



Project no. 727040

GIFT

Meaningful Personalization of Hybrid Virtual Museum Experiences Through Gifting and Appropriation

Horizon 2020

SC6-CULT-COOP-2016-2017

CULT-COOP-08-2016

Virtual museums and social platform on European digital heritage, memory, identity and cultural interaction.

Start date: 1 January 2017. Duration: 36 months

D7.4

Europeana Dissemination Report

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Project Consortium

Beneficiary no.	Beneficiary name	Short name
1 (Coordinator)	IT University of Copenhagen	ITU
2	Blast Theory	Blast Theory
3	Next Game	NextGame
4	University of Nottingham	UoN
5	Uppsala University	UU
6	Europeana Foundation	EF
7	Culture24	C24

Dissemination Level

PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	
EU-RES	Classified Information: RESTREINT UE (Commission Decision 2005/444/EC)	
EU-CON	Classified Information: CONFIDENTIEL UE (Commission Decision 2005/444/EC)	
EU-SEC	Classified Information: SECRET UE (Commission Decision 2005/444/EC)	

Type

R	Document, report	X
DEM	Demonstrator, pilot, prototype	
DEC	Websites, patent filling, videos, etc.	
O	Other	
ETHICS	Ethics requirement	

This report covers the period January 2018 to December 2019 and details the work co-ordinated by Europeana Foundation and undertaken by all project partners on WP.7 Communication and Dissemination.

Strategy, planning and reporting

Europeana Foundation created a dissemination strategy, plan, and reporting template for the ongoing promotional activities of all partners. Europeana co-ordinated this on a monthly basis by asking project partners to review and update the plan based on actual/planned work and by updating reporting information to ensure we can report on the figures that were promised in the initial communication and dissemination plan, namely impressions, shares, retweets and event attendees.

Market research

In response to feedback from the commission Europeana researched and created a list of over 50 relevant worldwide museum network organisations to be targeted with GIFT messaging at an appropriate time in the project. The network organisations include the largest in the sector and other groups where Europeana staff have contacts. These organisations were contacted by Europeana Foundation at the launch of the GIFT website in November and December 2019. Where we received responses they were very positive and this fostered further activity. For example at the request of the European Museum Academy we created a press pack about GIFT to be used by interested parties and we shared this with all of the organisations we had researched.

Conferences/Events/Workshops

Listed below are the events GIFT has been presented/represented at in 2018 and 2019. Since January 2018 the project has been represented at 48 conferences, workshops and other events to approximately 2,500 relevant professionals in cultural heritage, research and the creative industries. These events covered 12 different countries across the globe.

2018

Title	Date	Location	Attendees
VisitorBox user workshop	Feb 2018	DH Lawrence Birthplace Museum, Eastwood, UK	4
Online FORM: Documenting Art in the Digital Age	Feb 2018	Copenhagen, Denmark	
Platform lecture series	Feb 2018	Abertay, UK	
Let's Get Real 6 programme	Mar 2018	Battersea Arts Centre, London, UK	35
VisitorBox session (at UoN Digital Tools and Methods workshop)	Mar 2018	Broadway Cinema, Nottingham, UK	10

Game Developers Conference 2018	Mar 2018	San Francisco, CA, USA	124
VisitorBox user workshop	Apr 2018	Theatre Royal and Concert Hall, Nottingham, UK	13
Museums and the Web 2018	Apr 2018	Vancouver, Canada	ca. 50
CHI 2018	Apr 2018	Montreal, QC, Canada	500
Cultures of Participation	Apr 2018	Aarhus, Denmark	
VisitorBox session (at UoN Digital Tools and Methods workshop)	May 2018	Broadway Cinema, Nottingham, UK	12
Politics of Machines	May 2018	Copenhagen, Denmark	
Freeplay 2018	May 2018	Melbourne, Australia.	160
AHRC Connected Communities Heritage Network Conference	Jun 2018	Leicester, UK	12
Proceedings of the 2018 on Designing Interactive Systems Conference 2018 – DIS '18	Jun 2018	Hong Kong, China	50
Blast Theory GIFT App tests	Jul 2018	Royal Pavilion and Museums, Brighton, UK	170
VisitorBox user workshop	Aug 2018	Tattershall Castle National Trust, Tattershall, UK	3
Foundations of Digital Games Conference 2018	Aug 2018	Malmo, Sweden	20
JGU Annual Meeting of the Society for University Collections	Sep 2018	Johannes Gutenberg University, Mainz, Germany	9
Frankfurt Book Fair (THE ARTS+)	Oct 2018	Frankfurt, Germany	
Euromed 2018	Oct 2018	Cyprus	ca. 30
VisitorBox user workshop and guest lectures	Nov 2018	University of Illinois Champaign-Urbana, USA	55

