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D8.7 Final Report on Communication Activities

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2	AALTO	AALTO KORKEAKOULUSAATIO SR	Finland
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4	AAU	AALBORG UNIVERSITET	Denmark
5	OU	THE OPEN UNIVERSITY	UK
6	IMMA	IRISH MUSEUM OF MODERN ART COMPANY	Ireland
7	GVAM	GVAM GUIAS INTERACTIVAS SL	Spain
8	PG	PADAONE GAMES SL	Spain
9	UCM	UNIVERSIDAD COMPLUTENSE DE MADRID	Spain
10	UNITO	UNIVERSITA DEGLI STUDI DI TORINO	Italy
11	FTM	FONDAZIONE TORINO MUSEI	Italy
12	CELI	MAIZE SRL	Italy
13	UH	UNIVERSITY OF HAIFA	Israel
14	CNR	CONSIGLIO NAZIONALE DELLE RICERCHE	Italy

Executive summary

This document summarises the communication activities (Task 8.7) from Month 13 to Month 36 of the SPICE project. The overall objective of communication activity is to engage in a dialogue about the emerging project results with general audiences who are potential users, specifically heritage institutions, community organisations, interest groups and educators. The methodologies of each communication channel are defined in relation to reaching the broadest possible audience. Each channel of communication is examined on the depth and breadth of engagement achieved with the project's audiences in the reporting period.

Overall, there have been notable successes in terms of the communication activities since Month 13: the project received a high-level of media coverage, surpassing KPI targets, and including 'organic' coverage from external media platforms, including a national newspaper (*The Irish Times*) and broadcaster (*TGR, Rai 3*); the website has also performed solidly, exceeding substantially its KPIs as a hub and landing page for the project, with clear, graphic explanations and media content featuring prominently; its three social media platforms have grown steadily in terms of activity, audiences, and engagement – importantly, the quality of content has notably increased in the last two years, with regular posts of high-quality photos, videos, and articles relating to SPICE case studies and research; the newsletter has also steadily grown its subscriber base and has continued to capture the wide-range of project activity in its regular mail outs.

However, in the case of the latter two communication channels, Social Media and Newsletter, despite substantial progress across the lifetime of the project, the consortium did not manage to reach the ambitious KPI targets.

Document History

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Introduction

The overall aim of the communication activities is to engage in a dialogue about the emerging project results with general audiences.

Communication is a shared responsibility across the SPICE partnership, which involves all other Work Packages, though communication activities are managed through Task 8.4 (T8.4), with Work Package 8 (WP8) taking responsibility for providing the overall structure and strategy by which communication takes place. Communication activities directly involve WP7 (Case Studies Progress and Plan) for example, to illustrate how the tools and methods can be used with a variety of citizen communities, providing examples that the sector can follow; similarly, the *SPICE newsletter* draws on the current research and activities of all other Work Packages.

Monthly WP8 meetings provide the opportunity for partners to discuss planned and ongoing communication activities as well as their outcomes. This helps partners to understand which communication actions are being carried out and how to participate in them.

Section one of this report outlines the specific aims of the communication activities in engaging general audiences.

Section two examines each of the communication methodologies used to publicise the project and maximise impact of developments:

- **Media Coverage** - Press releases are referenced into search engines, and we publicise the project through professional organisations.¹ Academic partners use their Communications Offices to assist in the preparation and distribution of press releases related to project launch and significant milestones. Years two and three saw a substantial increase in independent media coverage generated from the activities of its case studies.
- **Social Media** – the project employs Twitter, LinkedIn and Instagram, as well as YouTube. These platforms give audiences direct insight into the interpretative and reflective activities developed and evaluated in the project, as well as sharing research and other content that relates to the values and goals of SPICE. Social media is also used to syndicate content from the main website.
- **Website** - a dedicated project website featuring multimedia content reflects the diversity of research and case studies undertaken. The website is used as a central repository for recording progress, events and results, to which social media platforms can direct audiences. The website also hosts a private intranet for SPICE partners.
- **Newsletter** - regular updates, links and discussion are distributed to a database of dedicated subscribers through regular SPICE newsletters. These are an effective means of spreading word of project events and results to engaged audiences.

Section three deals with the processes and tools by which Key Performance Indicators (KPIs) are tracked and monitored, to ensure communication activity meets expected targets.

¹ For example, *IPTC*, as well as the heritage community via bodies such as the Collections Trust, Museums Association, Network of European Museums Organisation, Culture 24 and Europeana.

Finally, the report concludes with a summary of progress in the project's second and third years.

1. Objectives

The overall aim of SPICE communication activities is to engage in a dialogue about the emerging project results with general audiences.

2. Communication activities

Channels of communication and methodology

There are four channels of communication, which are examined in depth below. Communication methodologies were selected with general audiences in mind, in order to maximise the breadth and depth of communication activity across demographics, e.g. age, genders, and occupations. The main channels used to communicate the SPICE project are as follows:

2.1 Media Coverage: press releases

2.2 Social Media: Twitter, LinkedIn, Instagram, YouTube

2.3 Website: SPICE project website

2.4 Newsletter: Regular themed newsletters

2.1 Media Coverage: Press releases

In Months 13-26, there were 11 instances of media coverage communicating aspects of the SPICE Project, including a presentation on a EU research network (Heritage Hub), an article in a national museum journal (*Museum Ireland*), articles from SPICE communities (Medical Independent, St James's Hospital Times, Oberstown Children Detention Campus), and three video appearance on national media platforms (*TGR Rai3*, *Rai Scuola*, and *The Irish Times*). In addition, three press releases were published by SPICE partners, which helped to communicate the project throughout the partners' respective networks.


CREATIVE LIFE

SPICE workshops with St James's Hospital staff


by Adam Stoneman SPICE Project Researcher, Engagement and Learning, Irish Museum of Modern Art (IMMA), contributions by Róisín Nevin, Creative Life Coordinator, MISA, and hospital staff

The ongoing collaboration to support arts, health and wellbeing, between the Creative Life Programme in MISA, St James's Hospital and IMMA, produced great results last month when two groups of hospital staff from across different disciplines became 'citizen curators' for an afternoon and shared their perspectives through artwork. Participants learned the art of 'slow looking' and explored the exhibition The Narrow Gate of the Here-and-Now, before developing their own digital selections and interpretations.

The first group used art to reflect on their experiences at the frontline of the pandemic, asking "What did walking through the 'Covidoor' (Covid-corridor) make you realise?" Responding to Alice Maher's work Collar, they wrote: "We carried more than one heart." The second group focussed on a photograph by Les Levine. For them, a poster of a grasshopper held in a hand symbolised healthcare, 'where the power over vulnerability is in your hands.' As citizen curators, the St James's Hospital staff shared



Collar, by Alice Maher



Photograph by Les Levine

research project on citizen curation. Carolyn Orbinski, (CNM3, Covid Programme Office): "Thank you for offering me the opportunity to be part of citizen curate "Spice project" in IMMA. I must say I thoroughly enjoyed the experience and got immense satisfaction from it. Adam is such a nice young man and so enthusiastic about his job. Today was great".

their unique perspectives through art and with wider IMMA audiences. This work is part of IMMA's contribution to SPICE, an EU H2020

Fig 1: Article on SPICE workshops with healthcare workers at St James's Hospital in SJH Times, April 2022



Aldo Gangemi
direttore ISTC - CNR

Fig 2: Interview with Aldo Gangemi on Rai Scuola, November 2022

The full range of activity is outlined below:

Date	Title of press release	Platform	Description	Link	Partner involved
07/04/2021	Heritage Research Hub: SPICE as featured Heritage Project		Presentation of the SPICE project	https://www.heritagere search-hub.eu/project/spice/	All
07/07/2021	GVAM: TECHNOLOGY PROMOTER FOR THE EUROPEAN CULTURE AND HERITAGE	GVAM	SPICE mention	https://www.gvam.es/en/agent-committed-promotion-european-culture-new-technologies/	GVAM
23/07/2021	Citizen curation: the future of museums and cultural heritage		Presentation of the SPICE Project	https://medium.com/h-farm-consultancy/citizen-curation-the-future-of-museums-and-cultural-heritage-cbf1af320096	CELI
26/04/2022	Minister Roderic O’Gorman launches exhibition at IMMA made by young people in Oberstown Children Detention Campus that highlights the positive value of engagement in the arts	IMMA	SPICE mention	https://imma.ie/about/press-centre/minister-roderic-ogorman-launches-exhibition-at-imma-made-by-young-people-in-oberstown-children-detention-campus-that-highlights-the-positive-value-of-engagement-in-the-arts/	IMMA
26/04/2022	New exhibition showcases work by young people in Oberstown detention centre	Irish Times	SPICE mention	https://www.irishtimes.com/culture/art-and-design/new-exhibition-showcases-work-by-young-people-in-oberstown-detention-centre-1.4862471	IMMA
21/06/2022	The art of healing	Medical Independent	SPICE mention	https://www.medicalindependent.ie/comment/opinion/the-art-of-healing/	IMMA
26/04/2022	MISA Creative Life - Citizen curation workshops	St James's Hospital Times	Description of SPICE workshops	Physical copy (fig. 1)	IMMA

