

# Communication Plan

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## OVERVIEW

AntCom - “From antiquity to community: rethinking classical heritage through citizen humanities” is a consortium aiming to investigate and better understand the role of ancient heritage in building modern, plural, diverse European identities. AntCom prioritizes both open science (Citizen Humanities) and innovative curatorial techniques (Multi- and Hyperspectral Imaging) to create an empowering exchange between researchers and communities. Professionals trained by AntCom will have the skills to reconstitute heritage back to communities and build more complete, sustainable narratives and memory practices about Europe’s ancient past.

Since it posits “community” at the centre of its investigation, AntCom does not envisage communication as well as involvement of citizens as byproducts of the action but as core-elements of the research carried out by the ten consortium’s PhD and their supervisors. Such objective is by the composition of the consortium, including, together with the beneficiaries, local stakeholders in charge of material and immaterial cultural heritage. Besides and thanks to the partners’ cooperation, AntCom’s communication strategy targets further stakeholders such as schools, education associations, councils, industry.

In the following pages we outline AntCom’s communication plan, by detailing strategies and tasks both at consortium’s level and for each beneficiary involved. In accordance with EC guidelines AntCom’s strategy differentiates between Communication and Dissemination. Communication, consisting in making public the results of the consortium’s research, will follow the principles of open science (see below). Dissemination will revolve around two main pillars, addressing both citizen and stakeholders. Citizens will be involved through Citizen Humanities initiatives. This will create a positive loop in which public awareness will directly feed into research and thus lead to the co-creation of knowledge. Stakeholders will be mobilized through a multi-phase strategy: 1. To select, reach and retain target audience; 2. To strategically present the results; 3. To follow up and capitalize on results.

The present document is conceived of as a document liable to be updated throughout the implementation phase, as need arises. An interim version will be consolidated at the end of the first reporting period, benefitting from the input of the external advisory board.



## 1. INTRODUCTION

This document provides the guidelines for AntCom communication and dissemination plan. Its main goal is to detail a consistent and homogeneous strategy to be followed by each participant. Participants, both at beneficiary, associated partner and individual level, are encouraged to an active communication of their results respecting the framework of the present plan. Communication at consortium level can be initiated individually but the relevant documents/materials must be submitted to USC – the work package lead – which will consequently liaise with AntCom’s project manager for/before the publication. All the documents related to AntCom communication and dissemination must be stored and archived in a dedicated folder on Ucloud.

The present plan provides an overview of the relevant legal provisions regarding the obligations to the European Commission; a detailed description of communication and dissemination, the objectives, the two pillars and three phases around which they revolve; specific details regarding each partner’s involvement; a toolkit to allow for a consistent dissemination across suitable outlets and events; monitoring strategy to assess the effectiveness of the action.

## 2. GENERAL PRESENTATION

### 2.1 ANTCOM IN A NUTSHELL

From antiquity to community: rethinking classical heritage through citizen humanities (acronym AntCom) will train a new generation of 10 highly skilled cultural heritage researchers equipping them to harness the potential of the digital transition as well as to address the professional and societal challenges that it entails. AntCom builds on a high-level, integrated cooperation between the humanities and STEM, inspired by the notion that both areas equally provide skills suitable to meet current needs of the job market and to create a better, more resilient society. AntCom offers the first structured training program in Citizen Science for the humanities (Citizen Humanities). AntCom provides fellows with the skills and training to lead heritage research in Europe and to be employable in curatorial institutions, science communication, industrial imaging and tourism.



## 2.2 WORK-PACKAGE 6

The strategy outlined in the present document is aimed at the implementation of WP Communication, whose objectives are:

- To effectively disseminate the research activities and outputs of the network, both within academia and for the wider public.
- To ensure citizen participation in the co-construction of knowledge.
- To provide fellows with first-hand knowledge of cultural communication and management by means of the close collaboration with local museums and public/private entities.
- To coordinate the outreach activities of individual work packages.

USC takes the lead in the work-package coordinating and supervising the activities of all the beneficiaries and partners involved. A particular focus will be devoted to the PhD students in training. In this respect the aim of the communication strategy is twofold: to make fellows active agents in outreach, so as to turn communication and dissemination into an opportunity for developing new skills; to increase as much as possible the visibility of their research, so as to maximize its impact on their future career prospects.