Workshop:Common challenges and perspectives for Digital Cultural Heritage in H2020 projects,	Nov 2018	REA, Brussels, Belgium	ca. 30
Why do we fail digitally? Developing Solutions for Transforming the Cultural Sector, The Munch Museum	Nov 2018	Oslo, Norway	ca. 100
Gift Wrapper workshop at Debbie Bryan	Nov 2018	Nottingham, UK	11
Gift Wrapper workshop at Mixed Reality Lab	Dec 2018	Nottingham, UK	17

2019

Title	Date	Location	Attendees
VisitorBox consultancy	Feb 2019	Surface Gallery, Nottingham, UK	5
Digitaldagen för kulturarv	Feb 2019	Östersund, Sweden	40
Museums and the Web	Apr 2019	Boston, USA	40
VisitorBox user workshop	Apr 2019	Theatre Royal and Concert Hall, Nottingham, UK	12
CHI 2019	May 2019	Glasgow 2019	Ca. 50
VisitorBox user workshop 1	May 2019	Justus Liebig University Giessen, Germany	7
VisitorBox user workshop 2	May 2019	Justus Liebig University Giessen, Germany	8
Game Zone at Internationales Trickfilm Festival (Festival of Animated Film)	May 2019	Stuttgart, Germany	50
Let's Get Real 7 programme	May 2019	Wellcome Trust, London, UK	35
Full-day workshop at Jönköping Museum based on 'My Museum'	May 2019	Jönköping, Sweden	30

VRtefacts public event	May 2019	Derby, UK	24
HeritageDot Conference	Jun 2019	Lincoln, UK	5
Museums Matter	Jun 2019	Nottingham, UK	22
Higher Seminar	Jun 2019	Stockholm, Sweden	7
CI 2019	Jun 2019	Larnaca, Cyprus	15
Presentation at "Immersiva medier - nätverksträff" (Networking event for Immersive Media)	Sep 2019	Norrköping, Sweden	70
Museums Association Conference 2019	Oct 2019	Brighton, UK	21
Digital Collecting Practices: Artificial Intelligence, Social Media and Ethics	Oct 2019	University of Leeds, UK	26
Halfway to the Future symposium	Nov 2019	Nottingham, UK	182
Half-day 'The Gift' workshop	Nov 2019	San Francisco Museum of Modern Art, San Francisco, USA	70
GIFT @ Europeana 2019	Nov 2019	Lisbon, Portugal	63
Europeana 2019	Nov 2019	Lisbon, Portugal	269

Further to this, we have provided bespoke social media plans for attendance at key conferences GIFT was presented at including The ARTS+ at Frankfurt Book fair and Museums and the Web, and updated the GIFT social media channels ahead of and at these events. This involved testing creating an 'interest form' for interested attendees to register their interest in the project and for us to contact once the website was ready for them to explore. However take-up was limited.

Digital champions

Culture 24 and Europeana Foundation designed a plan to find 'digital champions' within the cultural heritage sector. We agreed the messaging, CTA and user journey on gifting.digital and we promoted this via the EF network newsletter, social media and via emails to our Members Council. We reviewed the suggested names with Culture 24, emailed them to encourage them to take part and introduced them to Culture 24 virtually.

GIFT Op-Eds

Over spring/summer 2019 Europeana worked with members of the GIFT project to produce 5 op-ed pieces about the project. These were planned to coincide with the announcement of the GIFT conference and to highlight some of the work undertaken to date across the different work packages. Europeana staff worked with each lead contact to write, edit and publish these, and each was promoted via Europeana social media. These were designed to increase awareness of GIFT within the Europeana Network and cultural heritage sector, and to encourage interested parties to explore the GIFT website or attend the GIFT conference at Europeana 2019. Other op-eds in the project have been included on the Blast Theory website, in Danske Museer, no. 5, vol 32, and a 2020 op-ed will be published in MiD Magasin.