03/08/2022	'IMMA exhibition features Oberstown artists'	Oberstown Children Detention Centre YouTube Channel	Description of SPICE workshops (video)	https://www.oberstown.com/2022/04/27/exhibition-features-oberstown/	IMMA
30/08/2022	Uncomfortable Revelations: can citizen curation widen access to museums?	Museum Ireland	Presentation of SPICE case study	https://irishmuseums.org/uploads/downloads/IMA-Journal-2021-compressed.pdf	IMMA
20/04/2021	Interview with Antonio Lieto	TGR, Rai 3	SPICE mention	Television broadcast	UNITO
18/05/2022	Those Who Travel Have Stories to Tell	Dublin City University	SPICE mention	https://www.dcu.ie/dcu/artsandculture/those-who-travel-have-stories-tell	IMMA
03/11/2022	Virtual Empathy: Associazione tra simulazione fisica e valoriale	Rai Scuola	Presentation of SPICE case study	https://www.raiscuola.rai.it/tecnologia/articoli/2022/11/Virtual-Empathy-456588df-3506-44ab-8b7f-05a7daafe447.html	UNITO
27/01/2023	Digital Learning and Education in Museums: Innovative Approaches and Insights	NEMO Report by LEM - The Learning Museum Working Group	Presentation of SPICE case study	https://www.nemo.org/fileadmin/Dateien/public/Publications/NEMO_Working_Group_LEM_Report_Digital_Learning_and_Education_in_Museums_12.2022.pdf	IMMA
27/01/2023	Engage journal podcast S1E1: Analysis	The Engage Journal Podcast	SPICE mention	https://the-engage-journal-podcast.podbean.com/engage-journal-podcast-episode-1-analysis/	IMMA

Table 1: Press releases published between M13-M36.

KPIs

	Overall Target	Achieved	Difference
Press releases	2	20	18

2.2 Social Media: Twitter, LinkedIn, Instagram, YouTube

SPICE uses three main social media channels : Twitter, LinkedIn, and Instagram. In addition, a YouTube account is used to upload project videos, which can be linked to and embedded on the website and the main three social media channels. All consortium partners, as individuals and as organisations, contribute content to the social media channels, including news items, relevant research and related projects, and sharing and reposting of SPICE content.

A shared document available to partners in the Member’s Area of the SPICE website is used to collate and schedule suggestions for social media posts. Responsibility for the social media channels lies with the SPICE project management board but is executed day-to-day by IMMA in Work Package 8. Access to the project social media channels is monitored and reported on using the analytical tools provided by each platform (see Section 6 Indicators below).

2.2.1 Twitter²

Description

The SPICE Twitter account (SPICE H2020, @SpiceH2020) is branded with the project logo and visual identity, and includes a short description, geographic locations of partners, and the project website link. The name and address of the account includes ‘H2020’ to communicate EC funding. The Twitter account is mainly used for text-based communication, using short, engaging texts and includes relevant links back to the SPICE website so that content is useful and informative to users.

The account operates mostly in the present tense or short-term future – highlighting what is happening now or in the coming weeks. Posts to the account are intended to be frequent, followed by a steep increase in volume of tweets during events, workshops, conferences, and particularly active points in project research. The tone of the posts is informal, positive but professional. A central tenet of Twitter communication is posting quality content related to the project’s research, links to relevant content from the consortium’s partners, and multi-media relevant to SPICE stakeholders and future users.

In years two and three, content is organised into strands of communication: updates on work package developments, live tweeting from conferences and events, sharing project results, and multi-media content including articles, photographs and videos from the case studies.

² <https://twitter.com/SpiceH2020>



Fig. 3: An image of the SPICE Twitter profile.

Audiences

The Twitter account aims to engage professionals in universities, research, museums, culture and heritage organisations but also outside that group – potential users and participants from a variety of social contexts, and an even wider group of members of the public with an active interest in culture, who may view one of SPICE’s Tweets in their timeline. Posts on Twitter are scheduled via TweetDeck and in-app tools.

- Mutual follows from M13-36 from other EU Horizon 2020 and European projects include rurAllure, Odeuropa, VAST, MediaVerse, Selsi Project, SprING, TExTOUR, REBUILD, JUST2CE.
- Key stakeholder followers from the heritage sector include:
 - Julia Pagel (@JuliaPagel2), Secretary General of NEMO (Network of European Museum Organisations)
 - Italian Association of Digital Humanities (@AIUCD)
 - Irish Association of Professional Historians (@iaphistorians)
 - Espoo City Museum (@EspooCityMuseum)
 - UNESCO and ERA Chairs on Digital Cultural Heritage (@UNESCO)_DCH_ERA Digital Heritage Research Lab at Cypress University of Technology, holding UNESCO and European Research Area (ERA) Chairs in Digital Cultural Heritage
 - DARIAH-EU (@DARIAHeu) Digital Research Infrastructure for the Arts and Humanities - Creating, connecting and sharing knowledge about culture and society
 - European Heritage Tribune (@HeritageTribune)
- Key stakeholder followers from community organisations include:
 - Veronica Crosby (@VeronicaCrosbie) Lecturer in ESOL and Intercultural Studies at Dublin City University; Chair of Universities of Sanctuary Ireland; Coordinator of

- the MELLIE Programme (Migrant English Language, Literacy and Intercultural Education)
 - Black Queer Book Club (@BlackQueerBC)
 - Istituto dei Sordi (@IstitutoSordi)
- Activity increased around conferences, such as ExICE Conference in Bologna (20 Tweets and 38 Retweets from the account between 14th-16th March), and events such as Museum Week (30 Tweets and 5 Retweets from June 13th-19th 2022); alongside these bursts of more intense communication activity, there has also been a consistent level activity, with media such as articles, photographs and videos about the case studies being shared regularly. Across the lifespan of the project, a Tweet was posted every other day.³

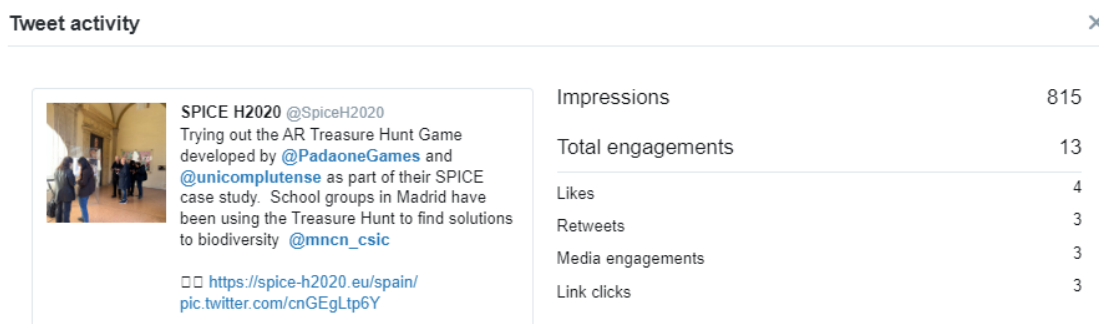


Fig. 4: Example of a Tweet from 15th March 2023.

- Using the app, Tweepstmap, we can analyse the national spread of @SpiceH2020 Twitter followers (Fig. 4). This analysis indicates that the majority of engagement is from SPICE partners, with 64% of followers from the five case study countries (UK 17.5%, Italy 14%, Ireland 13.6%, Spain 9.7%, Finland 8.9%, Israel 0.4%). However, as the figure demonstrates, SPICE followers are reaching outside the consortium to other countries, including Germany 8.2%, USA 8.2%, and to a lesser extent Belgium 2.9%, and Netherlands 2%.

³ On 22nd April 2023, 1,204 days after the SPICE Twitter account was created, there were 562 Tweets, an average of 0.55 posts per day.

