



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

Communication Plan for the DIGHT-Hub

Version 1.0 (January 2026)

Lead Institution: Tallinn University

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

This deliverable sets out the current communication, dissemination and exploitation activities for the DIGHT-Hub. It clarifies who we need to reach, what we want them to take away, who does what, and how we will know whether our efforts are working. The plan is reviewed and updated once a year (or sooner if major project milestones change).

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1. Project abstract

The DIGHT-Hub is being established at Tallinn University as a research and training platform for digital cultural heritage. The Hub connects conceptual work on digital historicity with practical tools, guidelines and partnerships that support memory institutions and policy stakeholders.

Key outputs include: (i) a Twinned Digital Archive prototype linking materials related to Juri Lotman (Estonia) and Umberto Eco (Italy); (ii) an online Knowledge Base (wiki-style) with methods, tutorials and practical digitisation guidance; (iii) an e-Lexicon of key terms for digital cultural heritage; (iv) open access research publications; and (v) seminars, workshops and doctoral training activities delivered with international partners (TLU, UNIBO, UvA, UTU).

2. Communication, dissemination and exploitation

We use the European Commission's distinction between communication, dissemination and exploitation. In practice, these streams overlap, but they have different audiences and success criteria.

Table 1. Communication, dissemination and exploitation (adapted from European Commission guidance).

Action	Communication	Dissemination	Exploitation
What is it?	Making the Hub and its work understandable and relevant beyond the project: clear stories, progress updates and public-facing materials.	Making results available to expert communities so they can be taken up, critiqued and built on.	Turning results into practice, services, standards or policy value that outlast the project.
How do we do it?	Website news and explainers; social media; press and public talks; internal updates.	Open access publications; conference papers; e-Lexicon entries; training materials; seminars.	Guidelines for digitisation; sharing data, skills and workflows (including the Twinned Archive); co-created recommendations with partners.
When?	From start to finish.	When results become available (and throughout, where appropriate).	From late project phase onwards, and after project end.
Primary objective	Raise awareness, build trust, attract collaborators and users, and show progress in a credible way.	Maximise scholarly and professional impact; strengthen the field of digital cultural heritage.	Enable uptake: new collaborations, improved standards and practices, and better-supported infrastructures.

3. Stakeholders

We work with stakeholders at different levels of engagement. “Observe” and “Inform” are one-way; “Consult” collects feedback; “Involve” and “Collaborate” mean shared planning and delivery.

Table 2. Key internal and external stakeholders and intended level of interaction.

Stakeholder group	Observe	Inform	Consult	Involve	Collaborate
Internal stakeholders					
Tallinn University (TLU)					X
School of Humanities, TLU					X
Juri Lotman Semiotics Repository					X
Early Career Researchers (ECRs) at TLU		X		X	
Research community					
Project partners (UNIBO, UvA, UTU)					X
Universities in Estonia (e.g., Uni Tartu, Estonian Academy of Arts)		X		X	
European universities (humanities faculties)		X			
Research centres (e.g., Institute of the Estonian Language)			X		
Practitioners					
Museums (e.g., Estonian National Museum)				X	
Archives and libraries (National Archives / National Library)				X	
NGOs (e.g., Estonian Heritage Society)				X	
Policy makers					

Ministry of Culture (Estonia)		X	X		
National Heritage Board		X	X		
Public					
Citizens / general public		X			

4. Communication and dissemination plan

The table below links target groups to the kinds of outputs we share, the formats we use, and the intended function of that knowledge.

Table 3. Target groups, outputs and formats.

