



MS17 Dissemination and Communication Plan and Reports

Version 0.6

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1. Executive Summary

This document defines the dissemination and communication objectives for the Saint George on a Bike (SGoB) project, as well as target audiences and dissemination channels, in addition to the policy used to communicate and disseminate the results. A report on the dissemination and communication activities undertaken by the project have been included.

The aim of this document is to define the strategy for disseminating and communicating project results taking into account the major impact that this project will have on open data. This plan intends to communicate the benefits of SGoB research to target groups such as data scientists, public administrations, industry professionals (e.g. creative industry and cultural sector professionals) and policy makers.

2. Introduction

The main purpose of the Dissemination team is to maximise the visibility and impact of the project and its results. It supports the communication and dissemination work by the partners involved: the [Barcelona Supercomputing Center](#) (BSC), as the national supercomputing centre in Spain, and [Europeana Foundation](#) (EF), an independent, non-profit organisation that operates the Europeana platform and contributes to other digital initiatives that put cultural heritage to good use in the world. Europeana Initiative runs [EuropeanaTech](#), a community of experts, developers and researchers from the R&D sector which coordinates research to improve the standing of European digital cultural heritage.

On the other hand, the team aims to collaborate with related projects as well as EU initiatives that might benefit from the project's results.

3. General objectives

The main objectives for communication and dissemination of the SGoB project are:

Awareness

- To disseminate its results to the major academic stakeholders in the European and international scientific and research communities.
- To reach out to industry stakeholders who would benefit directly from the project's results.
- To communicate the project's actions and results to the media and general public.

Community building

- To build an online community among individuals from the research, scientific, industrial and related sectors and fields.
- To help strengthen information exchange between those in the cultural heritage sector and those working with data and metadata.

3.1. Target audiences

The table below presents SGoB's strategy for disseminating and communicating the project's work to the different target audiences. It includes the key messages and the channels that will be used for each type of audience.

Target Audience	Key messages	Dissemination channel and activities
<p>Data scientists in public/private sector (including academic researchers in data mining, data science and AI)</p>	<p>SGoaB offers a rich set of metadata of image descriptions, which may be used for many types of statistical, symbolic, and linguistic analyses. This metadata may also be used by researchers in heritage and culture-related domains for more specific tasks of understanding, such as mapping events reflected in cultural artifacts, such as for instance social movements, historical events, etc.</p> <p>At the level of the service itself, researchers interested in applying this technology to visual data from another domain may do so efficiently, since our service will be implemented using high-performance technologies.</p>	<ul style="list-style-type: none"> • SGoaB website • BSC website • Europeana Pro website • Europeana Network Newsletter • Partner's Social Media channels • Conference talks • Journals • Forums • Training events • Partner channels • Webinars • EuropeanaTech community • AI4LAM community
<p>Public administrations, especially local authorities and educators</p>	<p>Public administrations could use the rich heritage metadata to promote their regions, improve the advertising and quality of cultural tourism and other cultural activities and fairs, and quickly generate quality material for the websites, leaflets, or magazines they publish.</p> <p>This information can also serve as education material; in the education context, the service itself is also interesting for interactive queries that search for images based on keywords.</p> <p>Lastly, foundations such as ONCE - through their associated facility services - e.g. Illunion S.L. - could use the content to improve web accessibility for people with disabilities.</p>	<ul style="list-style-type: none"> • SGoaB website • BSC website • Partner's Social Media channels • SGoaB video • Workshops • Press releases • Webinars
<p>General public</p>	<p>SGoaB aims to let people explore the Europeana collections in a richer manner.</p> <p>Through Europeana channels, they would be able to find visual images that are directly related to keywords they choose.</p>	<ul style="list-style-type: none"> • SGoaB website • BSC website • Europeana website • Partner's Social Media channels • SGoaB video • Workshops • Press releases • Webinars

<p>Industry, e.g. creative industry and cultural sector professionals (including metadata experts, data analysts, digital library project managers, curators, decision makers, etc.)</p>	<p>In addition to the key messages for data scientists, those in industry (such as cultural heritage professionals) can use the SGoB service to offer more complex services customised to clients. They could also use it to create audiobooks or customized tours (city, museums, etc). Museum curators and exhibit organizers may possibly want to use both the metadata and the image search service.</p>	<ul style="list-style-type: none"> • SGoB website • BSC website • Europeana Pro website • EuropeanaTech community • AI4LAM community • Partner's Social Media channels • Conference talks • Journals • Forums • Training sessions • Webinars
<p>Pan-European policy makers</p>	<p>Best practice policies for web usability and web searchability must consider improving image descriptions as an important tag for people with disabilities.</p>	<ul style="list-style-type: none"> • SGoB website • BSC website • Partner's Social Media channels • SGoB video • Press releases

Table 1. Target audiences and key messages

4. Dissemination team

The dissemination team is led by the Barcelona Supercomputing Center (BSC) in close collaboration with Europeana Foundation (EF). The names of the dissemination representatives from each institution is presented below:

Participant role	Organisation	Name
Dissemination leaders	BSC	<p>Rose Gregorio</p> <p>Mireia Cos</p>
Participant	EF	Nicholas Jarrett

Table 2. Dissemination team

It is important to highlight that each member of the dissemination team is responsible for identifying the contacts associated with their own institutions to be used to share the results of the project. In addition, the team carries out the following actions:

- Mention SGoB in the BSC and Europeana Pro and Europeana website
- Include at least one article in an organisation-related publication (website, newsletter or other) during the project
- Disseminate the promotional material, where appropriate

5. Corporate image

The graphic identity of SGoAB, which includes its corporate image, brand and style, has been used consistently and correctly throughout the project. All public communication and dissemination materials include the name of the project, the website and the graphic elements described in this section such as the logo, written in English (UK), Futura Book font, and the corresponding template, if applicable. For deliverables, the defined font is Arial, since this is an easy-to-read font suitable for formal documents.

5.1. Logo

The project logo comes in different colours and formats (JPG, PNG, SVG) that is used depending on the document or circumstance it is needed for.

The project logo is centered around Saint George, the popular historical character that inspired the name of the project. He is depicted on a motorbike instead of a horse to show figure disambiguation, one of the challenges in AI that the project aims to address. The tail at the bottom of the 'S' symbolises a dragon, the animal that Saint George slayed in the legend.

Colour	Black and white	Negative
		

Table 3. Project logo

This logo, approved by all SGoAB partners, has been included in all documentation related to the project and should be ideally used in colour. All versions of this logo can be downloaded in different formats from the project internal repository.