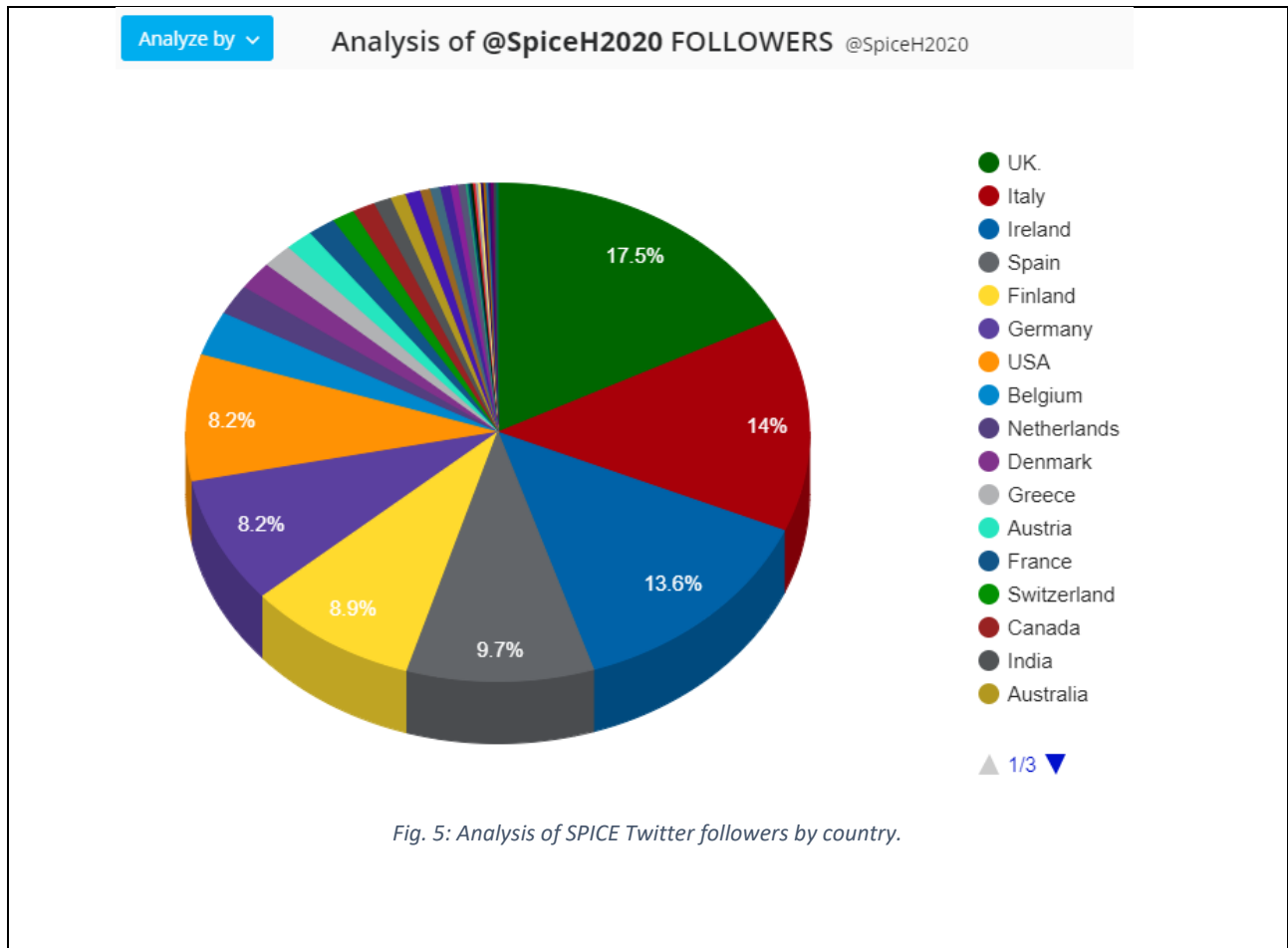


Fig. 5: Analysis of SPICE Twitter followers by country.

KPIs

	Overall Target	Achieved	Difference
Genuine Followers	1600	786	-814
Tweets	680	562	-118
Likes	3400	1673	-1727

2.2.2 LinkedIn⁴

Description

The LinkedIn company account (SPICE H2020) is branded with the SPICE logo and visual identity, with a short project description, listed as a Research project and geographically located to Bologna. The name of the account and its short descriptor include ‘H2020’ and ‘Horizon 2020’ to communicate EC funding. The LinkedIn account is used for mainly image and text-based communication, using longer texts and include where relevant links back to the SPICE website so that content is useful and informative to users. The channel also uses hashtags as part of the LinkedIn format.

The account operates mostly in the present tense or short-term future – highlighting what has just happened or will do so in the coming weeks. Posts to the account are intended to be less

⁴ <https://www.linkedin.com/company/spice-h2020>

frequent than Twitter, but slightly longer individual posts with an increase in volume during events, workshops, conferences, and particularly active points in project research.

The content often combines and expands on a number of posts on Twitter. The tone of the posts is professional. LinkedIn communication also follows Twitter posts in only publishing quality content related to the project’s research, links to relevant content from the consortium’s partners, and information relevant to SPICE stakeholders and future users. In the first year of the project, content has been organised similarly to the Twitter feed, posting distinct strands of communication: updates on work package developments, reviews of activities and workshops related to the case studies, synopsis-type posts following on from conferences and events.

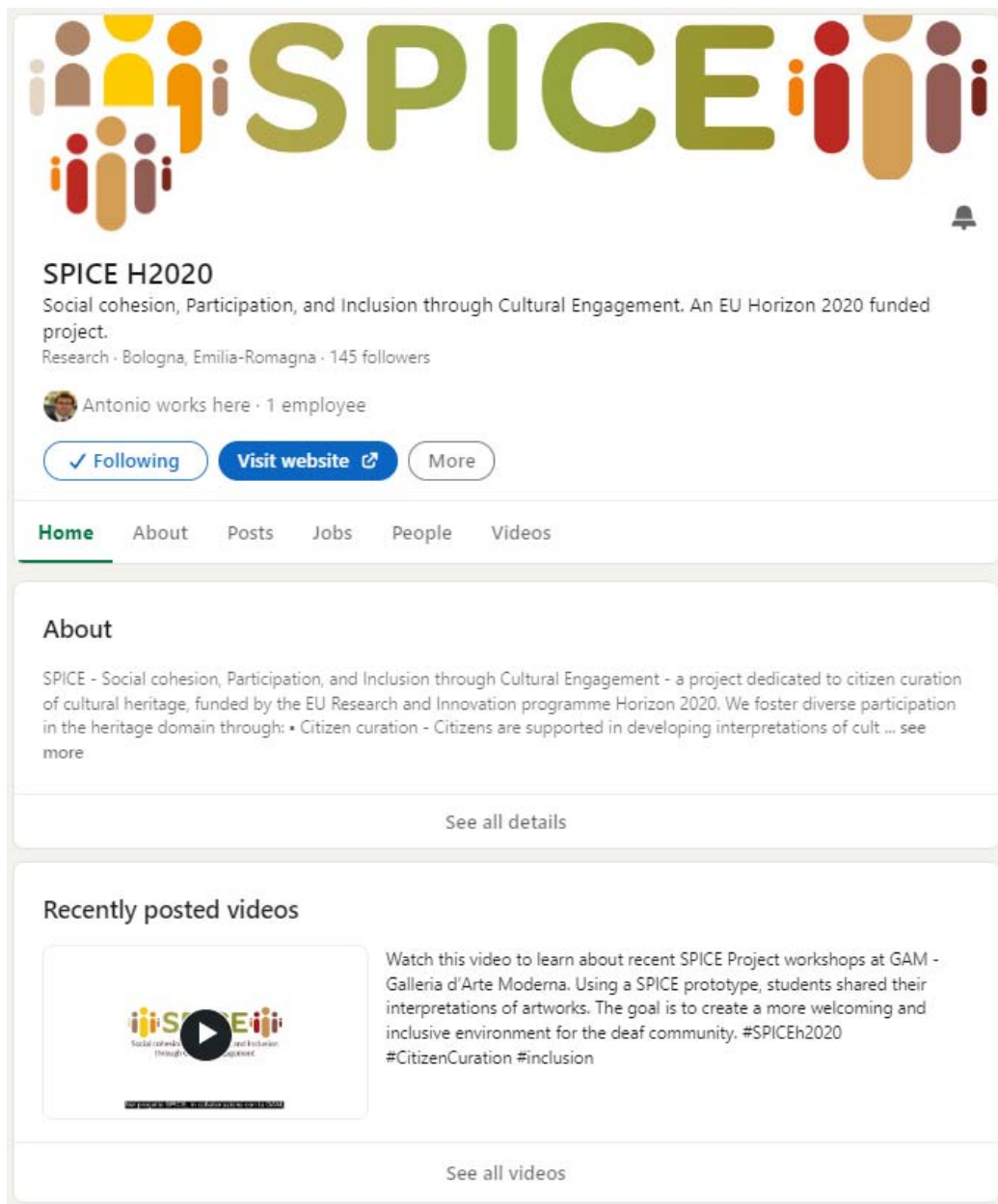


Fig. 6: the SPICE LinkedIn profile.

Audience

While the SPICE H2020 account aims to create the widest possible network of LinkedIn users, it primarily addresses a professional audience involved in universities, research, technology, museums and heritage.

- **Followers:** At Month 36 of SPICE, the number of followers on LinkedIn is 145. 62 (43%) of those followers joined in the final year of the project. Key stakeholder followers are drawn from Higher Education and Research Services (28%), Museums and Historical Sites (18%), Technology, Information and IT Sector (8%) (see fig. 7) Most of its connections are from countries which mirror the locations of the project consortium’s partners (see fig. 8). The highest number of users are from Italy (23.4%), Spain (9.7%), and Ireland (9.7%).

