



PAGODE – Europeana China is co-financed by the Connecting Europe Facility Programme, GA n. INEA/CEF/ICT/A2019/1931839

Activity 5 Communication, Dissemination, User engagement and Sustainability

Antonella Fresa, Promoter S.r.l.

Aims and objectives



PAGODE – Europeana China is co-financed by the Connecting Europe Facility Programme, GA n. INEA/CEF/ICT/A2019/1931839

1. Highlight content relating to Chinese heritage for user enjoyment/engagement and for encouraging European CHIs to provide new contents in Europeana
2. Raise awareness about the value of Europeana to establish cultural bridges between Europe and China

Communication outputs:

- PAGODE website hosted by Photoconsortium
- PAGODE showcase hosted by digitalmeetsculture.net
- Editorials to Europeana (T4.3 focusing on the Thematic Collection)
- Exhibition about Chinese CH in Europeana, in physical and virtual formats
- Final conference in Brussels



Tasks



PAGODE – Europeana China is co-financed by the Connecting Europe Facility Programme, GA n. INEA/CEF/ICT/A2019/1931839

Four tasks:

T5.1 Communication and dissemination plan

T5.2 Engage users

T5.3 Liaison with China

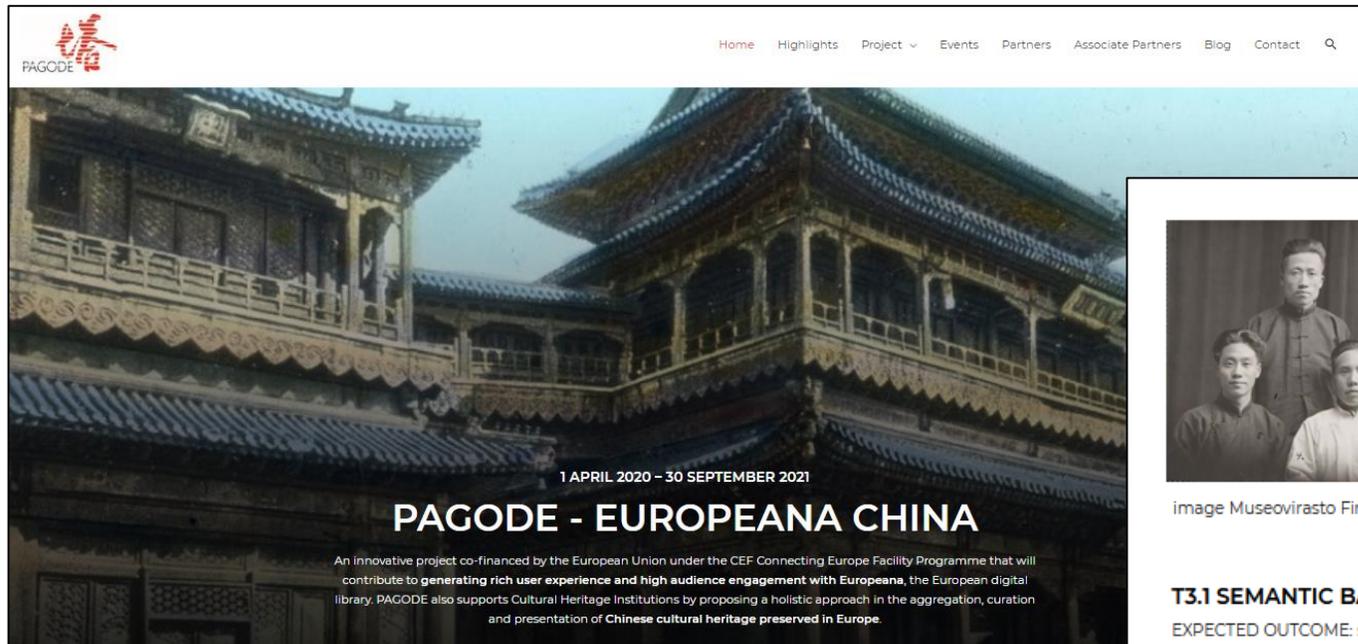
T5.4 Sustainability

Communication and dissemination plan



A plan was delivered in June 2020, including but not limiting to the information on the editorials to be produced for publication in Europeana.