## 3. DISSEMINATION AND COMMUNICATION PLAN

### 3.1 LEGAL PROVISIONS

#### **Obligation to disseminate results**

Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public through AntCom website, which will work as a consortium’s repository.

This does not change the **obligation to protect results** in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply.

#### **Open access to scientific publications**

Scientific peer-reviewed publication will be made accessible in open access free of charge and subscription through AntCom website either in their final published version or in the submitted, peer-reviewed version. To facilitate this task, the present plan offers an appendix of suitable outlets providing diamond open access (Appendix 1).



In particular, each participant must:

(a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

(b) ensure open access to the deposited publication — via the repository — at the latest:

- on publication, if an electronic version is available for free via the publisher, or
- within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
- ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- the terms ["European Union (EU)" and "Horizon Europe"]
- the name of the action, acronym and grant number;
- the publication date, and length of embargo period if applicable, and a persistent identifier.

#### **Information on EU funding — Obligation and right to use the EU emblem**

Unless the European Commission requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- (a) display the EU emblem and
- (b) include the following text:

“The AntCom project has received funding from the European Union’s Horizon 2021 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101073543”.

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the European Commission

This does not however give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

#### **Disclaimer excluding European Commission's responsibility**

Any dissemination of results must indicate that it reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.

### **3.2 OBJECTIVES OF THE PLAN**

Results achieved by the consortium will be communicated and disseminated as broadly as possible. However, the objectives of such communication and dissemination will vary, depending on the target: a) researchers; b) institutions; c) citizens. Consequently, the focus will be threefold: a) new data and technologies; b) processes; c) critical awareness. AntCom's results will be communicated at a local, national and international/European, level, for the following purposes:

- Providing access to new data or bringing to the fore disregarded, hard to access evidence;
- Sharing technical advancements in imaging techniques applied to manuscript heritage;
- Promoting good practices of collaborative science in the humanities, offering models of involvement of the citizenship in sourcing and elaborating data;
- Reinforcing – or creating – lived connection between the communities and their cultural heritage;
- Changing perceptions of the role of ancient heritage at European level.

### **3.3 DISSEMINATION**

Dissemination will be primarily carried out through participation in international conferences (see Appendix 2 for a list of viable venues), peer reviewed publications (see Appendix 1 for recommended outlets), the website repository, the consortium's summer schools and final conference. Dissemination will also aim to mobilize knowledge of and cooperation with similar projects. To this end a key role will be played by the existing network of beneficiaries and associated partners.



The consortium will therefore be engaged in:

- Establishing contact with all the relevant research associations to raise awareness about the project and its objectives.
- Entering into a dialogue with projects – both European and nationally funded – concerned with digitization of pre-modern European cultural heritage – especially textual.
- Offering models of intervention for citizen humanities initiatives concerning cultural heritage.
- Providing access to digitized material through the website [antcom.eu](http://antcom.eu).
- Promoting the project's results through the following European portals: [eu-citizen.science](http://eu-citizen.science); [Europeana](http://Europeana).
- Establishing new partnerships in view of the consortium's afterlife.

### 3.4 COMMUNICATION

Communication will target a broader audience and will be targeted at the following objectives:

- Reaching out to the general public both at a local and international level. Outreach at a local level will have the objective of involving the public in the citizen humanities initiatives, thus turning it into an active participant in the research. In this respect, the consortium will identify different stakeholders, varying the strategy according to the projects and the relevant local communities (see below 3.6). During the first phase of the project the different beneficiary will work toward identifying and creating a dialogue with their more specific target audiences.
- Establishing a larger outreach at a broader, international level through the assistance of Horizon Results Booster, which will develop a strategy to identify and create a portfolio of R&I project results (first quarter 2023), creating a synergy with other European funded projects.
- Creating a consistent communication both at a local and at a broader level across the different media channels by transmitting consortium's key-messages (see Appendix 3).
- Sparking conversations about the role of ancient heritage. This aspect will need to be treaded carefully, especially on social media, to avoid flames and polarizing, potentially harmful debates, especially on Twitter.
- Engaging with curatorial institutions, to highlight the potential of the new technologies used and developed by the consortium, as well as the employability of the PhDs in training



- Giving center stage to the achievements of the PhDs, in order to boost their career chances after the end of their training period.