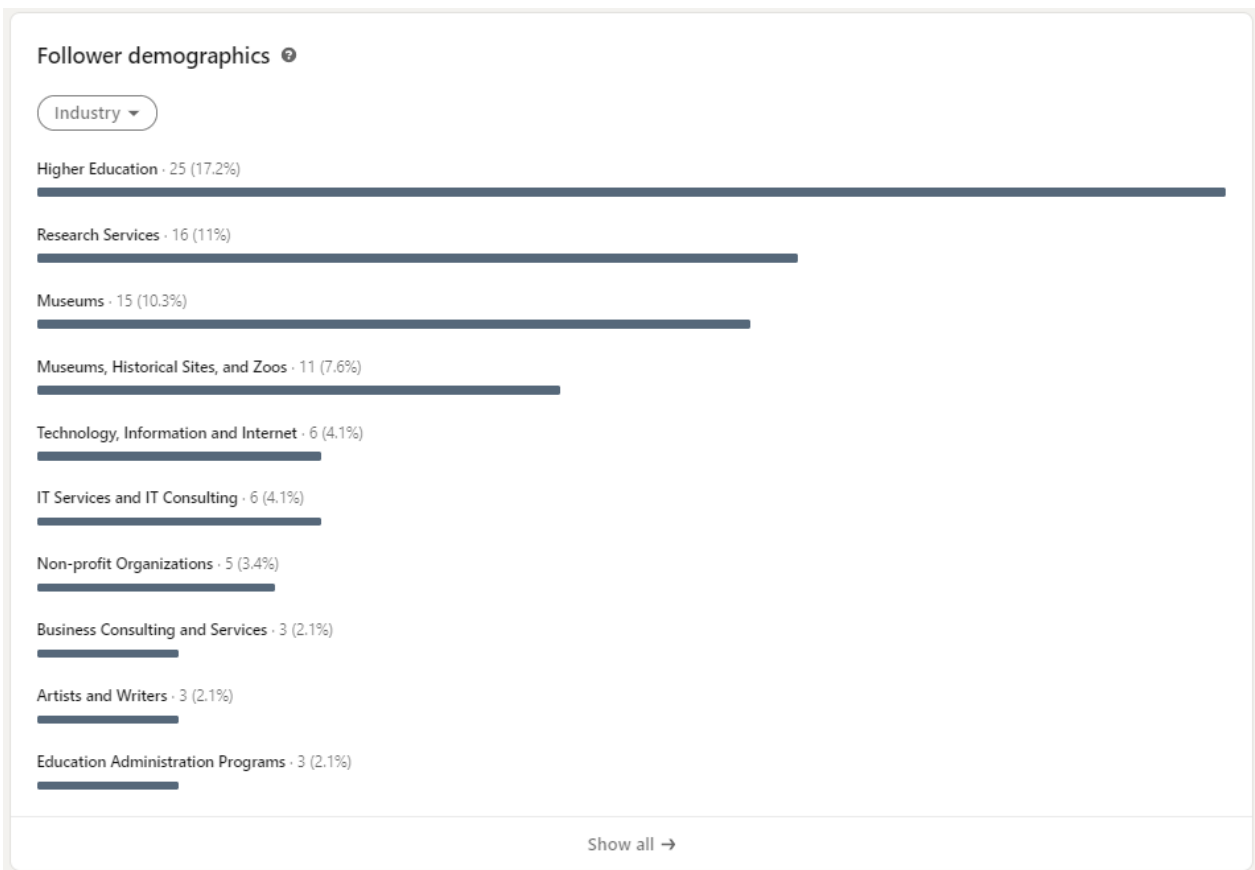


Fig. 7: LinkedIn Follower demographics by industry

Follower demographics 📌

Location ▾

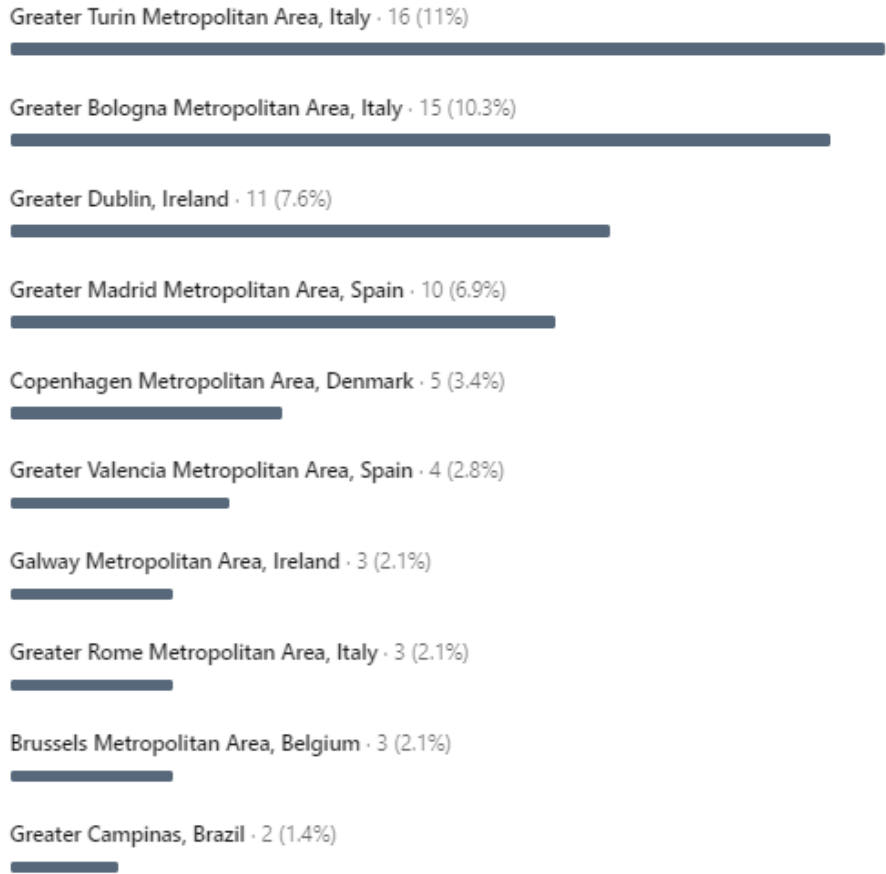


Fig. 8: LinkedIn follower demographics by location.

- Activity:** SPICE posted 172 times on LinkedIn in years two and three; with 21 posts in year one, this represents a yearly increase of 400% on the first year. The top SPICE H2020 post during this period was on 16th April 2023. The post summarized the ExICE Conference in Bologna and tagged participating Partners and partner institutions to boost visibility (fig. 9). It generated 401 impressions, 28 likes, 4 reposts, and an engagement rate of 18.2%.



Fig. 9: Example of a popular LinkedIn post from 16th April 2023.

KPIs

	Overall Target	Achieved	Difference
Connections	475	145	-330
Posts	135	193	58
Likes	410	271	-139

2.2.3 Instagram⁵

Description

The Instagram account (SPICE Project, @spice_h2020) is branded with SPICE's logo in its profile image, with a short project description. The address of the account and its short descriptor include 'h2020' and 'EU H2020' to communicate EC funding. The Instagram account was envisaged as almost entirely visually-based communication channel, using images in the square photograph format of the app. The images used can be photos but also illustration, logos, graphics, screengrabs or an image of text. The attached text is usually longer than Twitter and often is a compound of the content published on Twitter as a series of several posts. Instagram is an effective platform for communication through moving image and video, with live-Instagramming providing another means to communicate about workshops, events or other related project activity.

The account communicates primarily visually and spontaneously, with images that eye-catching and high-impact, and using attached text content to convey what is happening in the present tense or what is about to happen. Posts to the account are intended to be less frequent than Twitter and LinkedIn, but with higher output during events, workshops, conferences. The tone of the text in posts is informal but professional. Instagram communication follows Twitter and LinkedIn posts in only publishing content related to the project's research and relevant to SPICE stakeholders and future users. From M13-M36, most content related to the communities engaging with the case studies, events relating to the project such as conferences and seminars, as well as sharing visual content such as photographs and videos produced by project partners.