Target group	Type of knowledge / output	Formats	Intended function	Core message / framing
Academic	Conceptual work on semiotics and digital heritage; “digital historicity” framework; e-Lexicon entries.	Open access journal articles; conference papers; monthly seminars; doctoral schools; website resources.	Advance research; enable critique, reuse and collaboration.	DIGHT-Hub is a platform for conceptual innovation in digital cultural heritage.
Practitioners (museums, archives, NGOs)	Digitisation and description guidelines; prototype workflows; Twinned Archive demonstrations.	Knowledge Base (wiki); practical guidelines; hybrid workshops; short tutorials.	Translate research into practice; support comparable approaches across institutions.	We provide usable tools and workflows for preserving meaning in digital collections.
Policy makers (ministries, heritage boards)	Policy-relevant insights on infrastructure, sustainability and investment needs.	Policy briefs; strategy seminars; direct consultations; targeted presentations.	Support evidence-informed decisions and long-term planning.	Digital cultural heritage needs sustained investment and coordinated action.
Administrative staff / institutions	Research management skills; open science and data management practices.	Staff workshops; internal training; templates and documentation.	Strengthen institutional capacity and compliance with EU frameworks.	Good governance and data practice underpin excellent digital heritage research.
Broader public	Accessible narratives about digital cultural heritage and the Lotman/Eco legacy.	Virtual exhibitions; public talks; popular science pieces; social media; teaching integration.	Build public understanding and cultural engagement; support educational use.	Digital heritage is not “behind glass”: it is usable, participatory and relevant.

5. Communication goals and main messages

5.1 Goals

1. Position TLU and the DIGHT-Hub as an internationally recognised centre for research and training in digital cultural heritage.
2. Make the relationship between the DIGHT-Hub and the Juri Lotman Semiotics Repository visible and practical (shared resources, shared audiences).
3. Support active knowledge exchange between partners (TLU, UNIBO, UvA, UTU) and Estonian practitioners.
4. Invite citizens and students into conversations about the “digital condition” and why the Lotman/Eco archives matter today.

5.2 Main messages

About the DIGHT-Hub

- A meeting point for interdisciplinary work: researchers, practitioners and policy stakeholders can use the Hub to connect and collaborate.
- A bridge between large-scale digitisation and the conceptual questions it raises about memory, history and meaning.
- A long-term commitment to strengthening the Juri Lotman Semiotics Repository through digital methods and international partnerships.

About the research and technology

- Twinned Digital Archive: a prototype that links Lotman- and Eco-related materials to test approaches to meaningful, comparable description.
- Semiotics of digital heritage: a theoretical framework for understanding how cultural memory works in the digital age.
- Open Science: sharing data, methods and vocabularies in ways that support FAIR use across institutions.

6. Channels, formats and measures

6.1 Internal communication

Table 4. Internal channels.

Channel	Purpose	Typical content	Frequency	How we monitor	Responsible
Online workspace (Zoom / shared drive)	Everyday coordination and co-creation across the consortium.	Agendas, notes, draft texts, files, quick decisions.	Weekly and ad hoc.	Tasks and deadlines are clear; decisions are traceable.	TLU project management team.

Email and Steering Group meetings	Formal decision-making and risk management.	Approvals, milestone checks, escalation of issues.	Monthly (Steering Group); ad hoc (email).	Decisions recorded; action points followed up.	Coordinator (Marek Tamm) with WP leads.
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6.2 External communication

Website

The website (<https://dight-net.tlu.ee/>) is the main external reference point and the Hub's public record of activity. It hosts the Knowledge Base, links to the repository and Twinned Archive prototype, and a clear list of outputs and events.

Table 5. Website content and maintenance.

Section	What it includes	Update rhythm	Primary audience	Responsible
General information	Mission, team, partner overview, contact information.	Every 6 months (or when key changes occur).	All stakeholder groups.	TLU Communication Officer; input from all partners.
Hub updates / news	Milestones, network expansion, short highlights from events.	At least monthly.	All stakeholder groups.	TLU Communication Officer.
Calendar	Monthly seminars, workshops, doctoral schools and public events.	Updated continuously.	Researchers, students, practitioners, public.	TLU Communication Officer + event organisers.
Research outputs	Publications, preprints, talks, datasets (where relevant).	When outputs appear.	Academic and professional communities.	WP leads; consolidated by TLU.
Resources (Knowledge Base, guidelines, e-Lexicon)	Methods, tutorials, templates, digitisation guidance, vocabulary entries.	Rolling updates; quarterly link check.	Practitioners and students; researchers.	WP5 (UTU) with TLU as implementing partner.
Twinned Archive prototype	Prototype access and short notes on what has changed.	At major iterations.	Researchers, practitioners and interested public.	Technical team + TLU.

Social media

We use social media to surface what is happening, share small pieces of the archive in an engaging way, and bring people back to the website and Knowledge Base.

Table 6. Social media activity.