- Project website designed, curated and maintained by Photoconsortium at www.photoconsortium.net/pagode
- A showcase is published on www.digitalmeetsculture.net online magazine and in the WITH platform
- Presentations of PAGODE were delivered at the Europeana Aggregators Forum, EVA Florence and Euromed (including publication of a paper in the conference proceedings)
- 4 Galleries and 1 blog were published so far in Europeana
- A flyer and a poster were realized



The website is the main communication tool of the project.

It is also used to publish guidelines and useful materials derived from the project's activities and experience.

It includes a blog telling stories about the project or thematically relevant.



image Museovirasto Finnish Heritage Agency

LEAD PARTNERS: UNIVERSITY OF LJUBLJANA & KIK-IRPA

DIGITIZATION AND CURATION

GENERAL SCOPES:

- defining the semantic framework for the annotation of Europeana content that can be considered as related to Chinese cultural heritage
- defining specifications and technical requirements for the creation and enrichment of the associated metadata
- high quality digitization of minimum 10,000 new objects as particularly relevant for the representation of Chinese CH in Europe.

T3.1 SEMANTIC BACKGROUND

EXPECTED OUTCOME: structured scientific knowledge and guidelines on:

- what can be considered as Chinese CH in Europe
 - Chinese vs. made in China: (dis)connection between materiality and cultural connotations
 - Europeans in China + Chinese in Europe
- typology of "objects": tangible, intangible, natural (esp. landscapes)
- specifications for the metadata

DOWNLOAD PDF: [Defining Chinese and China-related cultural heritage in Europe: a conceptual scheme](#)

T3.2 WORKSHOP ON CURATION OF CHINESE CH IN EUROPEANA

This task organized a workshop on 9-10 July 2020, devoted to the curation of Chinese CH content.

The workshop targeted not only the project partners but also other content owners who have content related to Chinese CH in their collections and the Europeana ecosystem of aggregators.

It was also the occasion to review the specifications produced during task 3.1 and to provide feedback.

LEARN MORE ABOUT THE WORKSHOP >>>

T3.3 DIGITIZATION AND METADATA CREATION

EXPECTED OUTCOME: new content digitized to be then offered for publication in Europeana, according to the requirements of Europeana Publishing Framework.

This task will produce a planning for the digitization activities in the project, based on the nature of the contents to be digitized and on the availability and capacity of the content provider, also including actions to monitor the quality of digitization.

DOWNLOAD PDF: [Summary for EPF Tier 4 and Tier C](#)

Blog on the project's website

PAGODE

Home Highlights Project Events Partners Associate Partners Blog Contact

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救 不 我 日 等 天 爾 爾 天

BLOG

STORIES FROM PAGODE

cultural heritage
a chinese iconic ship: the junk

cultural heritage
yin and yang

project
pagode joins the uncharted community

cultural heritage
pagode's crowdsourcing campaign: scenes and people from ch



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Communication and dissemination page on the project's website

PAGODE

Home Highlights Project Events Partners Associate Partners Blog Contact

LEAD PARTNER: PROMOTER

COMMUNICATION, DISSEMINATION

GENERAL SCOPES:

- Raise awareness on the value of Europeana to establish cultural bridges between Europe and China
- Encourage European CHIs to provide new contents; and engage users

image Museovirasto Finnish Heritage Agency

PAGODE Flyer (English)

PAGODE Flyer (Chinese)

PAGODE Poster (English)



PAGODE - Europeana China

PAGODE is a project running until 2021 and dedicated to enriching and improving Europeana, the European platform for digital cultural heritage. PAGODE will digitize at the highest levels of quality and openness ca. 10.000 cultural heritage objects witnessing the relationships that intercrossed between Europe and China across centuries. Additionally, PAGODE will provide crowdsourced tags on ca. 2.000 existing records in Europeana during an annotation pilot, and AI semantic enrichment on ca. 20.000 records that are already published.

PHOTOCONSORTIUM, as the accredited aggregator for Europeana in the domain of heritage photography, is responsible for content selection and ingestion, for the annotation pilot, and for the publication of nice editorials such as blogs, galleries and a virtual exhibition.

The PAGODE consortium was carefully chosen and includes 7 partners, both public and private institutions. PAGODE is open to associate partners in joining the effort of showcasing Chinese cultural heritage objects in digital format. The primary scope of the project is enriching Europeana, but a broader aim is to enable collaborations among European museums and archives, and to foster international relations with Chinese cultural heritage institutions.