⁵ https://www.instagram.com/spice_h2020/

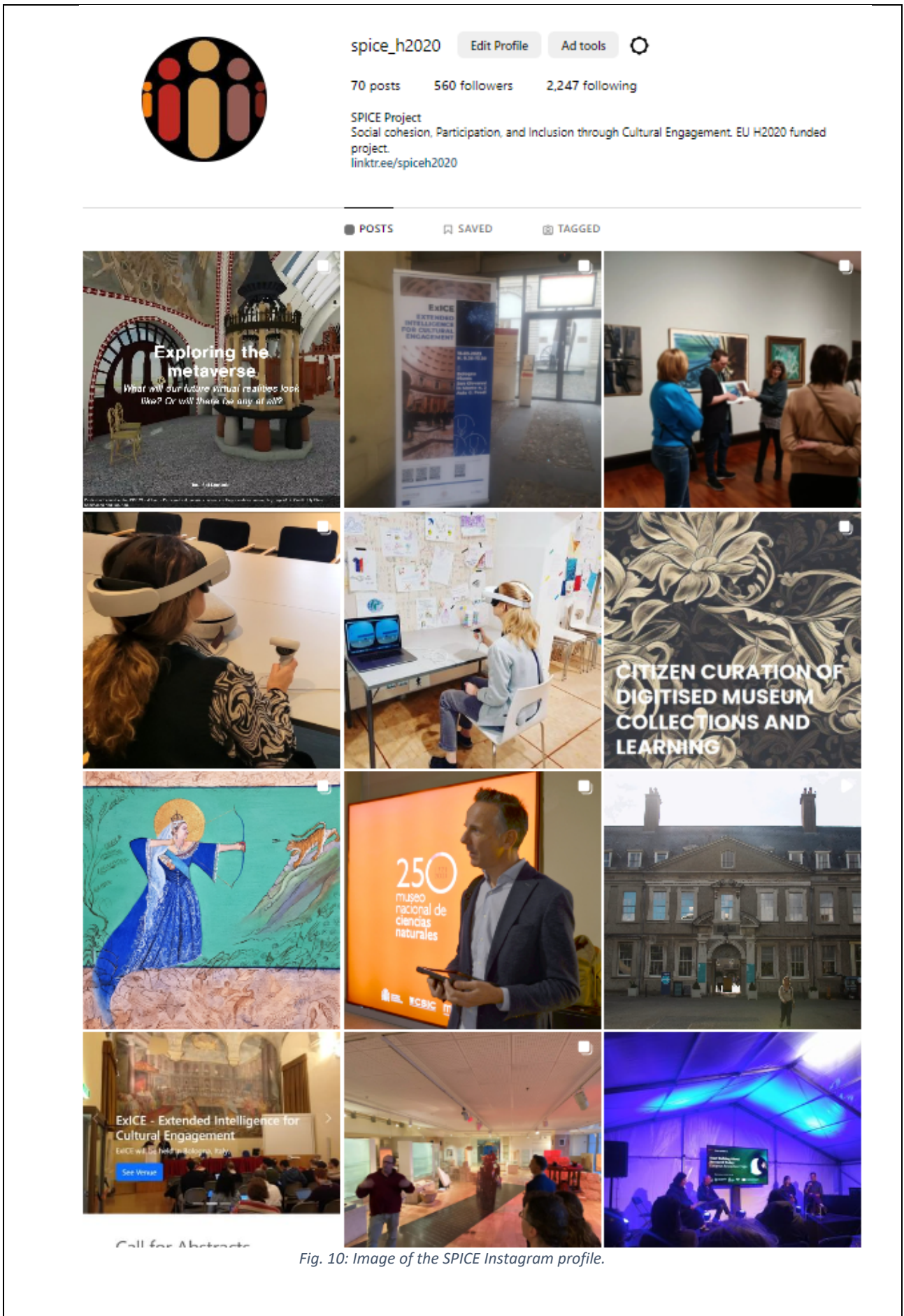


Fig. 10: Image of the SPICE Instagram profile.

Audience

The Instagram account aims to communicate with the widest possible set of users, and to this end it is addressing a general public, albeit often with an active interest in culture and heritage. With Instagram we also aim to communicate to younger audiences, which may be less accessible via Twitter and LinkedIn.

- Posts on Instagram are scheduled using internal documents and calendars.
- At Month 36, the number of followers on Instagram is 561. @spice_h2020 follows 479 Instagram accounts. spice_h2020 posted 60 times in its second and third years, compared to just 17 times in its first year.
- The top Instagram post during that period was from 23rd March 2023. The post shared images from the ExICE conference and received 25 likes.



Fig. 11: Instagram post from 28th February 2023.

KPIs

	Overall Target	Achieved	Difference
Genuine Followers	1400	561	-839
Posts	135	70	-65
Likes	2250	928	-1322

2.2.4 YouTube⁶

Description

⁶ <https://www.youtube.com/channel/Uck04KJW9dcBDMdw0baBH> Tw

A SPICE Project YouTube channel hosts SPICE video content centrally and publicly. The channel has nine subscribers. There are six videos on the channel:

- 1) 'SPICE - Social cohesion, Participation and Inclusion through Cultural Engagement': An Introduction' (D8.9), posted [<https://youtu.be/uIO1QiOecgl>]
- 2) 'SPICE: Social cohesion, Participation and Inclusion through Cultural Engagement, Introduction #2' (D8.9 revised), April 2021 [<https://youtu.be/K1b6lwiXGzo>]
- 3) 'IMMA Viewpoints', posted September 2021 [<https://youtu.be/7Oi0QeRpzB8>]
- 4) 'SPICE workshops at GAM Torino', posted September 2021 [<https://youtu.be/-Kf8FrJjyUY>]
- 5) 'The enigma of science: AR Treasure Hunts at MNCN Madrid' (Fig. X), October 2021 [<https://youtu.be/Bs-2Og2KGrE>]
- 6) SPICE final video (D8.10), April 2023

These videos have a total of 354 views.

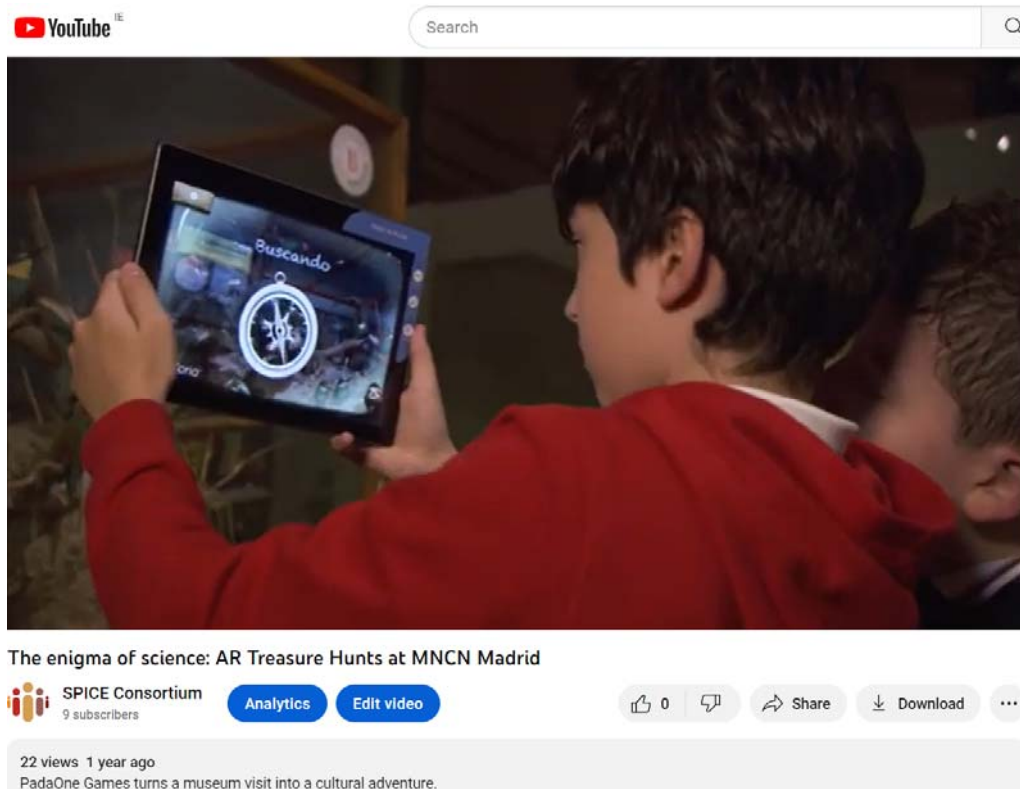


Fig. 12: Image of a SPICE video on YouTube.

KPIs

N/A

2.3 Website⁷

At the centre of the SPICE project's communication channels is the website, spice-h2020.eu (figure 12). The website was created at the start of the project and went online in July 2020. The website is fully described in the deliverable D8.1 Project Website. The look of the website is in line with the visual identity of the project. The website address contains 'h2020.eu' communicating EC funding and the homepage has an EU flag logo with the text: 'This project has received funding from the European Union's Horizon 2020 research and innovation programme (Grant Agreement N. 870811).' The website is continuously maintained by UNIBO with content contributions from several partners. The website is operated through the English language.

The project website is the key tool and hub for publicly communicating information about the project itself, its research, activities, and events. Social media posts regularly link to the relevant content on the website. Each page has a 'Contact Us' button or form to subscribe to newsletters. There is a quick links menu at page-end and the Privacy Policy is provided under the heading 'Support.' The website is organised with the following page headings to communicate the following content:

- **Homepage** – video outlining the project (D8.9) plays in the background; further down, a concise description of one of the key concepts of project: 'Citizen Curation of cultural heritage, and a graphic that visualises the project's design methods; text that outlines the project's collaboration with communities titled 'We foster diverse participation'; a tiled menu of the five case studies with brief descriptions of each and links; 'Latest News' widget; the logos of partners and third parties in the consortium⁹; finally a button urging viewers to 'subscribe to our newsletter'
- **News** – 'what we are currently working on', this page lists the latest newsletters with a form for signing up to the mailing list
- **Events** – 'where you can meet us', lists events the SPICE Project has organised or participated in
- **Press** – media, press releases and articles about the project with promotional video, social media links and press material (leaflet, poster, and presentation) in the sidebar
- **Publications** – articles, academic papers and essays about the project listed by year
- **Deliverables** – Deliverables can be downloaded, identified by deliverable number and title, organised by year.
- **Member Area** – non-public 'Members Area' which can be accessed by partners. The Members Area contributes to the projects' internal communication providing a secure online space for consortium partners to share and collaborate on research documents. The Members Area also contains a project management tool for project research coordination (D7.2, 4. Integration of the Project Management Tool).

⁷ <https://spice-h2020.eu/>

Following discussions and feedback, significant modifications have been made to the SPICE website to give more prominence on the homepage to video content, and simple, graphic explanations (fig. 13).

Access to the project website is monitored and reported on using Google Analytics. The number of website views was 18,830, the number of individual visitors was 4,940.

