

PAGODE Second General Assembly

Activity 5 Communication, Dissemination, User engagement and Sustainability

Antonella Fresa, Promoter S.r.l.

Aims and objectives



1. Highlight contents related to Chinese heritage
2. Encourage European CHIs to provide new contents in Europeana
3. Raise awareness about the value of Europeana to establish cultural bridges between Europe and China

Four tasks:

T5.1 Communication and dissemination plan

T5.2 Engage users

T5.3 Liaison with China

T5.4 Sustainability

Participation in 3rd party events



Digitization And Curation Of Missionary Collections In Europe

20 May 2021

Europeana Aggregators Fair

16-17 June 2021

- “Go further, jump higher. Engaging audiences and improving collections through Europeana aggregation” Session moderated by Sofie Taes
- “Highlights from PAGODE - Europeana China” Ignite talk by Kostas Kostantinidis
- “Behind the scenes of PAGODE: building an aggregation value chain” Session chaired by Antonella Fresa

Final events: changing plans



As for the workshops in 2020, due to the covid pandemic, the original project's plans for the final events - that included a collection day, a physical exhibition and the onsite conference - were necessarily reviewed, as gatherings of people were impossible until a few weeks ago and are still not advisable.

The new plans foresee:

- The **PAGODE Europeana China Book**
- A rich programme of seminars as part of the **PAGODE Digital Festival**
- A two-days online **PAGODE Final Conference on 23-24/9/2021**