5.2. Font

The defined font for SGoAB's public dissemination and communication materials is Futura Book. It is a clear and easy-to-read font that looks modern but with a classical element, similar to the overall image of the SGoAB project. This font has been uploaded to the project's internal repository so that partners may easily access and download it.

For deliverables, the dissemination team has decided that Arial font would be the preferred font due to its readability and widespread use in formal documents.

5.3. Language

The official language of the SGoAB project is English (UK). However, the dissemination material should be translated into the different languages within the consortium, where and when possible.

5.4. Project templates

A set of templates will be used for the project. They have already been added to the project's internal repository and partners may download them when needed.

5.4.1. Presentation template

The presentation template is used in all presentations done by all partners. This template gives some design guidelines by defining common layouts, font sizes, etc.

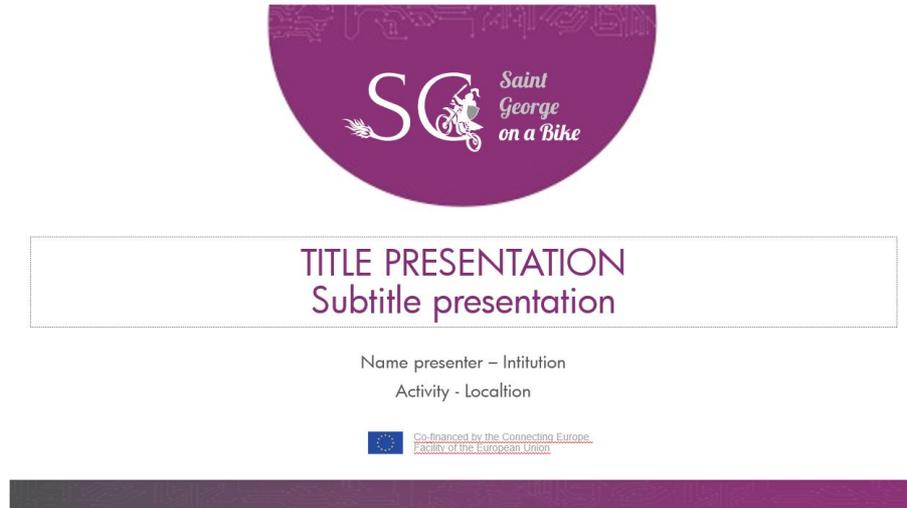


Figure 1. Presentation template

5.4.2. Deliverables template

A template has been prepared for all deliverables using the SGOaB branding.



Figure 2. Deliverable template

5.4.3 Poster template

All SGoaB posters will follow a template to maintain a consistent brand identity.



Figure 3. Poster template

6. Dissemination and communication channels

A number of channels has been used to reach the different target audiences specified in Section 3.1, to ensure that they are aware of the SGoaB project and its importance to data science, open data and cultural heritage. The channels are being used to create a community around the project, and eventually to encourage the take-up and use of the project results.

6.1. Website

All partners were notified once the public website (<https://saintgeorgeonabike.eu/>) went live on 25 June 2020. As the project's flagship channel for information, the website plays a central role in dissemination and communication. It provides general information about the project's objectives, current activities, publications and achievements.

BSC, with the support of EF, is responsible for website content, website deliverables, feedback and statistics. The website is regularly updated with content.

The website is designed with the content management system Drupal. This system is managed by a webmaster and the web development team located in the Operations Department of the BSC.

The website has been designed as a multi-device experience that works well across different device types: PCs, tablets and mobile phones.

6.1.1. News section

The [News section](#) on the SGoaB website includes technical news and general news. On the one hand, the content of the technical news is related to the advances in the research line of the following activities: 2 (Use case definition, system requirements analysis and end-user definition),

3 (System architecture and specification), 4 (Adoption of DSI interoperability standards for Linked Open Data deployment), 5 (Data gathering), 6 (Image and text parallelisation), 7 (Creation of deep learning solution for image descriptions) and 8 (End user general service definition). On the other hand, the general news focus on common formats such as interviews, events participation and other non-technical content.

Current status:

Overall, there are 11 news items uploaded on the website related to project's developments as well as more general content such as interviews, participation in events, etc.

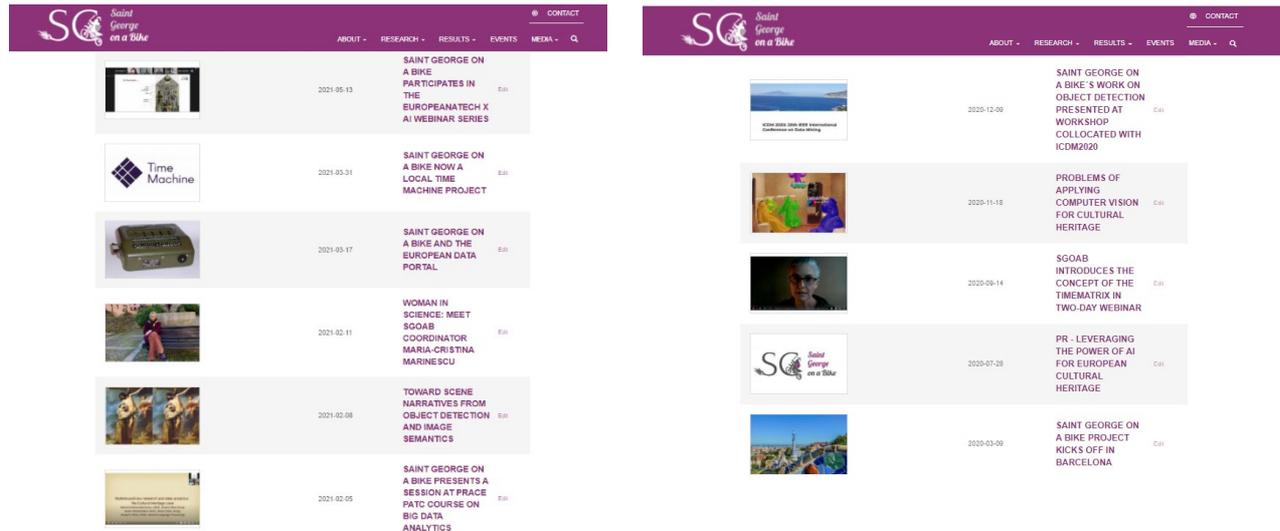


Figure 4. News section on the SGoaB website

Future actions:

The SGoaB dissemination team has an editorial plan to produce news regularly highlighting the key developments of the project and linking it to advancements in the cultural heritage sector. Therefore, the team will continue to upload news on the website specific section and share them with media partners and also through the partner's social media channels.

6.1.2. Events section

The [Events section](#) gathers all the events where SGoaB presented the project, its progress and results and also those which were organised directly by the project or its partners.