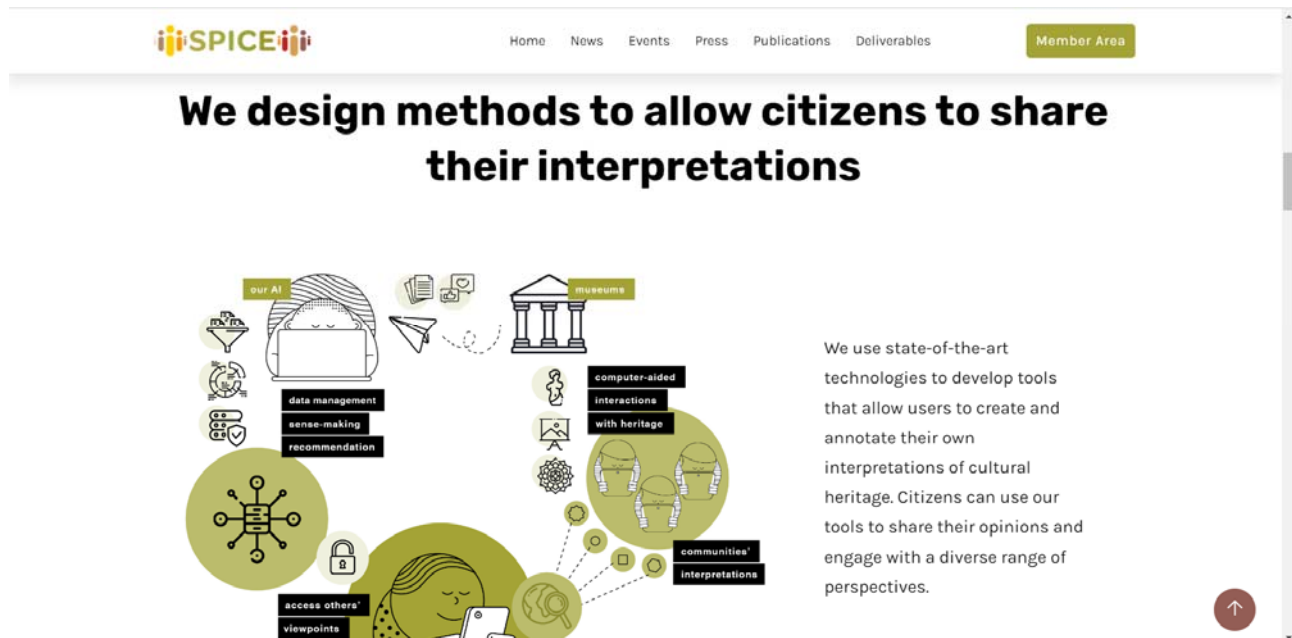


Fig. 13: Image of the SPICE project website.

KPIs

	Overall target	Achieved	Difference
Views	8200	18832	10,632
Visitors	4100	4940	840

2.4 Newsletter: Regular themed newsletters

The email newsletter is one of the project’s key communication channels. The newsletter is published fortnightly and includes recent news from the projects, often themed with a focus on a specific work package (‘Focus on’ series) or with recommendations of content related to the project and may be of interest to the subscriber (‘SPICE Recommends’ series). The latter is particularly useful until the project is in a position to share its own results or findings. In the M13-M36 period, 20 newsletters were published and are all available for download from the website spice-h2020.eu. The website contains numerous points through which to subscribe to the newsletter.



SPICE UPDATE

New projects centered on heritage and citizens

Hello SPICEr,

Not only is April a time marked by new life, it's also time to show everyone everything new that is blooming within the **SPICE project** that, with a technological foundation, has cultural heritage and citizens at its core. Artificial Intelligence, Deep Learning, ontological networks as well as music, scents, colors or theatre all had a place in the projects presented during the exICE conference held recently in Bologna. A **unique opportunity** for industry professionals to come together. Before we head off for Easter Break, we wanted to give you a brief summary of the event, as well as some recommendations 😊:

SPICE AT A GLANCE




ExICE - Extended Intelligence for Cultural Engagement, hosted in the spectacular [Alma Mater Studiorum – Università di Bologna](#), was the meeting place for colleagues across Europe to discuss the technical innovations of each of the SPICE case studies and the tools and methods developed for supporting citizen curation of cultural heritage.

From the GAM Game of the [Fondazione Torino Musei / Università degli Studi di Torino](#), which supports teenagers from the deaf community sharing their perspectives on artworks through emojis, to the AR Treasure Hunt developed by [padaOne](#) and the [Universidad Complutense de Madrid](#) which allows school children to explore different points of view on biodiversity at the [@museocienciasmadrid](#).

Fig. 14: SPICE newsletter, 5 April 2023.

Newsletters created and distributed between Months one to 12 are outlined as follows:

#	Date	Title of newsletter	Description
1	28/05/2021	SPICE Mini-conference II: Methodologies to connect with citizens	Second SPICE mini-conference took place in which methodologies would be established to connect culture with citizens.
2	04/06/2021	SPICE RECOMMENDS	Presenting SPICE case studies for Museum Week 2021
3	18/06/2021	Meet SPICE Work Packages: WP3 Modelling and recommendation	Introduction to Work Package 3
4	02/07/2021		Share of a series of recommendations of projects, articles, webinars, etc.
5	16/07/2021	Meet SPICE Work Packages: WP4 Distributed Linked Data Social Media Layer - First year results!	Introduction to Work Package 4
6	30/07/2021	SPICE RECOMMENDS	Share of a series of recommendations of projects, articles, webinars, etc.
7	13/08/2021	SPICE RECOMMENDS (Summer edition)	Share of a series of recommendations of projects, articles, webinars, etc.
8	08/10/2021	SPICE RECOMMENDS (Autumn edition)	Share of a series of recommendations of projects, articles, webinars, etc.
9	12/11/2021	SPICE RECOMMENDS: SPICE PROJECT PARTICIPATION, ARTICLE, PROJECT	Share of a series of recommendations of projects, articles, webinars, etc.
10	02/12/2021	SPICE RECOMMENDS: SPICE PROJECT ARTICLE, RESEARCH-ARTICLE, EVENT	Share of a series of recommendations of projects, articles, webinars, etc.
11	28/01/2022	SPICE MEETS: Special update about the advances in Work Package 1	Update on results of Work Package 1
12	25/02/2022	SPICE RECOMMENDS: SPICE CASE STUDY, RESEARCH-ARTICLE, WORKSHOP EXPERIENCE	Share of a series of recommendations of projects, articles, webinars, etc. Focus on Italian case study
13	31/03/2022	SPICE UPDATE: SPICE CASE STUDY, PROJECT, EVENT	Share of a series of recommendations of projects, articles, webinars, etc. Focus on Spanish case study
14	28/04/2022	SPICE UPDATE: SPICE CASE STUDY, NEWS, ARTICLE	Share of a series of recommendations of projects, articles, webinars, etc. Focus on Finnish case study
15	26/05/2022	SPICE UPDATE: SPICE CASE STUDY, NEWS, ARTICLE	Share of a series of recommendations of projects, articles, webinars, etc. Focus on Irish case study
16	02/08/2022	SPICE UP! Summer special recommendations	Presentation of SPICE Museum Week 2022 activity
17	20/10/2022	SPICE UP! Autumn edition 	Share of a series of recommendations of projects, articles, webinars, etc.
18	21/01/2023	SPICE UP - Culture to everyone	Share of a series of recommendations of projects, articles, webinars, etc. Last call for registration to SPICE ExICE conference



19	08/03/2023	SPICE UP! ICTs at the service of cultural heritage	Share of a series of recommendations of projects, articles, webinars, etc. Last call for registration to SPICE ExICE conference
20	05/04/2023	SPICE UP: Discover new SPICE projects presented in Bologna  	Overview of ExICE conference presentations

Table 2: Press releases published between M13-M36.

While there has been a shortfall in reaching the overall KPIs in terms of numbers of subscribers, there has been significant improvement year on year. With 111 subscribers at month 12, there was an increase of 27% in month 24 but an increase of 53% in month 36. We have seen the steady improvement of opening rates and views of the newsletter over time (and therefore an increasing efficacy of the newsletter as a method of communication) using analytics provided by Mailchimp, the email marketing platform. For instance, the opening rate of newsletters improved year on year with an average of 40% in year one, to 42% in year two, to 60% in year three.

Nationally, subscribers are concentrated in Italy (35%), Spain (20%), Finland (6%), and Ireland (5.6%), with other countries accounting for 22%.

KPIs

	Overall Target	Achieved	Difference
Subscribers	810	468	-342

3. Indicators

There are 13 key performance indicators related to communication activities. These are listed in Appendix 7.1 together with the overall target for the full 36-month period of the project, and the total achieved in the first reporting period.

We use a number of analytic tools to monitor our communication channels and ensure they are being used effectively. These tools enable us to measure if we are approaching quantitative targets and evaluate qualitatively to what degree we are engaging with our target audiences. The main indicators with which we can measure constantly and thus be able to improve our communication, relate to online channels, such as the website, social media, and email newsletter, though there are other methods of tracking progress against our indicators through partnership management.