More information can be found on PAGODE's website: www.photoconsortium.net/pagode

PAGODE page on the WITH Platform
within the Photoconsortium space

Showcase of PAGODE on www.digitalmeetsculture.net



European Union logos and PAGODE logo.

BLOG HOME **RESERVED AREA**

Username: valentina.bachi
Password: *****
LOGIN

MEDIA PARTNER
DIGITAL CULTURE
www.digitalmeetsculture.net
[Search]

RELEVANT NEWS from Digitalmeetsculture

NYC, USA, until the 27th June 2021
We Do Not Dream Alone. First instance of the Asia Society Triennial in NYC

the new programme will run until 2027 and will also help rebuild a post-COVID-19 Europe
Commission welcomes political agreement on Creative Europe programme

Cultural participation and local resilience: Strategies for the Recovery
online, 1-3 December 2020
Cultural Participation and Local Resilience: Strategies for the recovery

PRESENTATION OF THE PROJECT

PAGODE – European China
Co-financed by the European Union under the CEF Connecting Europe Facility Programme, PAGODE wants to contribute to generating rich user experience and high audience engagement with Europeana, the European digital library, by proposing a thematic approach in the aggregation, curation... [Continue reading](#)

IN FOCUS

call to action for experts and culture lovers to add descriptive tags to digital collections about Chinese heritage in Europeana.
PAGODE's crowdsourcing campaign: "Scenes and People from China"
PAGODE is a project about Chinese heritage in Europeana. The Europeana portal gives access to about 60 million digital cultural heritage items of all sort, from thousands of cultural heritage institutions throughout Europe. Rich and descriptive information to be associated... [Continue reading](#)

online event, 26th October 2020
PAGODE Technical Workshop
Originally planned as a project meeting in Athens focused on dataset enrichment, due to the covid-crisis this event was expanded and transformed in an online gathering, to discuss and share knowledge on metadata curation, vocabularies and thesauri, semantic enrichment, aggregation ... [Continue reading](#)

a blogpost by guest author dr. Martina Šofulin tells about the material and

CONTACTS:
Project website: <https://photoconsortium.net/pagode/>
Photoconsortium, International Consortium for Photographic Heritage Via della Bonifica 69, 56037 Peccioli, Pisa, Italy
info@photoconsortium.net

TEAM:
Coordination:

Technical coordination:
PROMOTER
Partners:
PHOTO CONSORTIUM
UNITED ARCHIVES
Univerza v Ljubljani

Publication of editorials on Europeana

Europeana logo and navigation: COLLECTIONS TEACHERS ABOUT US LOGIN

Chinese junk: designed for adventure

These iconic ships have long been one of the defining symbols of Chinese naval warfare, travel and trade



Published January 11, 2021 by [Sofie Taes](#) (KU Leuven / Photoconsortium)

[Share](#)

"In some of these vessels there will be employed a thousand men, six hundred sailors and four hundred soldiers."



宝塔项目—欧洲数字博物馆(中国)由欧盟互联网基金项目共同资助, 该项目由DA R INEA/CEFNCT/A2019/1031839提供

加入宝塔项目和欧洲数字博物馆大家庭

加入一个关注与中国相关的文化遗产的共享兴趣网络, 让你可以带来专业知识、内容和激情。

成为一个合作伙伴, 通过欧洲数字博物馆来展示您的内容, 在特定的背景下突出馆藏和专项的编辑功能

通过向同行和专家传播信息来支持我们

帮助扩大一个社区, 它是最受重视的欧洲文化遗产机构的代表

请访问 www.photoconsorium.net/ 和 [EuropeanaChina](https://www.europeana.eu/en/collections/europeana-china) 关注我们, 联系 info@photoconsorium.net

宝塔项目成员: 中国: 浙江博物馆, 故宫博物院, 上海博物馆, 南京博物院, 天津博物馆, 北京故宫博物院, 北京国家博物馆, 北京中国工艺美术馆, 北京中国非物质文化遗产馆, 北京中国科技馆, 北京中国科技馆(新馆), 北京中国科技馆(东馆), 北京中国科技馆(西馆), 北京中国科技馆(南馆), 北京中国科技馆(北馆), 北京中国科技馆(东馆), 北京中国科技馆(西馆), 北京中国科技馆(南馆), 北京中国科技馆(北馆)