GIFT @ Europeana 2019

Working closely with Anders Sundnes Løvlie and the National Library of Portugal, we used one of our pre-conference meeting slots to host the GIFT conference at Europeana 2019. This allowed GIFT to benefit from being aligned with a leading cultural heritage event where engaged and innovative professionals in the cultural heritage sector were already attending. We secured the main auditorium and negotiated with the library for use of their exhibition rooms for live testing. We promoted GIFT @ Europeana 2019 to our network through newspieces to our professional audiences, via Social Media and targeted mailings to our network and event attendees. We also targeted museum professionals in Portugal by researching 106 museums and art galleries in Lisbon, Coimbra, Amadora, Setubal and Porto. We then sent two targeted mailings to these groups. The first to general email addresses with an overview of GIFT @ Europeana 2019 and the second to directors, curators and communication professionals at these institutions with the detailed programme. We also invited colleagues at The National Library of Portugal to attend GIFT @ Europeana 2019. Finally, we also secured live streaming of GIFT @ Europeana 2019 so that Europeana network members unable to attend could watch the conference. We promoted it to our network via email and social media, to the 300+ people who registered their interest in the event and the 60 people on the Europeana 2019 waitlist. We also shared it with GIFT partners and the speakers at the GIFT conference to share within their networks. The live stream was watched 513 times (as at 19 December 2019) with 173 unique viewers on the day.

Conference registrations numbered 63 which met the target set (60) and was the highest registered 'pre-conference' activity at Europeana 2019, bettering established and well-known (amongst our network) organisations such as IIF, Historiana and EOSC. Attendance on the day was counted at around 60 people, with many more attendees from Europeana 2019 testing the tools during the break.

GIFT was also represented during the main Europeana 2019 conference. GIFT showcased a poster about the project as part of our poster showcases in breaks and evening drinks, and Anders Sundnes Løvlie presented the GIFT project as part of the 'Pitch Your Project' session to all Europeana 2019 attendees on Thursday afternoon's plenary session. This was also live streamed, with 518 views (as at 19 December 2019) with 165 unique viewers on the day.

The GIFT Box launch

In October 2019 we created a detailed plan for promoting the GIFT Box to relevant audiences in November 2019. We looked at the objectives and target audiences and then wrote a strategy for

how to achieve the objectives and a tactical plan to implement the strategy. We wrote key messages that mirrored the tested messaging on [gifting.digital](#) and undertook research to identify key targets in the Europeana network and beyond. We helped support on the survey development, wrote a Europeana Pro News piece to introduce the website and co-ordinated an effort to get the website to as many relevant people as possible. This included emailing network organisations within the museum sector, emailing members of relevant cultural heritage projects within the Europeana ecosystem, promoting through Europeana communities, promoting through each partner and the official GIFT social media channels, through Europeana Labs, those attending Europeana 2019 and friendly digital news sharers such as Digital Things.

The GIFT Box was covered by a number of different organisations, including Digital Things (where GIFT was the most popular link out of 35 and subsequently featured again in their next newsletter), European Museum Academy, Asia-Europe Museum Network, Digital Meets Culture, European Heritage Tribune, Network of European Museum Organisations

Dissemination figures from across the project partners

Project partners have shared news of the project via social media 298 times and these have been shared or retweeted 1,037 times and seen 688,656 times. Excluding [gifting.digital](#) and other project pages, the project has been shared by partners on our websites and newsletters 48 times, and these have been seen 21,247 times. The above figures include all of the information dissemination contacts from the project could access via our own analytics and insight, and don't include third-party websites or social media channels, even when we posted news to those channels.

We tracked 19 mentions in different media across Europe, and some examples can be seen in Appendix 14. In addition, we wrote 5 op-eds that appeared on Europeana's Pro News channel, 1 on Blast Theory's blog and 2 for Danish magazines. These were written to build awareness of the project amongst key audiences in the lead up to the GIFT Box launch and the GIFT conference.

As is clear from above, the impact of the project has been wide and from across all partner channels and activities. When looking at the results from the GIFT-specific social media the results are more modest, but have still exceeded the targets set. GIFT's [twitter account](#) has 229 followers (target: 100 followers) and 182 retweets (target 100). Changes in Facebook algorithms (prioritising paid over organic) meant that we focused on twitter as the project progressed, especially as this enabled us to access Europeana's large cultural heritage professional audience on this platform via re-tweeting.

The GIFT Box launch activity was a coordinated effort across the different project partners. This activity resulted in an increase in visitors to [gifting.digital](#) and generated 279 survey responses, showing real engagement and interest within the cultural heritage sector. The month following the launch (6 November - 5 December) of the GIFT Box saw a 342% increase in page views (7,750 vs 1,754) compared to the previous month (6 October - 5 November 2019), a 403% increase in users (1,933 vs 384) and performed better for new visitors than the site had since analytics records started (27 June 2019) for bounce rate (52% vs 56%), visit duration (2:42 vs 2:12) and pages per visit (2.87 vs 2.53). Interestingly, the % of new users stayed at roughly the same figure (82%) than previously, which highlights we managed to attract lots of new visitors and also those already familiar with GIFT through our promotional campaign, and that the new visitors were more engaged than in previous months - suggesting we were both reaching the right people and that the content on the site was more engaging.