A key to the communication strategy will be the multimedia materials produced during the action. Besides digitized sources, WP 4 – Storied communities, equally lead by USC, will produce audio-visual documents, which in phase 2 will be made available to the consortium to reinforce its message across different outlets (website, social media) and will be used also to reach out to radio and TV. In phase 2, individual WPs will also pitch pieces to the Conversation (SDU; UniVr; USC).

### 3.5 INTEGRATED APPROACH AND INDIVIDUAL CONTRIBUTIONS

Both dissemination and communication materials will be designed by using consistently the visual identity of the consortium, produced by NUMAX. This involves any leaflet, booklet, slide, press-release, toolkit, questionnaire, poster, newsletter etc. issued under the consortium's umbrella.

USC will oversee and coordinate the dissemination efforts and actively work with the consortium to implement the measures outlined in this document. USC will also set clear goals and deadlines in synergy with the consortium's project manager. However, it is also important for each member of the consortium to take personal responsibility for spreading information about the project. Each of the beneficiaries will therefore work on their specific dedicated paths to consolidate and extend their target audiences.

Given the importance of local communities for the action, communication needs to happen both in English (international outlets, AntCom website) and in the local languages (social media of local stakeholders). AntCom's Project manager will be in charge of translations into Italian, while USC will oversee translation in Spanish and Galician. Every communication must be consistent with AntCom's overall strategy and overseen by the consortium.

Individual communication paths of each beneficiary have been initially identified as follows.

University of Southern Denmark

The University of Southern Denmark will give access to digitized material from its special collections. It will also be in charge of reaching out to potential industrial partners for further development and exploitation of Hyperspectral imaging.





Stakeholders: libraries and archives. The Citizen Knowledge Centre will mobilize its own international network to disseminate the results of the citizen humanities projects part of AntCom action. The Citizen Knowledge Centre has also strong link with the local council as well as with Danish educational agencies. AntCom will also benefit from the wide network of the Centre for Medieval Literature, which among other things, oversees the publication of the diamond open access A listed journal *Interfaces* and is active in promoting awareness on the value of manuscript heritage as cultural heritage. AntCom social media campaign will use CML social media as booster to increase the outreach of its posts.

#### University of Verona

The University of Verona will provide digitized material for the website in the second phase of the project and will liaise with local stakeholders (highschool students and professors) as well as with the local associated partner Fondazione Biblioteca Capitolare di Verona. Through the Fondazione, UniVr has also the possibility to reach out to key economic actors and policy makers in the area. The Fondazione, moreover, has its own website and social media (YouTube channel LinkedIn, Twitter, Facebook Page with 6000 followers, Instagram 3357 followers) which will contribute to the consortium's outreach. UniVr will also establish cooperation with the local delegation of the Associazione di Cultura Classica to work actively with schools in implementing the local projects of citizen humanities. Moreover, PhD candidates will take part in the *Early Manuscripts and Electronic Library* (EMEL) and *Lazarus Imaging projects*, both of which apply IT and humanities skills to the study and recovery of ancient manuscripts. Both projects have their own websites (the *Lazarus* project has also a Facebook, Instagram and Twitter page with 290 followers) which will further the consortium's outreach.

#### University of Salento

The University of Salento will work closely with the local communities through cooperation with associated partner Unione dei Comuni della Grecia Salentina. The Unione will further promote consortium's activities and results through their social media outlets (Facebook page 3700 followers; Instagram 619 followers). In terms of dissemination the University of Salento will be in charge of promoting AntCom activities within the Associazione Italiana di Studi Bizantini, (which has its own newsletter) as well as through Il notiziario di Antichistica, which is published once a month and helps circulate news on conferences, seminars and publications in the field of Classics in Italy.

#### University of Santiago de Compostela



The University of Santiago de Compostela will work closely with the associated partners Torre de Hércules, Museo Arqueológico da Coruña, Concello de Allariz, Ayuntamiento de A Guarda to further promote the consortium activities and results through their respective social media outlets and Communication / Culture Departments. The Torre de Hércules is a World Heritage Monument with 12000 followers on Facebook, and that the Museo Arqueológico has a wide local network of members and collaborators. Besides, both the research group Síncrisis and the CISPAC at USC have a wide experience in cultural dissemination and public outreach (audiovisual production, regular collaboration with local media, didactic materials, etc.). USC Cultural Dissemination Department is another potential partner to build a media strategy at local level.