Current status:

There are 6 items in the Events page announcing the organisation or participation of SGoaB researchers in different kinds of events such as conferences and webinars. In particular, these events are the following ones:

- [16 June 2020: Aggregating, enriching and sharing collections webinar](#)
- [9 September 2020: TimeMatrix for researchers webinar](#)
- [16 October 2020: Data Science Summit 2020](#)
- [17 November 2020: 20th IEEE International Conference on Data Mining \(ICDM 2020\)](#)

- [2 February 2021: Multidisciplinary research and data analytics: Cultural Heritage](#)
- [24 April 2021: EuropeanaTech x AI](#)

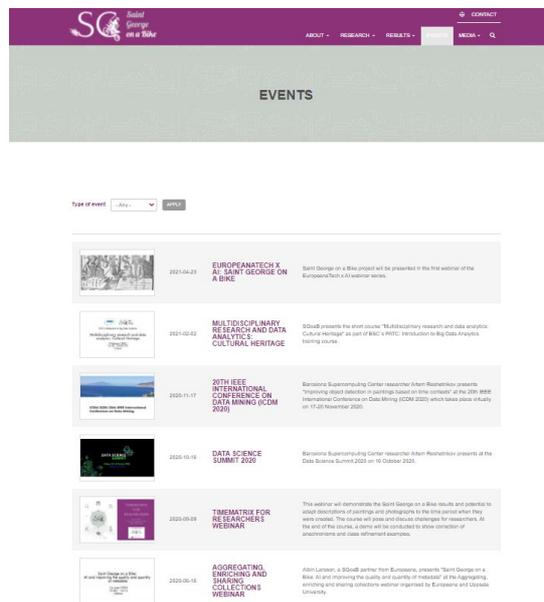


Figure 5. Events section on the SGoAB website

Future actions:

The events section of the website will be updated every time SGoAB has confirmed participation in any dissemination events and they will also be promoted through the partner's social media channels.

6.1.3. Google Analytics

The SGoAB website is linked to Google Analytics, allowing the dissemination team to monitor web visits. The performance of the SGoAB website has been good since it has 1,456 page views in less than a year (above the defined Key Performance Indicator (KPI) of 1,000 page views per year).

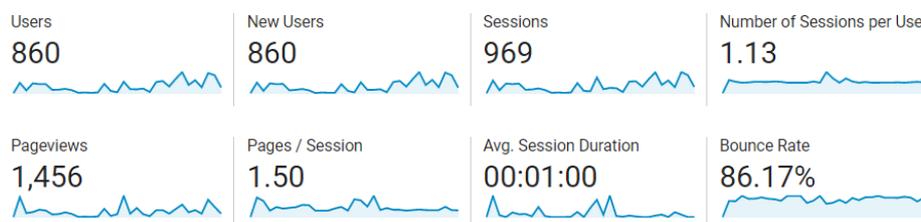


Figure 6. SGoAB website analytics, M1 to M21

The most visited pages of the SGoAB website are shown in Figure 7. The [Landing page](#) is the most viewed page with 31,52% of the views followed by the [News page](#), which is updated regularly, proving that our news items help to bring people to the website.

The third most viewed page is an [interview of Maria-Cristina Marinescu](#), project coordinator of SGoAB, which was uploaded to celebrate the International Day of Women and Girls in Science on 11 February 2021. Moreover, there are other popular pages on the website such as the [Events page](#), [Deliverables](#) and [Objectives](#). In the case of news and events it is important to highlight that

news articles and events items are also promoted on social media, which brings more views to the website.

Figure 7. Top 10 most visited pages, M1 to M21

Page	Pageviews	% Pageviews
1. /	459	31.52%
2. /media/news	90	6.18%
3. /media/news/woman-science-meet-sgoab-coordinator-maria-cristina-marinescu	70	4.81%
4. /events	66	4.53%
5. /results/deliverables	63	4.33%
6. /about/objectives	54	3.71%
7. /media/news/toward-scene-narratives-object-detection-and-image-antics	44	3.02%
8. /events/multidisciplinary-research-and-data-analytics-cultural-heritage	40	2.75%
9. /media/news/problems-applying-computer-vision-cultural-heritage	38	2.61%
10. /events/europeanatech-x-ai-saint-george-bike	35	2.40%

Regarding how the users come to the SGOaB website, a large majority (68,5%) come directly, meaning that they type the website URL precisely into a browser, through browser bookmarks or they come from other sources such as email and offline documents (PDF, Word...). On the other hand, 13,5% of the visitors get to the website through organic search and 9,3% through referrals, which means that SGOaB has been mentioned in many websites such as pro.europeana.eu, timemachine.eu, and heritagetribune.eu. Some of these mentions are the following ones:

- [Saint George on a Bike leverages the power of AI for European cultural heritage](#) (Europeana Pro)
- [Pioneering AI for digital cultural heritage - an interview with Dr Maria-Cristina Marinescu](#) (Europeana Pro)
- [Saint George on a Bike: Leveraging The Power of AI for European Cultural Heritage](#) (European Heritage Tribune)

Finally, 8,7% of the users come from the partner’s Social Media channels, mostly LinkedIn.

Top Channels

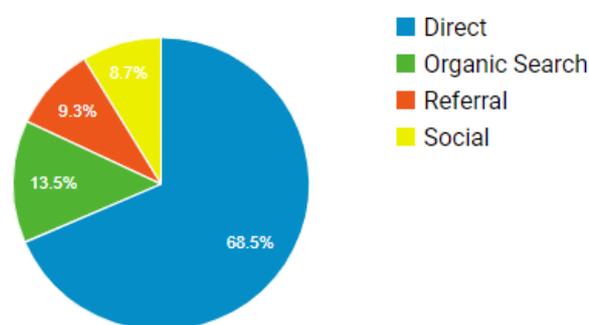


Figure 8. Acquisition overview, M1 to M21

6.2. Social media

Social media is now considered one of the most effective dissemination channels to reach target audiences. BSC and EF social media channels are used by SGoaB to:

- raise awareness about the project
- share content and information with peers from within the sector
- share content and information with a more general audience
- make industry and expert contacts in order to build a community around the project
- drive traffic to the project website

As SGoaB is a project run by two important institutions with established social media presence, the project has leveraged their social media channels to create a community around open cultural heritage data and research. The main channels used by BSC are Twitter, Facebook and LinkedIn while EF uses Twitter and LinkedIn.

The table below shows information about BSC and EF's main social media accounts which are used to post about SGoaB.

