



**Sustainable, Usable and Visible Digital Cultural Heritage:
Twinning for Excellence (DIGHT-Net)**

Communication, Dissemination and Exploitation Plan (CDEP)

Version 1.0 (January 2025)

Duration: 1 October 2024–30 September 2027 (36 months)

Lead Institution: Tallinn University

Partners: University of Bologna, University of Amsterdam, University of Turku

Executive Summary

The DIGHT-Net Communication, Dissemination, and Exploitation Plan (CDEP) outlines a comprehensive strategy to maximize the visibility, impact, and sustainability of the project's outputs, aligning with the objectives of Horizon Europe. The DIGHT-Net project, running from October 2024 to September 2027, aims to position Tallinn University as a central hub in digital cultural heritage studies by fostering collaborations with leading European institutions and developing innovative resources like the Twinned Digital Archive of Juri Lotman and Umberto Eco.

This CDEP sets forth a framework for reaching diverse stakeholders, including academic researchers, cultural heritage institutions, policymakers, educators, technology developers, and the general public. It emphasizes inclusive and innovative communication approaches, aiming to enhance awareness of digital cultural heritage and encourage the adoption of project outcomes.

Key Objectives:

- Enhance project visibility at local, national, and international levels.
- Foster collaboration and engagement with various stakeholder groups.
- Ensure the sustainable exploitation of project results to benefit future initiatives.

Implementation Strategy:

1. **Communication Channels:** The project will employ a variety of tools, including a dedicated website, social media platforms, online learning resources, publications, and events, to communicate its outcomes effectively.
2. **Dissemination Activities:** Publishing open-access academic and non-academic articles, organising virtual exhibitions, and hosting onsite and online workshops with recordings available for future access. Additionally, engaging with the public through multimedia tools such as videos and social media campaigns will ensure broad reach and impact.
3. **Exploitation Pathways:** The project will develop scalable and innovative frameworks, such as the DIGHT-Hub, to ensure the long-term usability and impact of its outputs.

Monitoring and Evaluation: Regular assessments based on predefined KPIs – such as website traffic, social media reach, event participation, and publication metrics – will ensure the alignment of activities with project goals and facilitate adaptive strategies.

By integrating communication, dissemination, and exploitation into a unified strategy, the DIGHT-Net project aims to establish a sustainable legacy in digital cultural heritage, fostering knowledge sharing, innovation, and collaboration across Europe and beyond.

Table of Contents

Executive Summary	1
1. Introduction	4
2. Stakeholder Mapping	4
3. Communication and Dissemination Strategy	5
4. Exploitation Strategy	7
5. Monitoring and Evaluation	8
6. Sustainability and Legacy	8

1. Introduction

The **Communication, Dissemination, and Exploitation Plan (CDEP)** for the DIGHT-Net project outlines a strategic approach to ensure the visibility, accessibility, and impactful use of the project outcomes. This plan builds on principles of inclusive communication, innovative dissemination, and sustainable exploitation, aligning with Horizon Europe guidelines for excellence in research impact.

The primary objectives of the DIGHT-Net project include establishing Tallinn University (TLU) as an important hub in digital cultural heritage studies, fostering collaborations with renowned institutions, and creating key resources like the Twinned Digital Archive of Juri Lotman and Umberto Eco.

2. Stakeholder Mapping

Effective stakeholder mapping is critical to ensuring that the DIGHT-Net project reaches and engages its diverse audience effectively. By identifying specific groups and tailoring engagement strategies, this section provides a foundation for impactful communication and collaboration across all phases of the project.

Target Groups

1. Academic and Research Community

- **Key Institutions:** University of Bologna (UNIBO), University of Amsterdam (UvA), University of Turku (UTU), Tallinn University (TLU).
- **Associations:** Europeana Network, International Association for Semiotic Studies, Memory Studies Association, Digital Humanities Research Groups.
- **Scholars and researchers** in digital cultural heritage, semiotics, memory studies, digital humanities, and archival studies.
- **Engagement:** Conferences, publications, collaborative workshops, and researcher exchange programs.

2. Cultural Heritage Institutions

- Archives, museums, and libraries working with digitalisation and preservation.
- Specific stakeholders: Estonian memory institutions, Europeana, and UNESCO's Memory of the World initiative.

- **Engagement:** Co-design of digital preservation strategies, access to resources, collaborative workshops, and use of the DIGHT-Hub framework.

3. Policy Makers

- **Stakeholders:** EU and national cultural policy bodies, including the European Commission's Directorate-General for Culture; National ministries of culture, particularly Estonia, Italy, Finland, and the Netherlands; private enterprises in the heritage and digital technology sector.
- **Engagement:** Policy briefs, targeted workshops, and participation in decision-making forums.

4. Educational Sector

- **Examples:** Universities and schools interested in integrating digital heritage content into curricula.
- **Engagement:** curricula development and interactive learning tools.

5. Technology Partners

- **Stakeholders:** Developers and providers of digital preservation technologies and AI tools for cultural heritage (e.g., AI-based solutions for digital archives).
- **Engagement:** Joint research initiatives, prototyping AI and other digital tools for archives.