APPENDIX 1

Updated Dissemination plan



GIFT Dissemination Plan - June 2018

Introduction

This dissemination plan is linked to GIFT (Project no. 727040) D7.2 Communication Strategy (March 2017) and has been created to address concerns from the European Commission Expert Review Report dated 2nd May 2018. It clarifies the audiences we will be targeting as part of our dissemination activities and outlines the tactics we plan to utilise to achieve the project objective. We will evaluate the project using the KPIs as stated in D7.2.

1. Objective

The overall goal of the GIFT dissemination plan is to raise awareness of, encourage participation and maximize the impact of the GIFT project.

2. Strategies to achieve objective

We have identified a number of strategies in order to achieve our objective. We will implement these using the tactics described in section 3 below and in the ['Project tactics' annex](#).

- We will raise awareness of the GIFT project and encourage participation of our key target audiences by promoting identified activities throughout the duration of the project through key partner and stakeholder communication channels.
- We will work with identified third parties such as NEMO (Network of European Museum Organisations), ICOM (International Council of Museums) and EMA (European Museum Academy) to raise awareness of the GIFT project with new audiences.
- We will target events (such as Museums and The Web, THE ARTS+, EUROMed etc) in the Cultural Heritage sector to present at and to promote the project to an engaged key audience demographic.
- We will encourage our audiences to test products in order to help develop our products and to engender an engaged audience.
- We will research and understand benefits to our audiences at each stage. We will ensure that these are articulated consistently across all promotion and website in order to help achieve our objective.

3. Tactics

We have created a gantt chart (linked again [here](#)) to visualise the tactics we will implement in line with the strategy and in order to achieve our objective. This chart includes milestones in the project, tactics for each and a timeline which will be shared with all project partners to ensure a co-ordinated approach.

Our tactics cover three main areas. These are:

- Preparatory: In this stage we will plan for and prepare communications outputs. We will work to understand and articulate key benefits and ensure these are represented on the website. We will research conferences, media opportunities, third parties (including associations and national networks) and channels to be used depending on the audience.
- Promotion: This stage includes all promotion for the particular activity. This includes an initial launch/publication, promotion of specific events and ongoing promotion of the project.
- Evaluation: This will include reporting on KPIs as originally defined. Evaluation is considered in more detail in section 8 below, and will be used both to report back on the dissemination plan and to inform future activity - which will feed into the preparatory stage above.

4. Target Audiences

Following D7.2 Communication Strategy and with input from the commission and project stakeholders we have identified a number of audiences we believe the GIFT project will appeal to and benefit from. We have prioritised them into a primary audience and secondary audiences. We will focus dissemination efforts on our primary audience and reach secondary audiences through wider campaign activity and with specific targeted and focused messages (for example promoting public testing events).

Primary audience

Cultural heritage sector

This specifically refers to Museums, and innovators working within these museums although we envisage benefits will be gained from reaching a wider audience within the cultural heritage sector. The outcomes of the project are envisioned to benefit this audience in their day-to-day work, and therefore we have identified them as the priority audience.

Objectives

As these are our key audience we aim to maximise all project partner and stakeholder channels to raise awareness of and interest in the project across the sector. As part of this activity we will promote involvement amongst this group at appropriate times, for example during testing or downloading the tools.

Awareness - To raise awareness within this group of the GIFT project and its progression

Action - To get involved with the project by using the tools, testing the apps, and ultimately take-up

Channels

- We will promote the project to this audience through partner and stakeholder networks, social media and other communication channels (blogs/newsletters etc).
- We will target key conferences in the sector to promote the project.
- We will target museum associations and national networks.
- Media and Op Ed in strategically targeted publications.

Secondary audiences

We expect these audiences to be reached as a result of communication activities and in relation to specific highly focused calls to action (for example with testing/attending events at stakeholder institutions). Creative industries are stakeholders but not a focus.

Researchers

We aim to reach Researchers in HCI, digital heritage, game design, arts and media and communication

Objectives

Awareness - Raise awareness of the project to enable researchers to build on our results to further the facilitation and understanding of audience engagement with digital cultural heritage

Channels

- Publications in Journals/papers/reports.
- Presentations at academic conferences in the field via the IT University of Copenhagen, University of Nottingham and Uppsala University channels and networks.

Creative Industries

We aim to reach enterprises with an interest in conducting playful design with and for cultural heritage.

Objectives

Awareness - Raise awareness of the project to support collaboration between creative industries and cultural heritage institutions.