Partner	Social media platform	Account	Number of followers as of M21
BSC	Facebook	@BSCCNS	4.590
BSC	Twitter	@BSC-CNS	11.300
BSC	LinkedIn	Barcelona Supercomputing Center	13.566
Europeana	Twitter	@Europeanaeu	41.000
EuropeanaTech	Twitter	@EuropeanaTech	4.677
Europeana	LinkedIn	Europeana	7.909

Table 4. List of BSC and Europeana main social media accounts

BSC and EF social media channels have posted about SGoaB 49 times from M1-M21.

As far as LinkedIn is concerned, the most popular post, that is in fact the most popular in all social media channels if we take into account impressions, reactions and clicks, is the [interview of Maria-Cristina Marinescu, project coordinator of SGoaB on BSC LinkedIn account](#) (Figure 9).



Figure 9. Most popular LinkedIn post at M21

According to LinkedIn analytics, this post has received 4,231 impressions, 272 clicks and 54 reactions (Figure 10).

Update title	Posted by	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares
Have you ever wondered where a degree in computer science could take you? Maria-... All followers	María José...	2/11/2021	4,231	-	272	6.43%	54	1	6

Figure 10. LinkedIn Analytics of the most popular post at M21

On the other hand, the most popular tweet as of M21 is the [announcement of the TimeMatrix x Researchers training event](#) published by Europeana (Figure 11).

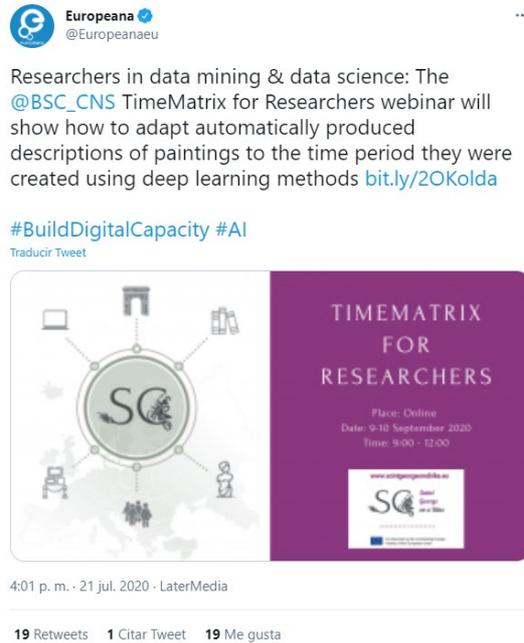


Figure 11. Most popular tweet at M21

According to Twitter Analytics, this post received 5,904 impressions, 89 total engagements and 21 clicks (Figure 12).

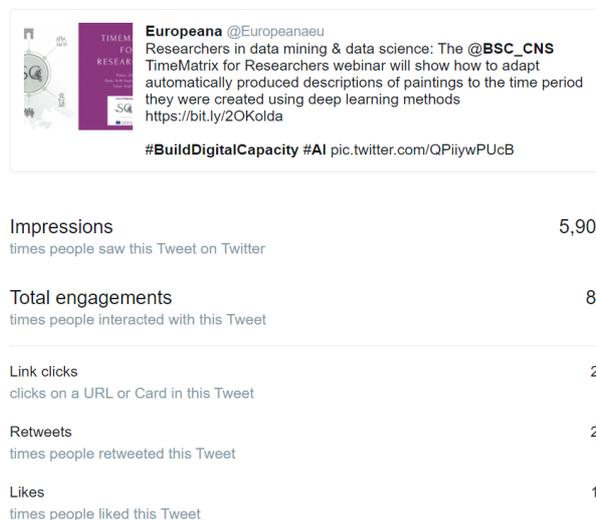


Figure 12. Twitter Analytics of the most popular tweet at M21

Finally, SGOaB also used Facebook as a social media channel to disseminate its activities. The most popular post was the [promotion of Maria-Cristina Marinescu interview](#) published by BSC (Figure 13).



Figure 13. Most popular Facebook post at M21

According to Facebook Analytics, this post received 672 impacts, 60 interactions and clicks and 18 reactions (Figure 14).



Figure 14. Facebook Analytics of the most popular post at M21

Some tweets have been acknowledged by CINEA which is the European Climate, Infrastructure and Environment Executive Agency.



Figure 15. Posts acknowledged by CINEA at M21

On the other hand, there is one tweet acknowledged by data.europa.eu, the official portal for European data which works on 36 countries and also has 81 catalogues and more than 1 million datasets.



Figure 16. Post acknowledged by data.europa.eu at M21

6.3. Dissemination pack

6.3.1. Brochure

The [brochure](#) provides information about the SGoaB project, its vision, main project actions and its impact or benefit to society. The brochure has been uploaded to the project’s internal repository and will be printed if necessary.



Figure 17. Project brochure

6.3.2. Business card

A business card has been designed to hand out at conferences and other dissemination events.



Figure 18. Project business card

6.4. Publications

6.4.1. Scientific publications

All scientific publications resulting from the project (publications, white papers, technical reports, etc.) should include the following acknowledgement sentence:

This research has been supported by the Saint George on a Bike project 2018-EU-IA-0104, co-financed by the Connecting Europe Facility of the European Union.

The SGoaB project will make all publications available in either gold or green open access. BSC publications will be uploaded to [UPCommons](#) while Europeana publications will be uploaded to the Europeana Pro, a website dedicated to professionals, under the [publications page](#).

The table below shows the scientific paper that SGoaB has published. More papers are expected to be published in the project lifetime.

Title	Authors	Journal/Conference	Open access repository
Improving object detection in paintings based on time contexts	Maria-Cristina Marinescu, Artem Reshetnikov, Joaquim More	2020 International Conference on Data Mining Workshops (ICDMW) - IEEE Xplore	UPCommons

Table 5. List of SGoaB publications

6.4.2. Other publications

These publications refer to non-scientific publications such as brochures, presentations, websites, etc. They should include the following acknowledgement sentence with the EU logo on the left side:



**Co-financed by the Connecting Europe
Facility of the European Union**

6.5. Events

Presentations at high level peer-reviewed conferences in the fields of AI, big data and cultural heritage are important dissemination channels for SGoaB. Presenting the latest updates of the project at such events, meetings or workshops are effective means of involving industry leaders in discussions early on. The information is previously announced on the Events page and, if necessary, highlighted in the website and disseminated through social media.

Current status:

Due to the COVID 19 pandemic, a number of 2020 events that SGoaB partners previously identified as potential dissemination opportunities were either cancelled or postponed. SGoaB partners have adapted to the current situation by presenting online and submitting papers to events that have switched to online formats.