### 3.6 COMMUNICATION PHASES

Phase	Goals	Tools
Phase 1 – Reaching out	<ul style="list-style-type: none"> <li>- Identify and address target audiences</li> <li>- Introduce AntCom’ rationale, aims and team</li> <li>- Initiate conversations about AntCom’s core research questions</li> </ul>	<ul style="list-style-type: none"> <li>- Brand identity</li> <li>- Promotional material</li> <li>- Website</li> <li>- Social media channels</li> <li>- Individual liaison with stakeholders</li> <li>- Newsletter campaign</li> </ul>
Phase 2 – Results and consolidation	<ul style="list-style-type: none"> <li>- Design and implement Citizen Humanities Projects</li> <li>- Present results to stakeholders and citizens</li> <li>- Disseminate results among the scientific community</li> </ul>	<ul style="list-style-type: none"> <li>- European portals</li> <li>- Participation in international events</li> <li>- Publication of digitized material</li> <li>- Production and publication of audio-visual material</li> </ul>
Phase 3 – Follow up	<ul style="list-style-type: none"> <li>- Follow-up on PhD careers</li> <li>- Expand network</li> <li>- Exploit results</li> <li>- Create new cooperations and find further finding</li> </ul>	<ul style="list-style-type: none"> <li>- Horizon Results Booster exploitation plans</li> <li>- Linked-in network</li> <li>- Blogging</li> <li>- Funding applications</li> </ul>



### 3.6.1 Reaching out

The first phase of the communication strategy involves the creation and consolidation of a consortium's image around the core research questions that will be investigated during the four-year project. Following the example of similar consortia funded under Horizon 2020 and in order to grant consistency to the communication action, AntCom establishes a tool kit available to all the consortium's members including:

- Information on open access publishing in Horizon Europe (please see above)
- List of suitable diamond open access journals (see Appendix 1)
- List of viable conferences/congresses/ events (see Appendix 2)
- A Zotero bibliography (see D1.1)
- A short summary of the WP aims and goals (see call for application) and when available results (to be produced by the end of month 23)
- AntCom key messages (see Appendix 3)
- AntCom branding package, including logo and other consortium-related material (see D6.2)
- Infographics related to the consortium, its network, key topics and outputs (to be developed between year 1 and 2).
- A digital press-kit (to be prepared between month 9 and month 12).

The aim is to provide all the members with a clear awareness of the consortium's main messages and strategy as well as with the means of implementing a consistent communication throughout the action. In this respect it is important that in participating in events with presentations and/or posters, AntCom's members distribute the project's business cards and always use the relevant templates.

To the same end, **promotional materials** will be made available, both in English and in the beneficiary's relevant languages, using AntCom visual identity. AntCom's participants are encouraged to distribute them at local and international events.

The **website** [antcom.eu](http://antcom.eu) will be the main dissemination and communication outlet of the project. The website will announce, record and – in case of on-line or hybrid events – broadcast activities. It will be a repository of both digitized material and research outputs, as well as the place where participants will talk about their research, achievements, failures and personal investment through the blog. The website will also be crucial in advertising the positions at the beginning of the action.



Antcom is already present on the major **social media** (Facebook, Twitter, LinkedIn) and once the PhDs students are enrolled, other channels (such as Instagram, Youtube and Vimeo) will be used to exploit the multimedia nature of AntCom's research. This presence will boost the activity of the website. Engagement will also be increased by the synergy with the social media of beneficiaries and associated partners. Members of AntCom will be encouraged to engage with the accounts and to mobilize their own network to create awareness on AntCom. To kick start the project a detailed strategy of posting, creating a synergy between accounts, is initially envisaged and will be structured as follows:

- 1- Boosting the call: after the call for the 10 PhDs positions is circulated, the consortium will publish two specific posts per week on FB, Linked-in and twitter. Each post will be devoted to one of the positions and will be accompanied by a picture and by a short, engaging description with a call to action to encourage interaction.
- 2- The series will be sealed by a post on citizen humanities on FB, Linked-in and twitter
- 3- While the call is open AntCom will start populating the website with 8 blog posts. Those will be personal pieces from the beneficiaries and two of the Associated Partners. The first blog post is scheduled for the 20 of February. One post every two weeks is planned and it will be relaunched on FB, twitter, Linked-In
- 4- 5 further blog posts are planned for the initial phase, illustrating the materials PhDs will work with. The first blog post is scheduled for the 27 of February. One post every two weeks is planned and it will be relaunched on FB, twitter, Linked-In
- 5- AntComFB page will be populated through short presentations of Beneficiaries and Associated Partners, one post every two weeks, starting on Friday 17 February-
- 6- From June on, the FB page will be populated by short presentations of the PhD fellows, one a week.
- 7- All the social media channels will be subject to take overs from the students and the leading beneficiaries, for 2 weeks, twice over the course of the three-year PhD program.

### 3.6.2 Results and consolidation

During the second phase of consolidation, the tools for communicating the consortium's activities will be supplemented through the **audio-video** material produced by USC, as a result of the summer school held by USC. Major consortium-wide events open to external participants such as the final summer school and the



final conference, will ensure further dissemination of the results. In this phase, the communication strategy will switch from raising awareness on AntCom contents, questions, and rationale, to the actual results, which will broaden access to new sources both material and immaterial. A key action in this phase will be the projects in citizen humanities developed and implemented during the dedicated training in year 2 and 3. The social media strategy will be designed accordingly, depending on the contents of the projects and on the stakeholders involved.

### 3.6.3 Follow-up

In the third phase we will work closely with local stakeholders to:

- Promote the long-term implementation of the strategies and technologies developed during the action (e.g, digitization and cataloguing initiatives; community archives);
- Follow up on the PhDs career to create an on-going AntCom alumni network, beyond the funding period;
- Reach out to third parties which might need the technologies developed by AntCom;
- Capitalize on the collaborations developed during the funding period to develop new projects or broaden the scope of the existing ones.

## 3.7 TARGET AUDIENCES

The consortium considers the following groups as the main targets for the actions of the consortium:

### **General public**

1. Local communities speaking Griko (Salento)
2. Local communities from the fishing industry (Galicia)
3. Visitors and tourists (Salento, Galicia)
4. Highschool pupils

### **Research**

5. Academia
6. Education agencies
7. Museums
8. Schools

### **Funding Bodies**

8. Public National Funding
9. Private Foundations

### **Policy makers**

10. Public administration

- 11. Heritage agencies
- 12. Ministries of Culture and Education

**Industry**

- 13. Industries working with remote sensing
- 14. Industries where advanced 2D spectral vision technology is required (e.g. Smart Farming) for sorting and classification of vegetables, fruit and crops
- 15. Recycling industries: sorting and reuse of plastic waste.

**Potential Clients**

- 16. Archives (both private and public)
- 17. Libraries (both private and public)

**Media**

- 18. Local newscasts
- 19. Local press

### 3.8 TOOLS

**Website** (target audiences 4-17) Antcom website will be a primary means of both dissemination and communication of results generated by the consortium. It will be regularly updated by the project manager according to the inputs of beneficiaries, associated partners and project’s participants. Upon launch (as D6.1), it will be the main outlet presenting the call for application. Given the diversity of the targeted audiences, the website will offer a wide array of contents. At a very basic level it will offer an overview of the “who is who” and the “what” of the consortium. It will display all the activities, and media contents related to AntCom. For the PhDs in training, it will be the place where to find all the toolkits and instruments to carry out research within the consortium. It will also offer insights on operational processes happening behind the scenes through hyperlinks leading to the consortium’s shared platform UCloud. The third function of AntCom website will be that of a repository of digitized material, thus showcasing to policy makers examples of good practices within the digital transition. AntCom will also establish cooperation with similar initiatives such as Fragmentarium (<https://fragmentarium.ms/>) and arrange for being included in academic lists of projects dealing with digitization and manuscript heritage (such as e.g. The Digital Middle Ages <https://guides.lib.uchicago.edu/c.php?g=813534&p=5805319>). Industries will also find examples of possible implementations of the imaging techniques developed by the consortium. Fourth, the website will provide a consolidated access to all the publications generated by the consortium. Fifth, and



last, AntCom website will be where projects in digital humanities are implemented and presented, offering again case studies to the general public, policy makers and funding bodies.