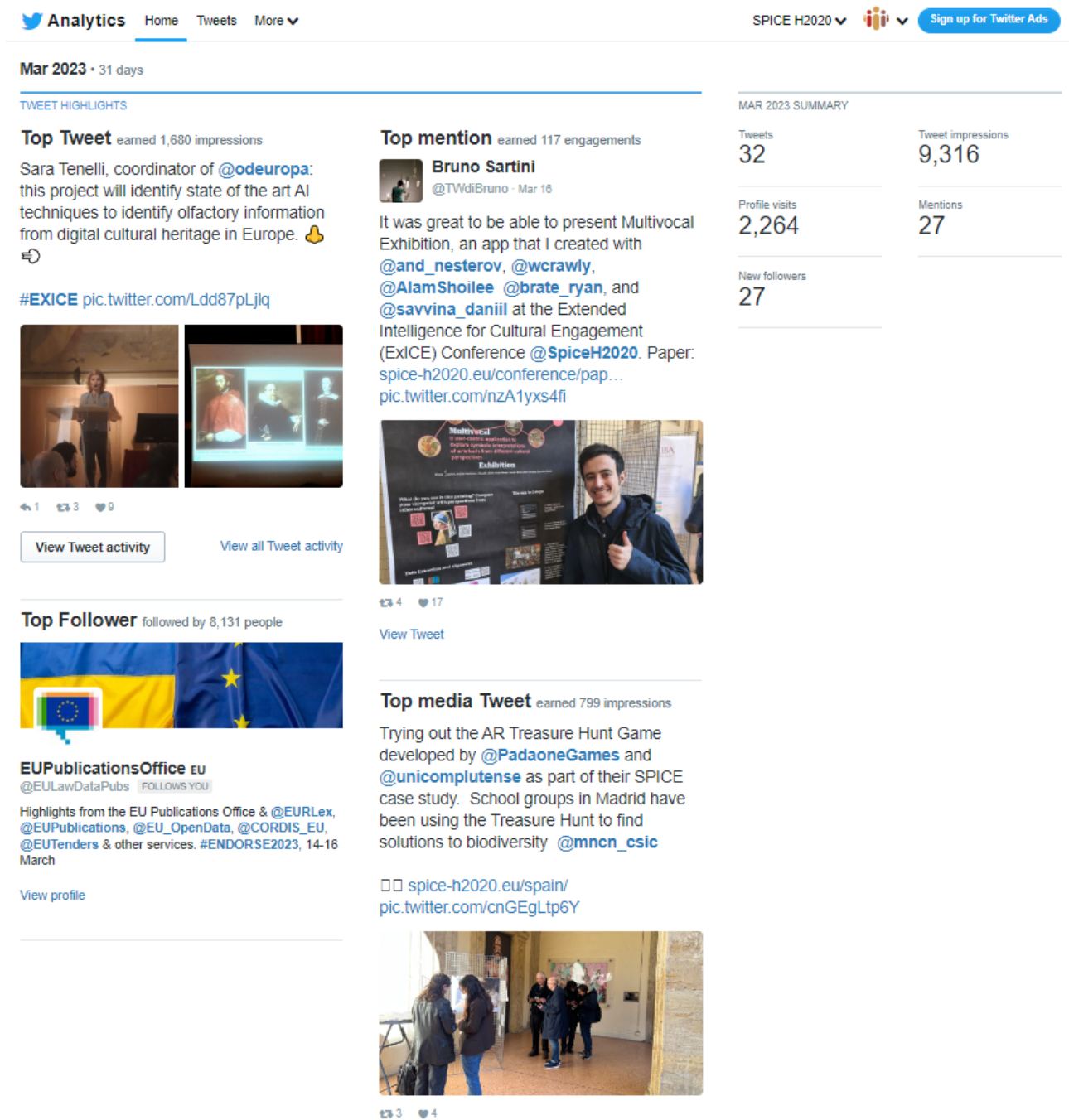
3.1 Website

Google Analytics is used to analyse, visualise and communicate our website traffic to the other members (appendix 7.3).

3.2 Social Media

The respective native analytic tools from Twitter, LinkedIn, and Instagram are used to analyse, visualise and communicate our audience engagement metrics to the other members.

Twitter analytics allow us to monitor the efficacy of our communication on this platform over time, both in terms of the extent of the project’s reach (through number of followers and tweet impressions) and the depth of engagement (through mentions, retweets, and likes). See figure 15 below.



Your Tweets earned **9.3K impressions** over this **31 day** period

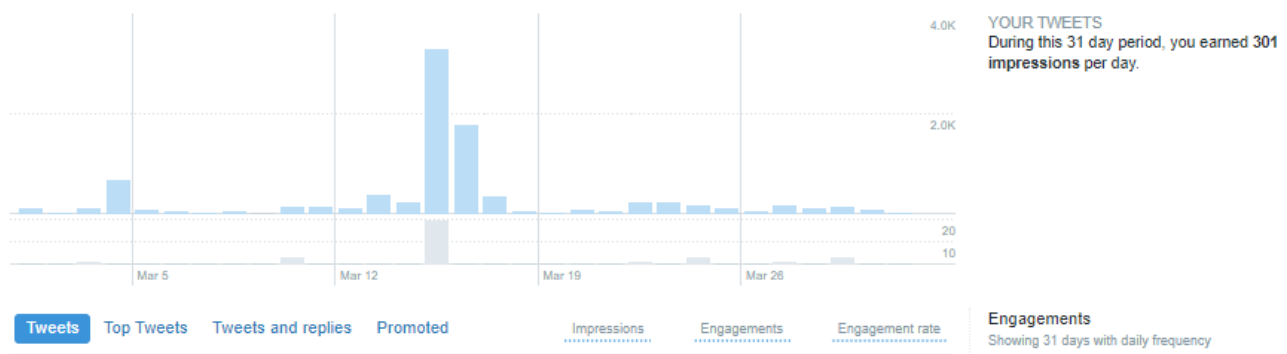


Fig. 15: Image of Twitter analytics for March 2022.

LinkedIn analytics reveal professional categories of visitors to the SPICE company profile. As would be expected, the target audiences reached by this platform tend to come from professional backgrounds related to Education and Heritage institutions (Fig. 7). Other platforms, such as Twitter and Instagram have better reach for a public with an active interest in culture and community organisations.

3.3 Newsletter

Using the email marketing platform Mailchimp, we can access detailed analytics and reports that enable us to track the total number of recipients, as well as monitoring the open rate, and tools for gauging interactivity with the newsletter such as how many times it has been forwarded, or how many have clicked on the links contained in each newsletter etc.

3.4 Shared revision tools

Other methods by which indicators can be tracked and measured include monthly WP8 meetings, in which recent communication activity and future actions can be discussed by all partners. At each WP8 meeting, partners evaluate progress and challenges over the last month related to communication activities, with reference to a shared document 'Results and KPI Revision' in which T8.4 KPIs and actions are listed comprehensively. This document is a shared revision tool that each partner updates after completing a communication action, ensuring all partners have access to the most up-to-date information regarding progress on communication KPIs.

4. Conclusions

4.1 Summary of contributions

M13-M36 focussed on the second and third phases of the project's three phase strategy. In the second phase, 'start-up and attraction', we disseminated the project knowledge and results into the research and cultural heritage communities, contributing to the development of standards, planning the fullest possible exploitation of the project tools and methods, and communicating project outcomes targeted adopters of the tools and methods. In the third phase, 'communication of results', we shared the project knowledge and results into the research and cultural heritage communities, communicating project outcomes at targeted adopters of the tools and methods.

To summarise the analysis of communication methods outlined above:

a) The communication activities by which SPICE project has successfully met or surpassed its KPIs are as follows:

- Media coverage (press releases)
- Website

b) The communication activities in which SPICE has not met its M12 KPIs are as follows:

- Social media (Twitter, LinkedIn, Instagram)
- Newsletter

4.2 Communication Plan

The communication plan was defined with the participation of all partners and led by the leaders of WP8. It is included in full as appendix 6.1 below. In summary, this plan tackled relevant aspects such as key messages and communication channels for SPICE. The plan sets out the three phases of the communication strategy:

- Presentation
- Start-up and attraction
- Communication of results

Across these phases, qualitative goals are identified, e.g. 'communicating the importance of citizen participation in the creation of curatorial projects of cultural heritage' and quantitative goals are specified for each communication channel.

Furthermore, the plan establishes the proper methodology and tactics to reach audiences as well as additional roadmaps, with attendant actions, associated with the audience segmentation. The plan is continuously updated based on the evolution of SPICE and the objectives reached.

5. List of Tables and Figures

Tables

Table 1: Press releases published between M13-M36.

Table 2: Press releases published between M13-M36.

Figures

Fig. 1: Article on SPICE workshops with healthcare workers at St James's Hospital in SJH Times.

Fig. 2: Interview with Aldo Gangemi on Rai Scuola, November 2022.

Fig. 3: An image of the SPICE Twitter profile.

Fig. 4: Example of a Tweet from 15th March 2023.

Fig. 5: Analysis of SPICE Twitter followers by country.

Fig. 6: the SPICE LinkedIn profile.

Fig. 7: LinkedIn Follower demographics by industry

Fig. 8: LinkedIn follower demographics by location.

Fig. 9: Example of a popular LinkedIn post from 16th April 2023.

Fig. 10: Image of the SPICE Instagram profile.

Fig. 11: Instagram post from 28th February 2023

Fig. 12: Image of a SPICE video on YouTube.

Fig. 13: Image of the SPICE project website.

Fig. 14: SPICE newsletter, 5 April 2023.

Fig. 15: Image of Twitter analytics for March 2022.