The table below shows the events where SGoaB partners have disseminated their results by M21:

#	Event	Date	Location
1	Aggregating, enriching and sharing collections webinar	16 June 2020	Online
2	Data Science Summit 2020	16 October 2020	Online
3	20th IEEE International Conference on Data Mining (ICDM 2020)	17 November 2020	Online

Table 6. List of events where SGoaB have participated

Future actions:

The table lists future potential events that SGoaB partners will consider for the dissemination of project results:

#	Event	Date	Location	Deadlines
1	39th International Conference on Machine Learning	17-23 July 2021	Baltimore, Maryland (USA)	TBC
2	CIDOC Conference 2021	6-10 September 2021	Online & in-person in Tallinn, Estonia	Abstracts submissions: 20 April 2021 Presentations, posters and video submission: 20 August 2021 Early registration: 15 June 2021 Standard registration: 15 August 2021 Late registration: until end of the conference

3	Wikidata Days and Conference 2021	29-31 October 2021	Online & several local locations (TBC)	TBC
4	Europeana 2021	10-12 November 2021	Online	Proposals submission: early July (TBC) Registration: opens in June
5	21st IEEE International Conference on Data Mining	7-10 December 2021	Auckland, New Zealand (or Online) TBC	Workshops proposals submission: 5 March 2021 Tutorial proposals submission: 9 July 2021 Full conference papers submission: 11 June 2021 Workshop papers submission: 3 September 2021 Registration: TBC
6	3rd international Conference on Artificial Intelligence for Libraries, Archives and Museums	9-10 December 2021	Paris, France	Submission deadline: 15 June 2021
7	IFLA World Library and Information Congress	TBC	Dublin, Ireland	TBC
8	Digital Humanities 2022	TBC	Tokyo, Japan	TBC
9	Symposium on Data Intelligent Analysis 2022	TBC	TBC	TBC
10	Pint of Science 2022	TBC	TBC	TBC
11	Image Interoperability Framework (IIIF) Annual Conference 2022	TBC	TBC	TBC

12	5 th International Conference on Artificial Intelligence, Machine Learning and Big Data - 2022	TBC	TBC	TBC
13	11th International Conference on Data Science, Technology and Applications - 2022	TBC	TBC	TBC
14	ACL: Annual Meeting of the Association for Computational Linguistics - 2022	TBC	TBC	TBC
15	Semantics 2022	TBC	TBC	<u>TBC</u>
16	TPDL 2022 International Conference on Theory and Practice of Digital Libraries	TBC	TBC	TBC
17	European Conference on Machine Learning and Principles and Practice of Knowledge Discovery in Databases - 2022	TBC	TBC	TBC
18	International Conference of the Spanish Society for Natural Language Processing - 2022	TBC	TBC	TBC
19	Joint Conference on Digital LibrarieS - 2022	TBC	TBC	TBC
20	19th International Conference on Distributed Computing and Artificial Intelligence - 2022	TBC	TBC	TBC
21	European Symposium on Artificial Neural Networks, Computational Intelligence and Machine Learning - 2022	TBC	TBC	TBC
22	EMNLP: Conference on Empirical Methods in Natural Language Processing - 2022	TBC	TBC	TBC

Table 7. List of possible dissemination events

6.6. Webinars

SGoaB aims to organise at least one webinar throughout the project lifetime in collaboration with other platforms, such as the following ones:

- [LIBER \(Ligue des Bibliothèques Européennes de Recherche – Association of European Research Libraries\)](#)
- [Dublin Core™ Metadata Initiative \(DCMI\)](#)
- [AI4EU Web Café Session](#)

If necessary and more relevant, SGoaB will also explore the possibility of submitting joint proposals to other events with researchers of the above platforms.

Future actions:

The project is currently in talks with DCMI researchers working in Annif in order to submit a joint workshop to the [SWIB conference 2021](#) which will take place from 29 November to 3 December 2021.

6.7. Training events

Current status:

SGoaB has created a document (MS10 Training Plan) to elaborate on the training events that the project will organise. The six training events defined by project partners are:

Event	Date	Location
TimeMatrix for Researchers	9-10 September 2020	Online
Multidisciplinary research and data analytics: Cultural Heritage @ PATC: Introduction to Big Data Analytics	2 February 2021	Online
Workshop on AI for Cultural Heritage Image Analysis @ EuropeanaTech webinar series	23 April 2021	Online
Workshop on AI for Cultural Heritage Image Analysis @ Futurs Fantastiques (AI4LAM)	9-10 December 2021	Paris, France
Fitting Crowd Annotation and AI to Cultural Heritage Image Discovery (Wikimedia-related event)	TBC	TBC

Contextualisation for Creativity	TBC	TBC
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Table 8. List of training events

The results of the three training events that have already occurred are presented below.

Attendees of SGoaB-organised training events

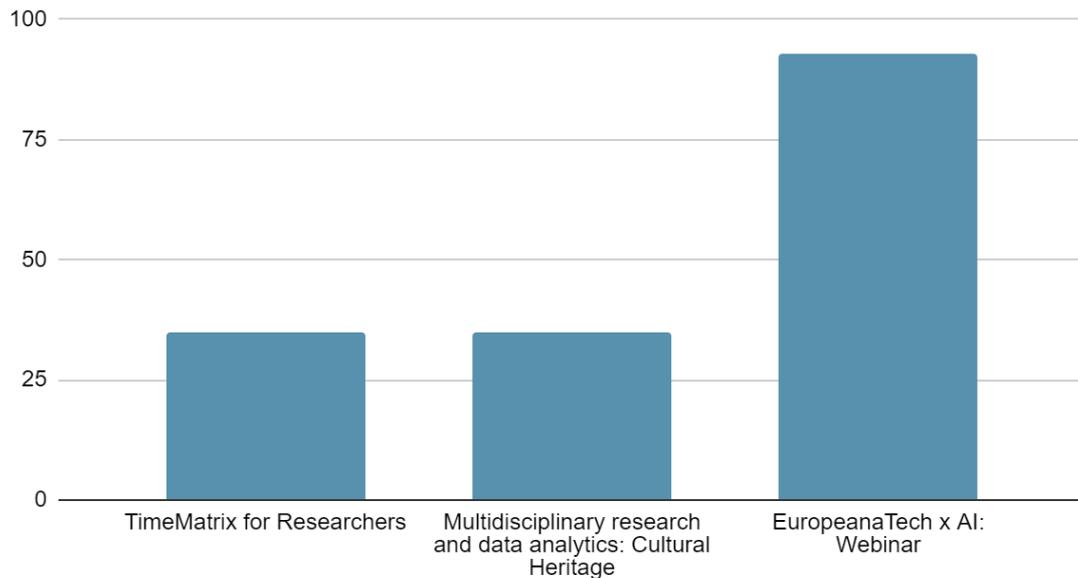


Figure 19. Total attendees of SGoaB-organised training events

6.7.1. TimeMatrix for Researchers

A total of 35 people attended the TimeMatrix for Researchers webinar. Specifically, the event aimed to show the SGoaB results and potential to adapt automatically produced descriptions of paintings and photos to the time period when they were created.