**Social Media** Social media accounts are created on Twitter, Facebook, Linked-In and Researchgate simultaneously with the website. The communication strategy will consist in creating a feedback loop with the Website, to increase traffic on the latter. Participants in the consortium will be invited to create individual profiles on the relevant social media, to generate a critical mass, more interactions and increase visibility across different networks.

- LinkedIn (target audiences 5-17) will be strategic to help PhDs build their own network at an early stage. Such networks are extremely beneficial not only for knowledge exchange but also to afford PhD students a deeper awareness of the professional opportunities and path they can undertake at the end of their training. It will also give PhDs a strong professional identity, meeting the need for a better positioning on the job market voiced in particular by doctoral students' associations in Spain and Italy. The group will interact with other well-established groups, such as the DIAS LinkedIn (Danish Institute for Advanced Studies) or the DFF LinkedIn (Independent Research Denmark).
- Twitter (target audiences 4, 5, 11) will disseminate short “flashes” about AntCom’s results. It will position itself within current debates by using for a start (subject to be updated) the hashtags #AntCom #AncientHeritage #CulturalHeritage #classics #classcistwitter #ancientworld #wideningparticipation #decentreclassics #medievaltwitter #medievalmanuscripts #digitaltransition #imaging #multispectralimaging #hyperspectralimaging #citizenscience #citizenhumanities #MSCA
- Facebook (target audiences 1-7; 8-9) will be home to more narrative and lengthy posts, also containing calls to action, both on the project/its participants and the results achieved. It will be a major outlet to reach out to local communities through multilingual posts, in which translations in the relevant beneficiary’s language will accompany the description in English. FB will likely be key in reaching the broadest audience possible for the initial call for applications.
- Researchgate (target audience 5; 13-15) will collect all the papers produced by the consortium and will be key to stimulate feedback on working papers from other academics as well as to collect metrics on the scholarly impact of the peer reviewed articles of the consortium’s members.

**Promotional material** (target audience 4-7, 11, 13-17) Leaflets and brochures will represent the “business card” of the consortium to be distributed at scholarly and dissemination events (e.g. Researchers’ night; Book a researcher at SDU etc.,



citizen humanities awareness campaigns), but also at local institutions, to give an immediate overview of the project's aims and key results.

**Audio and Video Material** (target audiences 1-3; 7; 8 10; 12) Audio and Video material produced by the PhD students as a result of their training will be essential both to make acquainted local communities and tourists with AntCom and to raise awareness on new decentralized ways to address ancient cultural heritage. This material will be made available on the website and in shortened versions on twitter and FB. It has also the potential to be used by other target audiences such as schools and museums to complement their educational offer.

**Press-kit** (target audiences 18-19) At the end of year 1 the consortium will prepare a digital press-kit containing facts about mission, people and achievements of the project. The aim is to mobilize local news outlet to get coverage on the consortium's activities. This could reinforce the impact of the awareness campaigns conducted in preparation to the citizen humanities projects.

**Newsletter** (target audiences 5-14) will keep informed all the potentially interested audiences on the progresses of the consortium's projects. The first newsletter will be launched in February 2023 and then every 2 months.

**Citizen Science Awareness campaigns** (1-4) The citizen humanities projects embedded in the consortium will run extensive awareness campaigns in order to "enroll" as many citizens as possible as informants to collect/manage data.

**Final conference and summer schools** (target audiences 5-7) The consortium's final conference and summer schools (the final one will be managed directly by the PhD students) are a further powerful means of academic dissemination. Summer Schools will be open also to local PhDs and any other post-graduate free of charge. This will multiply their potential for dissemination.

### 3.9 PERFORMANCE INDICATORS

In June 2023 we will proceed to a first checking of website analytics and engagement on social media, based on the posting schedule outlined above (3.6.1). Building on those data, and comparing interactions with outlets of similar projects, we will draw a benchmark of performance indicators and set performance goals for the life of the project. The present document will therefore be updated accordingly in month 6.





