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

PAGODE
DIGITAL
FESTIVAL
MAY TO SEPTEMBER 2021

VIEW THE PROGRAMME AT:
HTTPS://PHOTOCONSORTIUM.NET/PAGODE/FESTIVAL/

WITH PARTICIPATION OF PAGODE PARTNERS AND
ASSOCIATE CONTENT PROVIDERS

© UNITED ARCHIVES
DISCOVERING CHINESE CULTURAL HERITAGE IN EUROPEANA

PAGODE FINAL CONFERENCE

WE MEET ONLINE ON:
23-24 SEPTEMBER 2021

PROGRAMME:
HTTPS://PHOTOCONSORTIUM.NET/PAGODE/FINAL-CONFERENCE/
Webpresence

- 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.
A **flyer** and a **poster** were also created and made available via the project’s website.
Showcase of PAGODE on www.digitalmeetsculture.net

Publication of editorials on Europeana
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 opens ca. 10,000 cultural heritage objects witnessing the relationships that intercoursed 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
Engage users

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.
Sustainability

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
Antonella Fresa
Technical Coordinator

fresa@promoter.it
Promoter S.r.l.
www.digitalmeetsculture.net