The expected outcome was achieved since the participants were introduced to the time machine effect, which consists of the objects of an image being transformed via deep learning methods to similar concepts that are more appropriate to another time period. Technical challenges for researchers as well as current solutions were discussed during the webinar.

On the other hand, the event covered different target audiences such as academic researchers in data mining and data science that were interested in art and culture.

Regarding the dissemination actions, the partners shared this event through their own Social Media Channels (Twitter, LinkedIn and Facebook) with 7 posts and they also uploaded it on their respective websites. On the other hand, the [webinar was also published in the Events page](#) on the SGoaB website and afterwards a [general news was uploaded in the News section](#) along with the videos of the event.

6.7.2. Multidisciplinary research and data analytics: Cultural Heritage

The session “Multidisciplinary research and data analytics: Cultural Heritage” was part of Barcelona Supercomputing Center’s PATC: “Introduction to Big Data Analytics” training course. The event focused on Cultural Heritage as an example of a field that can take advantage of integrating, analyzing, and reasoning with large amounts of data from many heterogeneous sources. The researchers explained how to improve the quality and quantity of open metadata associated with European Cultural Heritage (CH) imagery, starting from images of paintings and text. The ultimate goal of the session was to transcribe insights about culture, symbols and traditions in a knowledge representation accessible to machine learning and artificial intelligence.

The audience of Barcelona Supercomputing Center’s PATC “Introduction to Big Data Analytics” was trainees with some theoretical and practical knowledge. In particular, the SGoaB session had a total of 35 participants.

The BSC communications team disseminated the course and posted four times on Social Media. The event was also published on the [BSC website](#) and the video of the session was uploaded on the [BSC YouTube channel](#). It was also uploaded [on the SGoaB website as an event](#) and as a [general news](#) afterwards to disseminate the results of the course.

6.7.3. EuropeanaTech x AI: Webinar series on Cultural Heritage Data and Artificial Intelligence

Europeana designed a webinar series called “EuropeanaTech x AI” with the aim of discussing how Artificial Intelligence (AI) and Machine Learning (ML) can help to enrich and research cultural heritage collections.

Saint George on a Bike was presented in the first webinar of the series. Project partners explained its objectives and achievements, as well as the obstacles it faces, especially with respect to available data sources. Furthermore, the speakers illustrated how AI image analysis technologies such as the ones developed by SGoaB can contribute to better understanding and exploiting the past and cultural heritage and presented highlights and demos. Finally, they also introduced the crowdsourcing platform to seek contribution and support for the SGoaB project.

At the end of the webinar, there was a pop quiz for all attendees with questions related to the content of the webinar itself and also about Saint George on a Bike project. It was very much appreciated since these kinds of actions generate interaction and they also give the audience an opportunity to gain a reward. In this case the gifts were Saint George on a Bike cork folders.

The webinar had a large number of participants, 93 to be precise, due to the fact that Europeana is an established organisation which has a very powerful network and loyal followers. Overall, the event covered different kinds of audiences such as academic professors and researchers in data mining, data science and AI; cultural heritage professionals working with metadata, data scientists and digital library project managers. As a secondary audience, cultural heritage professionals from museums and archives also participated.

The event was disseminated through the partner’s Social Media channels (Twitter, Facebook and LinkedIn) with more than 10 posts published before and after the event. It was also published in the [Events page on the SGoaB website](#) as well as on [Europeana Pro website](#). Moreover, a [general news was uploaded on SGoaB website](#) along with the video of the event as well as on [Europeana Pro website](#) to explain the contribution of SGoaB in the EuropeanaTech x AI webinar series.

Future actions:

SGoAB has 3 training events pending to carry out. The first one, Workshop on AI for Cultural Heritage Image Analysis @ Futurs Fantastiques (AI4LAM) is already scheduled for December 2021 and the researchers are working on the submissions. Moreover, the two other training events will be held in early 2022.

Regarding the dissemination of the training events, all of them will be promoted on the project website and the partner's as well as in social media and other relevant channels depending on the topics, audiences and objectives.

6.8. Project video

A video explaining how SGoAB helps users exploit open data with HPC and how this will help different sectors and industries will be made. It will be posted on the project website and promoted on social media as well as dissemination events.

7. Press strategy

The press strategy is consistent with the communication and dissemination strategy and its objectives.

Press releases are one of the most effective ways of communicating the existence of the SGoAB project to a specific target audience (general public and related institutions). Press releases attract attention to the project's progress and its achievements.

Current status:

The initial press release focused on SGoAB project objectives and the impact it will have on society.

All press releases and mentions have been included in the [In press page](#) on the project website and in partner institution websites.

Below is a list of press mentions that have resulted from SGoAB's press release efforts:

#	Webiste	Date	Title
1	Digital Meets Culture	28 July 2020	Leveraging the power of AI for European cultural heritage
2	Datanami	28 July 2020	Leveraging the power of AI for European cultural heritage

3	HPCwire	28 July 2020	Leveraging the power of AI for European cultural heritage
4	Science Business	30 July 2020	Barcelona Supercomputing Center: Leveraging the power of AI for European cultural heritage
5	Heritage Tribune	24 August 2020	Saint George on a Bike: Leveraging The Power of AI for European Cultural Heritage

Table 9. List of press mentions

Furthermore, SGoAB was also mentioned in the websites of BSC and Europeana Pro:

#	Webiste	Date	Title
1	BSC	27 May 2019	BSC is granted one of the seven projects “Connecting Europe Facility” with the AI proposal “Saint George on a bike”
2	Europeana Pro	13 August 2020	Saint George on a Bike leverages the power of AI for European cultural heritage
3	Europeana Pro	19 March 2021	Pioneering AI for digital cultural heritage - an interview with Dri Maria-Cristina Marinescu

Table 10. List of mentions on BSC and Europeana Pro websites

Future actions:

At the end of the project another press release will be produced and shared with specialized media in the AI and cultural heritage fields to promote the project’s results and all the mentions and impacts will be tracked and included in the [In press page](#) on the SGoAB website.

8. Collaboration with other projects and initiatives

8.1. European Heritage Tribune

Saint George on a Bike established a media partnership with the [European Heritage Tribune](#) which is an independent digital news platform for the European heritage community. The media aims to strengthen the European network by sharing news and knowledge while fostering attention and understanding of each other’s cultural and historical backgrounds.

SGoaB has a clear strategy of collaboration with European Heritage Tribune since it is a media that collects audiences from the cultural heritage sector which are very interesting for the project to share its progress and key activities.