EU - ORCID



PAGODE
宝塔

宝塔项目用以展现欧洲数字博物馆的中国收藏:
一个全新的关于中国文化遗产数字化的平台



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Join the PAGODE project and the Europeana family

Join a network of common interest, focused on cultural heritage relating to China, to bring your expertise, content and passion:

Become an associate partner to showcase your content via Europeana, in a special context to highlight collections and dedicated editorial features

Support us by spreading the word to peers and experts

Help expanding a community in which the most highly regarded European Cultural Heritage Institutions are represented

Follow us via www.photoconsorium.net/europeana and #EuropeanaChina. Contact: info@photoconsorium.net



EU - ORCID



PAGODE

PAGODE presents Europeana China:
a new meeting place for China-related digital heritage collections

PAGODE flyer in English and Chinese languages



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

PAGODE is a Generic Service project granted by the European Commission in the frame of the Connecting Europe Facility Programme, in support to Europeana.

Several European cultural institutions participate in the project as partners and are associated to contribute with their digital collections about Chinese cultural heritage.

The scope of the project is to develop rich user experiences and high audience engagement with Europeana by proposing a thematic approach in the aggregation, curation and presentation of Chinese culture related content that is hosted in European museums and cultural institutions.

A better understanding of the cultural values of China and of the cultural exchanges between China and Europe will allow European institutions to connect and share more widely their collections and metadata across new sectors and borders, increasing awareness and usage of Europeana internationally.



Picture of the Forbidden City by Carl Simon
Courtesy of United Archives

The PAGODE website is available online at <https://photoconsortium.net/pagode/>



PAGODE poster



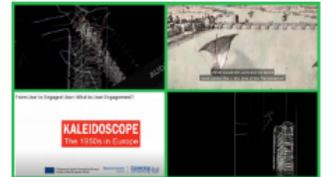
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Poster Abstracts

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PAGODE – Europeana China



[Download the poster](#)

PAGODE is rooted in the belief that the Europeana experience and the common care for cultural heritage know no borders. The project is designing a semantic framework to speak about Chinese cultural heritage in Europe and to highlight Chinese contents in Europeana. It will bring into the spotlight Chinese objects as part of Europe's cultural history of trade and exchange, encouraging a different understanding of the binary relationship between East and West.

Publication of the PAGODE poster
in the REACH Digital Gallery

The task includes two major events:

- A physical exhibition of China-related cultural heritage, to be hosted in Pisa by the Museum of Graphics (24 September 2021), including a collection day to engage local communities. Target: the general public
- final conference organized in the premises of KIK-IRPA in Brussels (27-28 September 2021). Target: the professionals of the cultural heritage sector

A reflection is on going about a plan B in consideration of the pandemic crisis.

Social media promotion of the project with the #EuropeanaChina (together with CEF official hashtags) is regularly performed.

TASK 5.3 Liaison with China



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1. Liaison with the National Library of China
2. Liaison with the Delegation of the European Union to China
3. Brochure for the Chinese audience
4. Participation of Chinese CHOs at the Semantic Workshop in July 2020 & at the Technical Workshop in October 2020 (Liaoning University, Capital Library of China, Palace Museum)
5. Liaoning Museum Digital Exhibition



post
scriptum

Discussions for sustainability include:

- the definition of responsibilities for the maintenance of collections and editorials published on Europeana and the communication tools, in particular the website and the resources published therein
- a general commitment of the partners to continue project's promotion in sight of possible future actions

A Stakeholders Group is established and promoted as the seed of a community that continues beyond the end of the EU funding period.

The Group will be extended by establishing collaborations with other EU projects and initiatives.

PAGODE was presented at the Europeana Aggregators Forum (EAF), including a call to action for content providers and aggregators to join the community.

EAF is a perfect place for knowledge exchange and presentation of lessons learnt to other Europeana accredited aggregators.

In the latest CEF call closed in June 2020, “PAGODE The Sequel” proposal was submitted, already presenting a plan for the continuation and expansion of the project by including more content to be digitized for Europeana and additional content providers involved.

The proposal received a very good evaluation and it is currently in the call’s reserve list.



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