6. General Public

- **Focus:** Youth, lifelong learners, and non-specialist audiences.
- **Engagement:** Accessible digital content, videos, exhibitions, and public lectures.

3. Communication and Dissemination Strategy

Effective communication and dissemination are central to the success of the DIGHT-Net project. It is necessary both for ensuring successful co-creation of the DIGHT-Net hub in collaboration of the Key Institutions, and with other stakeholders. This strategy outlines how project outcomes will be shared with stakeholders, ensuring broad visibility, engagement, and uptake. It leverages a combination of traditional and innovative tools to maximise impact and supports the project's overarching goals of excellence in digital cultural heritage.

Objectives

1. Enhance project visibility across local, national, and international levels.
2. Foster engagement with diverse stakeholder groups.
3. Foster public awareness about digital cultural heritage.
4. Establish DIGHT-Hub as a key knowledge centre for digital cultural heritage.

Tools and Channels

3.1. Website

- **Purpose:** Serve as a centralised platform for project information, updates, publications, and resources.
- **Key Features:** News, event reports, resource library, and partner highlights.
- **KPIs:** Achieve 500 monthly visitors by Year 3.

3.2. Social Media

- **Platforms:** Facebook, LinkedIn, and YouTube.
- **Activities:** Share project milestones, videos (e.g., expert interviews, workshop recordings), and interactive campaigns.
- **KPIs:** Reach 700 followers across platforms by project end.

3.3. Online Learning Resources

- **Course Title:** Digital Cultural Heritage.
- **Platform:** Hosted on TLU Moodle.
- **KPIs:** At least 15 enrolled learners each year.

3.4. Publications and Conferences

- **Outputs:** Open-access academic papers, policy briefs; e-Lexicon of digital cultural heritage.
- **Events:** Presentations at national and international conferences and seminars.
- **KPIs:** Publish 25 academic papers and deliver 30 presentations by the end of the project.

3.5. Interactive Media

- **Formats:** Videos, virtual exhibitions, 3D visualisation of archives.
- **KPIs:** 10 video episodes and at least one virtual exhibition.

3.6. Events and Workshops

- **Focus:** Training sessions, workshops, seminars, and summer schools.
- **KPIs:** Conduct 12 events with at least 15 participants each.

3.7. Media and Outreach

- **Activities:** Issue press releases in collaboration with consortium members in their respective languages.
- **KPIs:** Coverage in 10 national and international media outlets.

4. Exploitation Strategy

The exploitation strategy of DIGHT-Net focuses on transforming project results into tangible benefits for various stakeholders. By leveraging innovative tools, frameworks, and research outputs, the project aims to ensure the sustainability and scalability of its outcomes. This section outlines the key exploitable results, intellectual property considerations, and plans for post-project impact.

Key Exploitable Results (KERs)

1. Twinned Digital Archive of Juri Lotman and Umberto Eco

- **Ownership:** Tallinn University, in collaboration with the Juri Lotman Semiotics Repository and the University of Bologna.
- **Protection:** Intellectual Property Agreements with partners; open-access with restricted licensing for sensitive materials.
- **Exploitation:** Launch the prototype archive in Year 3, with ongoing updates post-project.

2. DIGHT-Hub Framework

- **Purpose:** A replicable model for establishing digital heritage collaboration hubs.
- **Exploitation Sector:** Cultural heritage management and academia.

3. Semiotic Theory of Digital Cultural Heritage

- **Application:** Educational resources and advanced research.
- **Exploitation Timeline:** Develop a comprehensive publication by the end of Year 3

Intellectual Property Management

- **Policy:** Framework to ensure Open Access for most outputs, while safeguarding sensitive datasets (e.g., unpublished archive materials).
- **Tools:** Use European IPR Helpdesk for guidance.
- **Licensing:** Employ Creative Commons for educational content.

5. Monitoring and Evaluation

Monitoring and evaluation are integral components of the DIGHT-Net project to ensure its activities and outputs align with predefined objectives. This section outlines the metrics and mechanisms for tracking progress, assessing impact, and enabling adaptive strategies to optimise the project's success.

Key Performance Indicators (KPIs)

1. **Website Engagement:** Monthly visitors and resource downloads.
2. **Social Media Impact:** Follower growth and post engagement rates.
3. **Event Participation:** Number of attendees and satisfaction feedback.
4. **Publications:** Citation counts and download statistics.
5. **Exploitation Metrics:** Adoption of tools and frameworks by external entities.

Reporting Mechanisms

- Annual reviews to assess progress against KPIs.
- Annual public impact reports.
- Mid-term and final evaluations.

6. Sustainability and Legacy

Sustainability and legacy are pivotal to the DIGHT-Net project's long-term impact. This section outlines how the project's outcomes will be maintained, expanded, and integrated into future initiatives to ensure enduring benefits for stakeholders and the wider cultural heritage community.

The DIGHT-Net project aims to leave a lasting legacy through:

- Sustained operation of the DIGHT-Hub.
- Long-term partnerships with academic and cultural institutions.
- Continued development and use of the Twinned Digital Archive.
- Capacity building for digital cultural heritage across Europe.

This comprehensive CDEP ensures that DIGHT-Net's outcomes achieve maximum visibility, impact, and sustainability.