Through this active collaboration, the European Heritage Tribune uploaded SGoaB's logo as media partner on its website and published news and events related with the project.

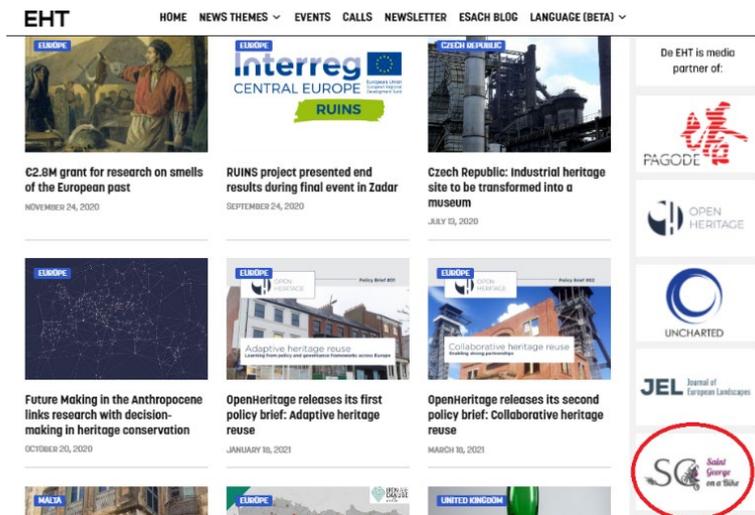


Figure 20. European Heritage Tribune home page



Figure 21. [SGoaB news](#) on European Heritage Tribune website

The BSC dissemination team had a meeting on May 17th 2021 to discuss this collaboration further and is currently planning to prepare more articles that would appeal to the general audience such as interviews, articles about images used in the project and explanations of how SGoaB has been working with them, general news regarding the progress and new updates of the project, etc.

8.2. Time Machine

Saint George on a Bike was included in the [list of Local Time Machine \(LTM\) projects](#) on the [Time Machine website](#). The Time Machine project aims to join Europe's rich past with up-to-date digital technologies and infrastructures, creating a collective digital information system mapping the European economic, social, cultural and geographical evolution across times.

The Local Time Machine (LTM) projects page gives SGoaB the opportunity to gain visibility in the field.

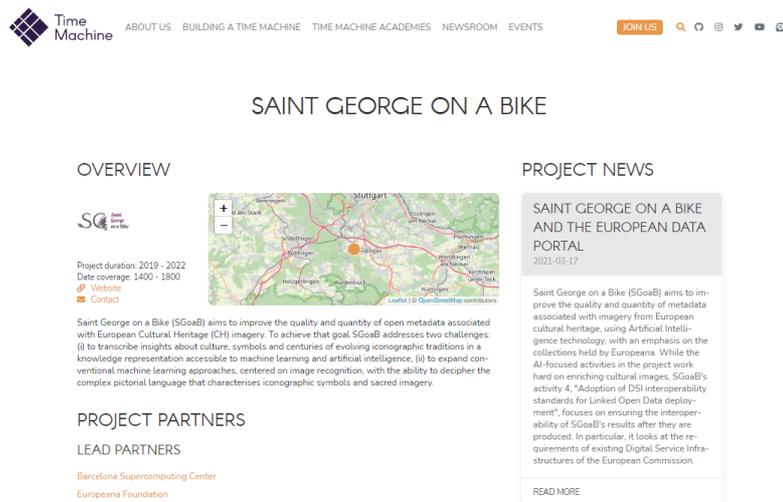


Figure 22. [SGoaB project on the Time Machine website](#)

9. Results summary and future actions

All communication and dissemination activities and tasks have been and will continue being carefully monitored. Quality metrics have to be examined, and quantitative indicators include the following:

- Number of press mentions in national and international media
- Number of news items on the SGoaB website, which includes news about technical updates/progress of the project and more general content news
- Number of SGoaB related presentations at public events and events where the project has been present, i.e. through exhibition booths, conference presentations, etc.
- Number of training events (elaborated in MS10 Training Plan)
- Number of scientific publications

Apart from that, it is important to take also into account more actions which are not precisely related to quantitative metrics: the project video and the joint webinar or workshop in collaboration with another platform.

Thus, In the next period M22 - M36, SGoaB will develop more activities to keep disseminating the scientific work and the achievements of the project.

The future actions as well as the results we have at the moment for every activity are described below:

Key Performance Indicator	Description	Total target (by the end of the project)	Current Status (M21)	Comment
Press releases	One in the beginning and one at the end of the project	2	1	At the end of the project a final press release will be sent to the media with the main results and achieved goals
Press mentions	Mentions in the press about SGoaB	5	5	We already have the expected press mentions
Website views	Number of page views on the SGoaB website	1,000/year	1,456	The number of page views on the SGoaB website from the launch of the website until M21 is more than 1,000. Therefore, we have already accomplished the total target
Project presentations	Numbers of presentations about SGoaB research at conferences, workshops, etc.	10	6	SGoaB partners will participate in four more external events to present the project
Training events	Training events organised by SGoaB	6	3	SGoaB will organise 3 more training events by the end of the project. At the moment the first one is being prepared
Scientific publications	Peer-reviewed publications submitted to journals or conference/workshop proceedings, etc.	5	1	SGoaB already identified journals and conferences where four more peer-reviewed publications can be submitted
Webinars	Webinar using the LIBER, DCMI or A4EU platform or joint workshop/webinar proposal to another event	1	0	The project is in talks with DCMI researchers working in Annif to submit a joint workshop to the SWIB conference 2021 which will

				take place in late November 2021
Project video	The project will prepare a video explaining how it helps users exploit open data with HPC and how this will help different sectors and industries.	1	0	The video will be developed in the next months

Table 11. Key performance indicators and future actions

Annex 1: Dissemination Register

The SGoaB dissemination register, where all dissemination activities are recorded for M1-M21, can be found below:

Type of activity	Details	Starting Date	Total Size Audience
Website	News about SGoaB on BSC website: BSC is granted one of the seven projects "Connecting Europe Facility" with AI proposal "Saint George on a Bike"	27-May-19	160
Other	Kick-off meeting	3-4-Mar-20	0
Website	News about the Kick-off meeting on SGoaB website: Saint George on a Bike project kicks off in Barcelona	9-Mar-20	6
Other	Branding materials on Basecamp	10-Mar-20	0
Social media	Tweet about SGoaB	27-May-20	2926
Social media	Facebook post about SGoaB	27-May-20	751
Participation to an event other than conference / workshop	Albin Larsson takes part in Enriching Metadata –Enriching Research webinar	16-jun-20	76
Website	Website went live: https://saintgeorgeonabike.eu/	25-jun-20	1.402
Social media	Tweet about TimeMatrix event on BSC Twitter	07-jul-20	3.150
Social media	Facebook post about TimeMatrix event	07-jul-20	357
Social media	LinkedIn post about TimeMatrix event	07-jul-20	1.429
Website	TimeMatrix for Researchers webinar posted on BSC website	07-jul-20	96
Website	TimeMatrix for Researchers webinar posted on Europeana Pro website	07-jul-20	237
Social media	Twitter post about SGoaB project and website	20-jul-20	1.452
Social media	LinkedIn post about SGoaB project and website	20-jul-20	1.430