## Appendix 1 List of suitable diamond open access journals

- [Anabases](#)
- [Byzantina Symmeikta](#)
- [Classica et Mediaevalia](#)
- [Codex Studies](#)
- [Conservation Science in Cultural Heritage](#)
- [Frontiers in Digital Humanities](#)
- [Greek, Roman and Byzantine Studies](#)
- [Heritage Science](#)
- [Interfaces](#)
- [Internet Archaeology](#)
- [Lingue e Linguaggi](#)
- [Manuscript Studies](#)
- [Museum & Society](#)
- [New Classicists](#)
- [Open Archaeology](#)
- [Palaver](#)
- [Parekbolai](#)
- [Postmedieval](#)
- [RBM: A Journal of Rare Books, Manuscripts and Cultural Heritage](#)
- [Reti Medievali](#)
- [Rudiae. Ricerche sul mondo classico](#)
- [Rivista storica delle terre adriatiche](#)
- [Scandinavian Journal of Byzantine and Modern Greek Studies](#)
- [Studies in Digital Heritage](#)
- [Thersites](#)

## Appendix 2 Preliminary list of Annual Congresses and Events

- La giornata mondiale della lingua greca: <https://www.unisa.it/unisa-rescue-page/dettaglio/id/529/module/87/row/8909/giornata-mondiale-della-lingua-e-della-cultura-greca>
- Le giornate di studio sul razzismo: <http://siba-ese.unisalento.it/index.php/razzismo/issue/view/1804>
- Leeds International Medieval Congress: <https://www.imc.leeds.ac.uk/>
- Spring Symposium of Byzantine Studies: <https://www.byzantium.ac.uk/spring-symposium/>
- Conference on cultural Heritage and new Technologies: <https://ojs.chnt.at/index.php/proceedings>



- SPIE Photonics Europe conference: <https://spie.org/conferences-and-exhibitions/photonics-europe?SSO=1>
- International Workshop on Historical Document Imaging and Processing: <https://dl.acm.org/doi/proceedings/10.1145/3476887>
- International Graduate Conference of the Oxford University Byzantine Society <https://oxfordbyzantinesociety.wordpress.com/>
- Byzantine Studies Conference <https://bsana.net/byzantine-studies-conference-archives/>
- Reception Studies Society Conference <https://receptionstudy.org/>
- Digital Humanities conference <https://adho.org/>
- International Conference on Interactive Digital Storytelling <https://link.springer.com/conference/icids>
- European Association for Digital Humanities annual conference <https://eadh.org/conferences>
- Fragmentarium workshops [https://fragmentarium.ms/pages/news\\_events/workshops](https://fragmentarium.ms/pages/news_events/workshops)
- Re-Scape Colloquia (Centre for Global Heritage and Development – Leiden University): <https://www.globalheritage.nl/education-training/re-scape-colloquia>
- NEMO European Museum Conference: <https://www.ne-mo.org/about-us/european-museum-conference.html>

## Appendix 3 AntCom Key Messages

The ethical value of classical tradition has been questioned in light of its role in shaping oppressive, imperialistic, racist discourses and practices. AntCom shares those concerns and contends that a more inclusive European heritage requires centering marginalized traditions as much as decentering those perceived as hegemonic, starting precisely with “classical” tradition. For this reason, we prefer to talk about ancient heritage, and we are interested in looking at fringes and liminal spaces. As a consortium we will explore places and times in European history in which ancient traditions have been mobilized from below and from the margins to become a lived, not rarely embodied, heritage.

In the last twenty years storytelling (verbal, audio and visual, including data driven digital storytelling) has been at the heart of communication in cultural heritage institutions. Narratives are also the natural means through which intangible heritage is transmitted. They accompany the life of material artifacts, including manuscripts as “sites of memory”. Memory, narrative patterns and social practice all together scaffold personal and collective identities, producing multiple, often contrasting, depictions of the past. AntCom accepts the challenge. The consortium



will train cultural heritage practitioners with both a knowledge of pre-modern patterns of narrative formation and an expertise in storytelling addressed to contemporary audiences. These professionals will be well equipped to fight against oversimplification, commodification of heritage and ideological misuses of the past.

AntCom wants to lead by example by establishing a virtuous cooperation between STEM and the Humanities. The ambition is to showcase to policy makers and funding bodies results disproving the shortsighted narrative about the irrelevance of the Humanities for Research and Innovation. AntCom will show that technologies developed to answer the needs of the digital transition in cultural heritage can be further exploited. Extracting and digitizing manuscript heritage through the application of hyperspectral and multispectral imaging will be the first step toward patenting new products and processes.