Channel	Audience	Content focus	Frequency	How we monitor	Responsible
Facebook	Students, general public, local cultural sector.	Event announcements, archive visuals, short explainers, links to website resources.	3-6 posts/month; more during events.	Engagement (reach, clicks, shares) and referral traffic to website.	TLU Communication Officer; PhD student assistants.
LinkedIn	Researchers, practitioners, policy and institutional audiences.	Project milestones, partner highlights, calls for collaboration, publications.	2-4 posts/month; more around releases and events.	Engagement and contact requests; referral traffic.	TLU Communication Officer; WP leads provide inputs.

Traditional media and public-facing writing

For major milestones (Hub launch, Twinned Archive releases, major events), we prepare press releases in cooperation with the TLU external relations office. We also place occasional popular science pieces that explain the project's key ideas without specialist vocabulary.

Academic communication

Academic dissemination focuses on high-quality open access publication, conference participation, and invitations to contribute to international seminars. Work package leaders coordinate outputs within their areas.

6.3 Cooperation with communication partners

- Fondazione Mondadori: collaboration on the Eco archive and related archiving standards.
- Europeana: sharing collection information where appropriate to increase visibility and interoperability.
- Estonian National Museum: collaboration and piloting of methods in museum contexts.
- National Archives of Estonia / National Library of Estonia: collaboration on workflows and digitisation guidance.
- Estonian Ministry of Culture: circulation of events and results to relevant practitioner networks.

7. Resources and responsibilities

UTU leads Work Package 5 (Communication, Dissemination and Exploitation) and provides strategic coordination. TLU executes day-to-day communication as coordinator and host of the Hub's main channels.

Table 7. Partner roles in communication activities.

Partner	Role
TLU	Coordinator; content creation; website hosting; Hub management; local stakeholder relations.
UTU	WP5 lead; strategy oversight; quality assurance of communication outputs; support for monitoring.
UNIBO	Content contribution (Eco archive); semiotics expertise; outreach to Italian networks.
UvA	Content contribution (heritage and archival studies expertise); outreach to professional networks.

Core resourcing covers website maintenance, open access publishing costs, hybrid event delivery, and visual identity materials (templates, slides, basic graphic assets).

8. Monitoring and learning

Monitoring combines numbers (reach, attendance, downloads) with short qualitative checks (who shows up, what they ask for, which resources get reused). We use this to adjust the channel mix and the level of detail in our outputs.

Table 8. Indicative monitoring indicators and Year 3 targets.

Area	Indicator	Year 3 target	Notes (qualitative)
Website and Knowledge Base	Website visits (annual)	3,000	Key pages up to date; Knowledge Base used in teaching and by partners.
Website and Knowledge Base	News/updates	At least 12 posts/year	Milestones are documented; updates are readable and specific.
Social media and outreach	Newsletter	1 every 4 months	Subscriber list includes key stakeholder groups.
Social media and outreach	Social media posting	At least 6 posts/month	Engagement is strongest on archive-driven posts and event notices.
Social media and outreach	Popular science articles	3 total	Placed in outlets that reach cultural sector audiences.
Media	Press / broadcast appearances	5 total	Coverage aligns with major milestones.
Expert communication and events	Virtual exhibition viewers	500	Includes feedback collection (short survey or comment function).
Expert communication and events	Teacher / practitioner training sessions	2	Participants report concrete use of methods.
Expert communication and events	Citizen-facing events	1 per year	Audience questions and feedback inform next steps.
Policy engagement	Policy briefs	1	Brief is discussed in at least one consultation meeting.

9. Communication checklist

1. Is our digital content accessible?

- Ensure the Twinned Archive prototype and Knowledge Base follow WCAG guidance (alt text, contrast, keyboard navigation, captions where needed).

2. Does our audience understand us?

- Use plain language in public-facing pages; keep specialised terminology for research-facing outputs, and provide short definitions where terms are unavoidable.

3. Are we communicating at the right moment?

- Time press releases and announcements with clear milestones (Hub launch, archive releases, major events) and avoid “news” with no substance.

4. Can people contact us and give feedback?

- Keep a visible contact route on the website and make sure feedback loops in the Sustainability Plan are active and monitored.

5. Are we consistent and compliant?

- Use shared templates and naming conventions; credit partners and funders correctly; respect copyright and data protection rules; check that any third-party media can be reused.