Social media	Facebook post about SGoB project and website	20-jul-20	341
Social media	Tweet about TimeMatrix event	21-jul-20	5.904
Press Release	Press release launched	28-jul-20	4
Press Release	Press release published on Digital Meets Culture	28-jul-20	18.000
Press Release	Press release published on HPC Wire	28-jul-20	160.000
Press Release	Press release published on Datanami	28-jul-20	20.000
Press Release	Press release published on Science Business	30-jul-20	60.000
Website	News about SGoB on Europeana website	13-ago-20	111
Social Media	Twitter post about SGoB	13-ago-20	5.468
Social media	LinkedIn post about SGoB	13-ago-20	1.992
Press Release	News about SGoB on European Heritage Tribune website	24-ago-20	12.000
Social media	Reminder about TimeMatrix on LinkedIn	03-sep-20	1.236
Social media	Reminder about TimeMatrix on Twitter	03-sep-20	1.472
Social media	Reminder about TimeMatrix on Facebook	03-sep-20	290
Training	TimeMatrix for Researchers webinar on 9-10 September 2020	09-sep-20	35
Social Media	Day 1 webinar video uploaded to BSC YouTube	14-sep-20	135
Social Media	Day 2 webinar video uploaded to BSC YouTube	14-sep-20	54
Website	News about webinar posted on SGoB website	14-sep-20	19
Website	Webinar videos shared afterwards in the events page on Europeana website	09-oct-20	237
Participation to a conference	Artem Reshetnikov presents at Data Science Summit 2020	16-oct-20	50
Social Media	Facebook post about Data Science Summit	16-oct-20	310
Social media	Twitter post about Data Science Summit	16-oct-20	1.358
Social media	LinkedIn post about Data Science Summit	16-oct-20	1.523

Website	News article from Action 2	18-nov-20	38
Social media	Twitter post about SGoaB news	19-Nov-20	2.042
Social media	Facebook post about SGoaB news	19-Nov-20	320
Social media	Linkedin post about SGoaB news	19-Nov-20	1.609
Website	News about the presentation of SGoaB in ICDM2020	9-Dec-20	5
Social media	Promotion of SGoaB short course "Multidisciplinary research and data analysis: the Cultural Heritage" on Twitter	18-Jan-21	2.132
Social media	Promotion of SGoaB short course "Multidisciplinary research and data analysis: the Cultural Heritage" on Facebook	18-Jan-21	286
Social media	Promotion of SGoaB short course "Multidisciplinary research and data analysis: the Cultural Heritage" on LinkedIn	18-Jan-21	2.708
Training	SGoaB short course titled "Multidisciplinary research and data analytics: Cultural Heritage" as part of BSC's PATC on Introduction to Big Data Analytics	2-Feb-21	35
Video / film	Video of the short course "Multidisciplinary research and data analytics: the Cultural Heritage" use case uploaded to YouTube	3-Feb-21	56
Website	News about the PATC course on SGoaB website	5-Feb-20	12
Social media	Tweet about the short course "Multidisciplinary research and data analysis: the Cultural Heritage" video	8-Feb-21	2.454
Social Media	Facebook post about the short course "Multidisciplinary research and data analysis: the Cultural Heritage" video	8-Feb-21	203
Social Media	Linkedin post about the short course "Multidisciplinary research and data analysis: the Cultural Heritage" video	8-Feb-21	1.188
Website	News article from Action 3	8-Feb-21	44
Website	Women in Science interview with Maria Cristina Marinescu, coordinator of SGoaB project	11-Feb-21	71
Social media	Promotion on Women in Science interview on LinkedIn	11-Feb-21	4.231
Social media	Promotion of Women in Science interview on Facebook	11-Feb-21	672
Social media	Promotion of Women in Science interview on Twitter	11-Feb-21	672

Social media	Action 3 news on Twitter	24-Feb-21	1.566
Social media	Action 3 news on Facebook	24-Feb-21	179
Social media	Action 3 news on LinkedIn	24-Feb-21	2.464
Website	News article from Action 4	17-Mar-21	23
Website	Interview with Maria Cristina Marinescu published on Europeana Pro	19-Mar-21	597
Social media	Maria Cristina Marinescu's interview Tweeted by Europeana	19-Mar-21	4.703
Participation in activities organised jointly with other H2020	SGoAB applied as a Local Time Machine on Time Machine website	23-Mar-21	44
Social media	Action 4 news on Twitter	23-Mar-21	6.247
Social media	Action 4 news on Facebook	23-Mar-21	264
Social media	Action 4 news on LinkedIn	23-Mar-21	1.187
Website	General news about SGoAB as a local time machine project	31-Mar-21	9
Social media	SGoAB was mentioned on TimeMachine Instagram	6-Apr-21	600
Social Media	SGoAB webinar (EuropeanaTech x AI webinar series) post on Twitter	16-Apr-21	5.910
Social Media	SGoAB webinar (EuropeanaTech x AI webinar series) post on Facebook	16-Apr-21	226
Social Media	SGoAB webinar (EuropeanaTech x AI webinar series) post on LinkedIn	16-Apr-21	4.231
Training	EuropeanaTech x AI: Saint George on a Bike webinar	23-Apr-21	93
Social Media	Series of tweets about the EuropeanaTech x AI: Saint George on a Bike webinar	23-abr-21	4.255
Social media	Post about the EuropeanaTech x AI webinar on Twitter	23-abr-21	4.841
Social media	Post about the EuropeanaTech x AI webinar on Facebook	23-abr-21	271
Social media	Post about the EuropeanaTech x AI webinar on LinkedIn	23-abr-21	429
Website	General news about the EuropeanaTech x AI webinar		37
Social Media	Post about general news about the EuropeanaTech x AI webinar on Twitter	13-may-21	4.563



Social Media	Post about general news about the EuropeanaTech x AI webinar on LinkedIn	13-may-21	1.120
Social Media	Post about general news about the EuropeanaTech x AI webinar on Facebook	13-may-21	206