6. Annexes

6.1 KPIs

Activity	KPI	Expected target M1-M13-24	Achieved M13-M24	Expected target M25-M36	Achieved M25-36	Overall target M1-M36	Overall achieved M1-M36
Communication and dissemination activities							
Media coverage	<i>Press articles</i>	2	3	3	10	6	21
Social media	Twitter:						
	<i>Genuine Followers</i>	500	639	700	786	1600	786
	<i>Tweets and Retweets</i>	200	355	300	562	680	562
	<i>Likes</i>	1000	1596	1800	1673	3400	1673
	LinkedIn:						
	<i>Connections 1st Posts</i>	150	86	250	145	475	145
	<i>Posts</i>	50	68	50	193	135	193
	<i>Likes</i>	140	194	200	271	410	271
	Instagram:						
<i>Genuine Followers</i>	450	431	600	561	1400	561	
<i>Posts</i>	50	43	50	70	135	70	
<i>Likes</i>	750	649	1000	928	2250	928	
Website	<i>views</i>	2000	9579	6000	18832	8200	18832
	<i>visitors</i>	1000	2173	3000	4940	4100	4940
Newsletter	<i>Subscribers</i>	200	141	500	216	810	468

6.2 Communication Plan

SPICE COMMUNICATION PLAN TEMPLATE. STRATEGY AND DISSEMINATION CHANNELS

SPICE's communication strategy will be structured in three phases:

- **P1: PRESENTATION OF SPICE PROJECT.** In this phase, we define a communication plan with a presentation to our audiences, defined as heritage institutions, social groups, the general public interested in culture and members of the educational community, and establish the general communication channels of SPICE (social networks, website, newsletter etc.) to try to attract the highest reach.
- **P2: START-UP AND ATTRACTION.** In this phase, we communicate the processes being carried out by SPICE and its partners to promote the participation of our audiences.
- **P3: COMMUNICATION OF RESULTS.** In this phase, we disseminate the project knowledge and results into the research and cultural heritage communities, contributing to the development of standards, planning the fullest possible exploitation of the project tools and

methods, and communicating project outcomes targeted adopters of the tools and methods.

MISSION AND VALUES OF SPICE

Promote diverse participation in the heritage domain through a process of 'citizen curation'. Citizens are supported to: develop their own personal interpretations of cultural objects; work together to present their collective view of life through culture and heritage; and gain an appreciation of alternative cultural viewpoints.

Methods are codesigned so that they can be used by citizen groups to produce personal interpretations of cultural objects and analyse and compare them against the interpretations of others. Tools are developed for modelling users and groups and recommending content in a way that assists citizen groups in building a representation of themselves and appreciating variety within groups and similarity across groups.

A Linked Data infrastructure supports citizen curation using social media platforms in a way that gives heritage institutions control over rights protected digital assets and access to citizens responses to their collections. User experience is designed to enable inclusive participation in citizen curation activities across cultures and abilities.

Through a series of citizen curation case studies with a diverse set of museums and citizen groups, SPICE will demonstrate how the approach can promote inclusive participation and social cohesion in a variety of contexts.

Value Proposition

SPICE is a process to find new methods and tools to make new connections between culture and citizens. This is the way to build relationships between heritage institutions, citizens and communities across Europe.

Main idea to communicate

- Communicate participatory processes
- Valuing the collective vision of art
- Present the case study results
- Debate on digital culture and heritage

GOALS

Qualitative Goals

- Communicate the importance of citizen participation in the creation of curatorial projects of cultural heritage
- Create differentiated messages to bring SPICE objectives closer to each defined audience

- Establish agreements with other European projects to create dissemination synergies
- Position SPICE in the academic, heritage and cultural spheres

SMART Goals (quantitative)

The goals will be developed in three periods during the three years of the SPICE project (M1-M12, M13-M24, M25-M26). In each period there will be a quarterly monitoring and annual review.

The SMART goals for each communication channel are specified below:

1. Media coverage

Generating at least 6 media impacts in the participating European countries during the three years of the project.

KPI: Number of published press releases

2. Social Media

2.1. Creating a presence on social media (Twitter, LinkedIn and Instagram) during the M1-M12 period with genuine followers.

2.2. Increasing our community on social media by 150% in the period M13-M24 compared to M1-M12 by targetted follow back activity and scheduling regular, relevant content

2.3. Increasing our community on social media by 40% in the period M25-M36 compared to M13-M24

KPI: Number of genuine followers on Twitter and Instagram; number of connections on LinkedIn

2.4. Optimizing interaction on social media during the periods M13-M24 and M25-M36 by using hasthtags (#SPICEh2020), tagging relevant accounts and exploiting conferences and other public events.

KPIS: Number of Likes on Twitter, LinkedIn and Instagram

3. Website

3.1. Generate direct and organic traffic to the SPICE website. Increase traffic by 900% during M13-M24 and 200% during M25-M36.

KPIS: Views and Visitors

4. Newsletter

6.1. Creating at least 5 'Call to Actions' on the web for the newsletter subscription during the period M1-M12.

KPIS: Visit / lead conversion rate

6.2. Generating a segmented database by the target audience of at least 50 contacts per partner during the period M1-M12.

KPIS: 110 Database/Subscribers

6.3. Increasing the database by 80% during the period M13-M24 and by 150% during M25-M36.

KPIS: Subscriber Database

6.4. Sending one SPICE update every two months from M6 to M36.

KPIS: Open rate / Click rate

5. Communication material uses

7.1. Designing and writing at least one of the following materials for each pilot developed in SPICE: Project Leaflets, Project Poster and Video demo.

7.2. Designing and writing a Dossier Project Presentation during the period M1-M12.

KPI: Materials delivery to partners

COMMUNICATION CHANNELS - METHODOLOGIES

Channel: Methodology	Main Audience Reached
3.1 Media Coverage: Press articles	Public (general with an active interest); Heritage institutions, Educators
3.2 Social Media: Twitter, LinkedIn, Instagram YouTube	Public (general and active interest), Heritage Institutions, Educators and Organisations
3.3 Website: spice-h2020.eu	Public (general and active interest), Heritage Institutions, Educators
3.4 Newsletter: Regular themed newsletters	Public (general with active interest), Heritage Institutions, Educators

Actions / Tactics

Optimisation of communication channels:

1. Social Media: Open accounts and optimize profiles: description, image, hashtags and editorial calendar. Share accounts with partners to create community. **Goal 2.** Responsible: IMMA

Actions:

- 1.1. Create Twitter, LinkedIn and Instagram accounts
- 1.2. Optimize Social Media profiles
- 1.3. Social Media schedule
- 1.4. Share accounts and hashtag SPICE to partners.

Hashtag proposal: #SPICEH2020

- 1.5 Increase our community (followers) on social media by 150% in the period M13-M24 compared to M1-M12 by follow-back activity and cross-promotion across media channels.
- 1.6 Use social media management tools to increase regular activity
- 1.7 Increase use of short 'soundbites' in accessible media format to communicate key aspects of project

2. Database - Newsletter: Selection of objective leads from the SPICE Partners database. **Goal 6.** Responsible: GVAM

Actions:

- 2.1. Create email marketing account (Mailchimp)
- 2.2. Request contact list to partners
- 2.3. Design newsletter
- 2.4 Increasing the database by 80% during the period M13-M24 and by 150% during M25-M36.

3. Web: Activate 'Call to action' to collect emails from interested public to be informed of SPICE. **Goal 3 & Goal 6.** Responsible: UNIBO

Actions:

- 3.1. Generating form and pop-up on the web with the Call to action: 'Subscribe to our newsletter'
- 3.2. Reviewing Semantic SEO of each web page
- 3.3. Getting direct links from our Partners website to the SPICE website.

4. Media: Defining target media list in Finland, Ireland, Spain, Italy and Israel, with the support of partners. **Goal 1.** Responsible: ALL Participate: ALL PARTNERS

Actions:

3.1. Defining the SPICE PR manager

3.2. Establish direct contact with the communication department of each partners to coordinate press schedule.

3.3. Generate the first contact with the media: Write the first Press Release on project presentation.

3.4 Create a press-kit to be hosted on website and shared via newsletter and social media

ROADMAPS

Based on the types of target audience, a specific roadmap will be established. In the roadmap below, the actions are detailed according to the project phase.

ROADMAP #1: HERITAGE INSTITUTIONS

1. Launch, information and update on social networks **(P1-P2-P3)**
2. Sending Specific email campaigns **(P1-P2-P3)**
3. Website update **(P1-P2-P3)**
4. General presentation to the media (press conference, if possible, or mass mailing of dossier and press release) **(P1)**
5. Related events (seminars, conferences, workshops, webinars...) **(P2)**
6. Media relations: Press release distribution, negotiation of reports and featured articles in specialized and scientific media. **(P2-P3)**

ROADMAP #2: SOCIAL GROUPS

1. Launch, information and update on social networks **(P1-P2-P3)**
2. Sending Specific email campaigns **(P1-P2-P3)**
3. Website update **(P1-P2-P3)**
4. General presentation to the media (press conference, if possible, or mass mailing of dossier and press release) **(P1)**
5. Dissemination of graphic and audiovisual material (videos, posters, brochures ...) **(P2)**
6. Related events (seminars, conferences, workshops, webinars ...) **(P2)**
7. Press release distribution to specific and general media. **(F2-F3)**

ROADMAP # 3: General public interested in culture

1. Launch, information and update on social networks **(P1-P2-P3)**
2. Sending Specific email campaigns **(P1-P2-P3)**
3. Website update **(P1-P2-P3)**
4. General presentation to the media (press conference, if possible, or mass mailing of dossier and press release) **(P1)**
5. Dissemination of graphic and audiovisual material (videos, posters, brochures ...) **(P2)**
6. Related events (seminars, conferences, workshops, webinars ...) **(P2)**
7. Press release distribution to specific and general media. **(P2-P3)**