AN ENGAGING PROGRAMME
OF SHORT ONLINE
EVENTS, TO DISCOVER
THE VARIETY AND
RICHNESS OF CHINESE
HERITAGE IN EUROPE

OPEN ATTENDANCE WITHOUT PRIOR
REGISTRATION

WITH PARTICIPATION OF PAGODE PARTNERS AND
ASSOCIATE CONTENT PROVIDERS



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

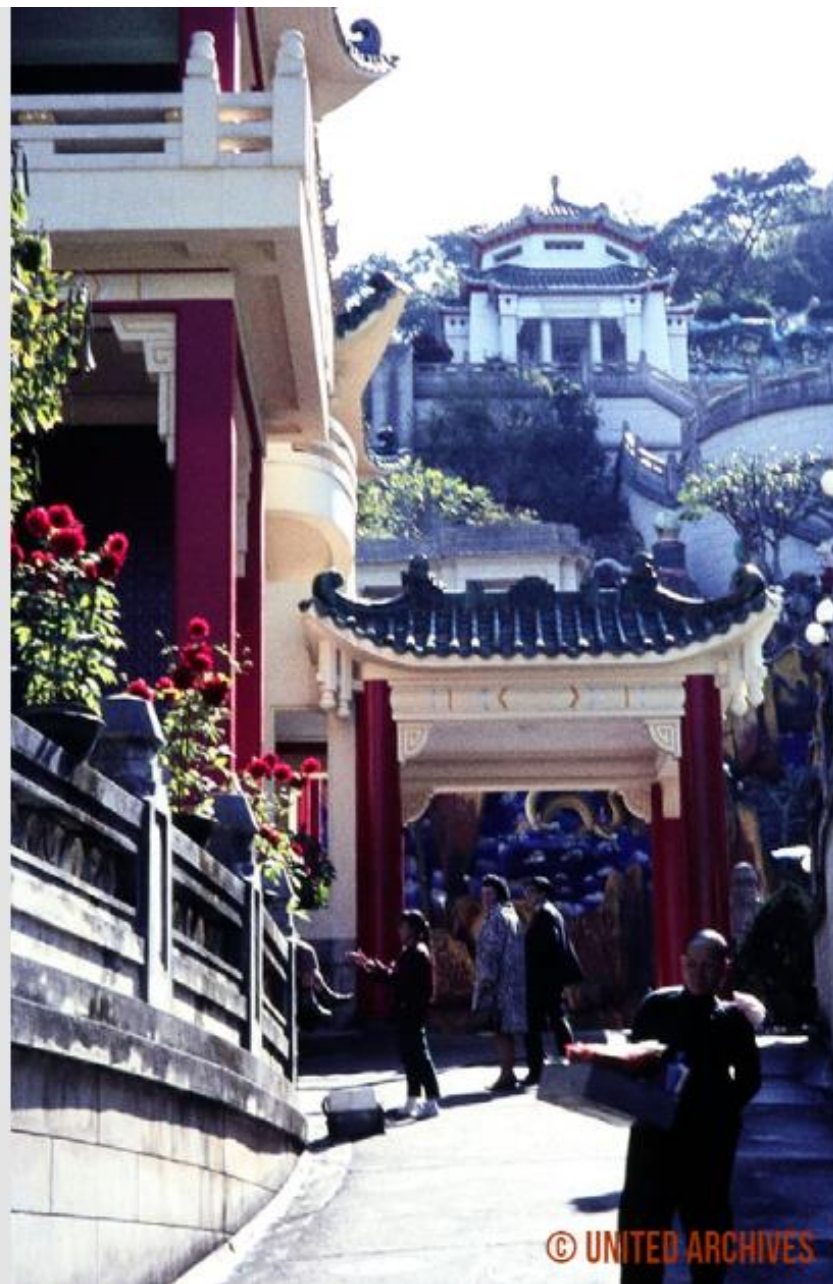


PAGODE DIGITAL FESTIVAL

MAY TO SEPTEMBER 2021

VIEW THE PROGRAMME AT:

[HTTPS://PHOTOCONSORTIUM.NET/PAGODE/FESTIVAL/](https://photoconsortium.net/pagode/festival/)



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**DISCOVERING
CHINESE
CULTURAL
HERITAGE IN
EUROPEANA**



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



PAGODE

PAGODE FINAL CONFERENCE

WE MEET ONLINE ON:
23-24 SEPTEMBER 2021

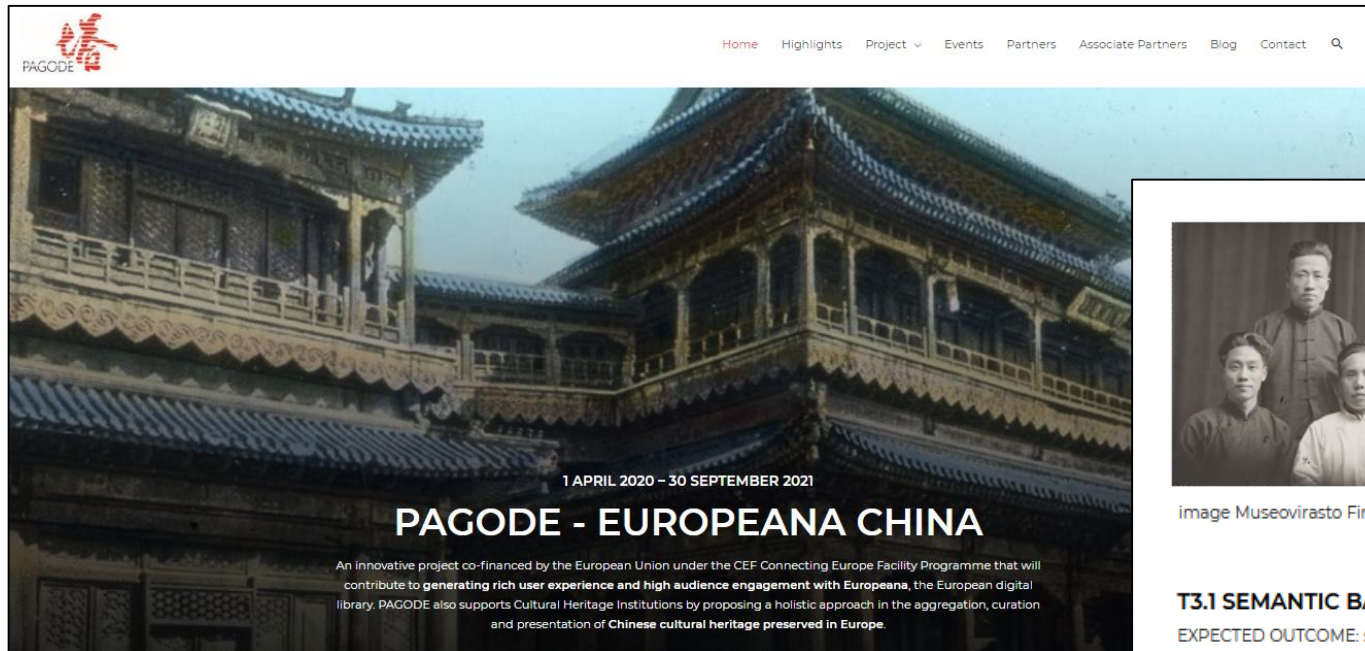
PROGRAMME:

[HTTPS://PHOTOCONSORTIUM.NET/PAGODE/FINAL-CONFERENCE/](https://photoconsortium.net/pagode/final-conference/)



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- 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
- Launch of the PAGODE thematic space on Europeana showcasing collections, galleries, blogs, entry points developed in the project www.europeana.eu/chinese-heritage



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

Communication and dissemination page on the project's website

A **flyer** and a **poster** were also created and made available via the project's website

Showcase of PAGODE on www.digitalmeetsculture.net

digitalmeetsculture.net/projects/pagode-blog/



Monday, 21 June 2021

WEB SITE EXPLORE COLLECTIONS ASSOCIATE PARTNER

EUROPEAN UNION

PAGODE

EUROPEAN UNION

BLOG HOME RESERVED AREA

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

MEDIA PARTNER
DIGITAL CULTURE
www.digitalmeetsculture.net

RELEVANT NEWS from Digitalmeetsculture

online 14-17 June 2021
European Aggregators Fair

online events series 24 May-10 June 23 June
Europeana cafe on the New European Bauhaus

online 11-12 May 2021
Research and digital cultural heritage: new impact horizons

online 23-24 September 2021
Discovering Chinese Heritage in Europeana – PAGODE Final Conference

online 16-17 June 2021
PAGODE at Europeana Aggregators Fair

online from May to September 2021
PAGODE Digital Festival

PRESENTATION OF THE PROJECT

A project dedicated to Chinese heritage in Europe, supported by the European digital heritage portal

PAGODE – Europeana 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 →

CONTACTS:

Project website:
<https://photoconsortium.net/pagode/>

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TEAM:

Coordinators:

Ministero della Cultura
Ministero delle Attività Economiche

Technical coordinators:

PROMOTER

Partners:

PHOTO CONSORTIUM

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Univerza v Ljubljani

post scriptum

Publication of editorials on **Europeana**

Menu europeana

Blog / Chinoiseries

Chinoiseries


When China was "à la mode" in the West



Published May 13, 2021 by Julien Ménabréaz (Photoconsortium)

Share

Nowadays, things made in China seem to be everywhere, from Christmas decorations to clothes and electronics. But did you know that Chinese products have been on Western markets for centuries?



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**

Adapted to the covid-related situation, user engagement is achieved by two major efforts:

The PAGODE Digital Festival across May-September 2021

Target: the general public

The online final conference, 23-24 September 2021

Target: the professionals of the cultural heritage sector

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

The project is coming to the end of the funding period in September, but the outcomes will be maintained:

- The **Thematic Space on Europeana** with its wealth of editorials will be kept online by Europeana
- The **collections** aggregated by the partners will be maintained in time, with commitment of Photoconsortium as Europeana Accredited Aggregator to monitor the datasets and to maintain collaboration with content providers
- All the **communication tools**, in particular the website and the resources published therein, will be kept online by Photoconsortium
- The project's **Stakeholders Group** is maintained as the seed of a community that continues beyond the end of the EU funding period, also in sight of possible future actions
- **Enrichment** of the metadata of the datasets published in Europeana continues during the DSI project



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