpage	https://www.sharemusic.se/resurser-och-inspiration/museit	Swedish	Not precised
SHMU	04/04/2023	Call for research participants	https://www.sharemusic.se/resurser-och-inspiration/delta-museit	Swedish	Not precised
SHMU	02/05/2023	MuseIt dedicated webpage English	https://www.sharemusic.se/resources-and-inspiration/museit	English	Not precised
EXUS	30/06/2023	information form about MuseIT project	https://www.exus.ai/our-projects/museit	English	Not precised
HB	09/2022	MuseIT HB-local webpage	https://www.hb.se/forskning/forskningsportal/projekt/museit/	Swedish/English	Scientific community
HB	30/09/2022	News items on HB website	https://www.hb.se/forskning/aktuellt/nyhetsarkiv/nyhet/135358/	English	Scientific community
HB	15/09/2022-	Promotional blog	https://www.hb.se/en/research/research-portal/centres/include--centre-for-inclusive-studies/	English	Scientific community

	29/10/2022					
HB	09/11/2023	News items on HB website	https://www.hb.se/om-hogskolan/aktuellt/nyhetsarkiv/2023/november/spannande-anvandarupplevelser-pa-haptik-genom-inkludering/	Swedish	Scientific community, policy makers, GLAMS	
SHMU	16/05/2024	Article Edinburgh Consortium	https://www.sharemusic.se/resources-and-inspiration/museit-consortium-meeting-in-scotland	Swedish/English	Scientific community, policy makers, GLAMS, people with disabilities	
SHMU	16/05/2024	Annual Report ShareMusic (Verksamhetsberättelse)	https://issuu.com/emeliesharemusic.se/docs/verksamhetsber_ttelse_2023_final	Swedish	Scientific community, policy makers, GLAMS, people with disabilities	

8- Any other activities including communicating or disseminating MuseIT

Other activities						
Partner	**Date**	**Action**	**URL**	**Language**	**Type of audience**	**Notes**
HB	1/3/2023	Presentation of the project at the DCH Cluster Meeting	n/a	English	EU policy officers, POs, representatives for the different projects in the DCH cluster	
HB	25/05/2023	2nd DCH cluster meeting	n/a	English	POs and representatives for the different projects in the DCH cluster	HB on behalf of MuseIt played a key role in communicating with the other project and organising the presentations and contents for this meeting.

SHMU	28/06/2023	Participation in a podcast	https://podcasters.spotify.com/pod/show/coompanion/episodes/Fr-allas-rtt-att-uttrycka-sig-konstnrligt---med-ShareMusic-e269ril?fbclid=IwAR15vpN3Mzo9t451bFaUyFgKvxBdy_I2bDRnmCxKeFlUogG3BA4Ld8K9GP4	Swedish	Stakeholders within social entrepreneurship and innovation	Sophia Alexandersson was one of the guests and highlighted the work with MuseIT.
HB	22/01/2024	Cluster meeting: 3rd meeting of Horizon Music Cluster		English	Other (Precised in the Notes)	
HB	29/02/2024	Meeting with/presentation of MuseIT for attaché from Institut Français de Suède higher education at the Institut Français de Suède (Cultural and Scientific Department of the French Embassy)		English	Other (Precised in the Notes)	HB MuseIT staff meet with Valérie Lemarquand, attaché for research and higher education at the Institut Français de Suède (Cultural and Scientific Department of the French Embassy) to inform about the project during its "Tour de Suède," in which the institute is pursuing French-Swedish collaboration in research and higher education.
HB	Feb 2024	HB PhD course learned about MuseIT and presentation of data management plan		English	Scientific community	