

## Dissemination and Exploitation Plan for CHT2

### Objectives

- To maximise dissemination and exploitation of the CHT2 project outcomes by raising awareness among cultural heritage associations, institutions, and industrial end-user communities;
- To enhance the value of the project's results to relevant research, professional and business communities.

### Approach

1. Publications in selected scientific peer reviewed (ideally Open Access) journals. Possible journals, selected to maximise exposure to end-users, include:

- Journal of Archaeological Science (impact factor 2.2)
- Antiquity (impact factor 1.72)
- Journal of Cultural Heritage (impact factor 1.57)
- European Journal of Archaeology (impact factor 1.48)
- International journal of Heritage Studies (impact factor 0.721)
- Digital Applications in Archaeology and Cultural Heritage (no impact factor; SNIP 0.225)
- Journal Britannia (no impact factor found)
- Journal of Roman Archaeology (no impact factor found)
- Finite Elements in Analysis and Design (impact factor 2.175)
- ISPRS International Journal for Photogrammetry and Remote Sensing. Special Issue on "UN Sustainable Development Goals" (impact factor: 4.188)

Proposed topics of the articles (all participants):

- A methodological paper that would bring together the whole CHT2 deliberations and examine in particular the interdisciplinary dialogue involved;
- A methodological paper that differentiates the phases of the pipeline to obtain 4D analysis depending on the scale of study but also in terms of the end user (manager, student, archaeologist);
- A paper that examines the challenge in both projecting and retro-projecting landscape change with a view to noting the issues of presenting and protecting historical sites;
- Case study independent articles:
  - POLIMI: conference articles on (a) meshing, (b) data fusion, (c) segmentation, (d) structural analysis, (e) Milan reconstruction;
  - NCL: Articles on the three Hadrian's Wall sites (Beckfoot, Corbridge, Birdoswald) from a Roman archaeology perspective and short annual fieldwork reports to Britannia;
  - USAL: Article particularized for the 4D analysis of the Avila study. Hybridization of data from different sources and the acquisition of its current state;
  - SSSA: Article concerning 4D reconstruction and visualisation of Krakow fortress and application of ALS data and products (DTM, DSM) in the analysis of 3D / 4D objects of Fortress Krakow.

2. Active participation in forthcoming conferences (all parties; with additional dissemination in conference proceedings and/or special issue articles arising from conference participation):

- 3D-Arch 2017, Nafplio Greece, 1-3<sup>rd</sup> March 2017 <http://www.3d-arch.org>
- 2017 Computer Applications and Quantitative Methods in Archaeology (CAA), Atlanta (GA), USA, 14-16 March 2017 (<http://caaconference.org>)

- CIPA 2017 - Digital Workflows for Heritage Conservation, Ottawa, Canada, 28 August to 1 September 2017, <http://www.cipaottawa.org>
  - FORTMED 2017 Alicante (<http://blogs.ua.es/fortmedenglish/home>)
  - The 24th Congress on Roman Frontier Studies, 2018 (Serbia, no conference website as of yet)
3. Engagement with stakeholder partners and other interested parties (nb. essential in order to cover different geographical regions of Europe):
- POLIMI:
    - Superintendence for Archaeological Assets of Lombardy;
    - Archaeological Museum of Milan.
  - NCL:
    - English Heritage;
    - Historic England;
    - Network of potential end-users via Cols in the School of History, Classics and Archaeology.
  - USAL:
    - Cultural Heritage Department, Castilla y Leon Government;
    - Historic Local Archive (Avila);
    - Santa Maria la Real Heritage Foundation.
  - SSSA:
    - National Heritage Board of Poland;
    - National Centre for Culture;
    - Digital Culture Heritage, National Museum in Krakow.
4. Primary communication mechanism will be on-line, both to minimise project costs and to maximise exposure of the project to the widest possible user base. A selection of blogs/newsletters that could be used for dissemination of progress (all parties):
- Project website (<http://cht2-project.eu>) - this will form the primary dissemination channel;
  - The Heritage Journal ([www.heritageaction.wordpress.com](http://www.heritageaction.wordpress.com));
  - Heritage Portal ([www.heritageportal.eu](http://www.heritageportal.eu));
  - The Guardian – Heritage (<http://www.theguardian.com/culture/heritage>);
  - CyArk (<http://www.cyark.org/about/>);
  - Archeomatica (<https://www.archeomatica.it>).
5. Displays/exhibitions/Events:
- A project-wide workshop / exhibition / display will be organised towards the end of the research programme in order to communicate outcomes, and stimulate opportunities for developing spin-off research. Proposal is for a central activity (e.g. in Brussels, to coincide with the 2018 Year of Heritage) that can be replicated locally by each of the four partner countries.
  - The overall end-of-project workshop / display / exhibition will be complemented by local case study exhibitions:
    - POLIMI:
      - Temporary project exhibition at the Archaeological Museum of Milan (end of project).

- NCL:
  - Temporary project exhibition at the Great North Museum in Newcastle (end of project);
  - Project promotion at English Heritage visitor centres at Corbridge and Birdoswald (maximising use of display materials created for GNM exhibition).
- USAL:
  - Temporary exhibition in Visitor Reception Centre and in the exhibition area of the main access to the top of the Wall (Casa de las Carnicerias).
- SSSA:
  - Exhibition in selected objects Fortress Krakow after the auspices of City Monuments Conservator, City Krakow, temporary exhibition in National Museum in Krakow.
- Demonstrations, or proofs of concept, will be uploaded to the website as available in order to obtain feedback from different user profiles and audiences.

6. Additional outreach activity (all parties to consider):

- Production of flyers, brochures or newsletters in printed form (to complement on-line resources available on the website), that can be handed out at conferences or to colleges at institutions (nb. funding issues);
- Proposal of production of banners, posters and other printed materials to the local administrations responsible for the heritage assets involved in the project;
- National/international press articles;
- Participation in Massive Open Online Courses (MOOCs).