- Game/Design events.
- Via social media channels of key stakeholders (especially Blast Theory, NextGame).

General public/young audiences

We aim to reach members of the public with an interest in museums and technology.

Objectives

Awareness - Raise awareness and cultivate interest in the project.

Action - Attend various testing events throughout the project.

Channels

- Via social media channels of key stakeholders (especially Blast Theory, NextGame) and partner institutions hosting events.

Policy makers

This includes policy makers at both a national and European level within the wider message of digital transformation in action.

Objectives

Awareness - Raise awareness of the project and its outcomes to inform future decision making.

Channels

- Existing channels and network of all project partners.
- Media & Op Ed in strategically targeted publications.

5. Key messages

1. GIFT is creating more meaningful experiences with culture. We bring people, places and technology together to help museums create personal encounters with cultural heritage, both in physical and digital realms.
2. The GIFT project facilitates innovation in the cultural heritage sector by:
 - developing a framework consisting of software tools, design guidelines, and design-relevant theory to help museums create personal and compelling experiences with their digital collections.
 - helping professionals in the Cultural Heritage sector understand how gift giving and play can be used to facilitate meaningful experiences in museums.

6. User journey

As described in deliverable D7.3 Project Website, the website is currently being redesigned to be merged with the experimental toolkit website at gifting.digital. The merged website will be carefully designed to ensure a clearer user journey, optimise dissemination methods and become a focal point of the campaign. The website will have a succinct explanation of the project aimed at our target audiences and a call to action for our priority audience. The website will have different areas for some of our audiences and to help achieve objectives. There will be separate webpage documenting each of the main products from the project, addressing three main categories: Gifting experiences, playful experiences, and tools for design processes. For each product there will be information about the purpose of the product, case studies demonstrating its appeal,

design guidelines and recommendations, information about organisational and technical requirements, links to downloadable software and source code (where relevant), and other supplementary information. The content in the current project website (gift.itu.dk) will be reformatted to fit in a separate subsite of gifting.digital, to hold project-related documentation, public deliverables, scholarly publications etc.

7. Channels

GIFT Project (managed by ITU)

Social Media: ([Twitter](#) / [Facebook](#))

Website: <https://gift.itu.dk/> (will be moved to gifting.digital in the fall 2018)

ITU

Mass media: <https://gift.itu.dk/media/>

Blast Theory

Social Media ([Twitter](#) / [Facebook](#))

NextGame

Social Media ([Facebook](#))

University of Nottingham

Social Media:

<https://twitter.com/VisitorBoxHQ>

<https://twitter.com/HorizonDER>

Europeana Foundation

Social Media (Twitter / Facebook / LinkedIn)

- European Citizens / CHIs / Researchers / Policy Makers / Creative Industries

Newsletters (Network / Labs)

- CHIs / Researchers / Policy Makers / Creative Industries

Blog (Europeana Pro)

- CHIs / Researchers / Policy Makers / Creative Industries

Website (Europeana Labs)

- CHIs / Creative Industries

Events (Including information on the project in presentations at appropriate Europeana events and at those we are invited to)

- CHIs / Creative Industries

8. Evaluation

We will co-ordinate and track progress and success on a monthly basis. All project partners (liaising with stakeholders if necessary) will provide information to Europeana on a monthly basis, where the data will be used to track campaign success and to produce the final report. The data that we will track is:

- Social Media likes and shares
- Public Event attendees
- Final conference attendees

The original KPIs are here:

Activity	Objectives ^[1]	Stakeholder	KPI ^[2]
Website	1, 2, 3	Audiences Researchers Museums CCI	All deliverables (reports, software, etc) are published on the website within two weeks of completion (Q).
			The website is evaluated qualitatively every 12 months, as part of task T4.4 in WP4 (Q).
Facebook	1 + 2	All	300 shares (R/E), 1000 likes (E).
Twitter	1 + 2	All	100 followers (R), 100 retweets (E).
Public events	1 + 2	Audiences	Minimum 120 participants (E).
Op-eds	1 + 2	All	Min 6 op-ed articles in national/international media outlets (R).
Mass media mentions	1 + 2	All	Min 6 mentions in national/international media outlets (R).
Final Conference	1, 2, 3	Researchers Museums CCIs	Min 60 participants (E).

9. Roles and responsibilities

Europeana is co-ordinating the dissemination efforts. This includes creating the dissemination plan, and managing the input from the partners. Every partner is responsible for their share of the dissemination activities as listed in the detailed plan. Europeana will create the final report based on the input received from the Gift partners.

All partners agree to have a comms contact person in direct contact with Europeana. Contacts can be found on the project tactics annex.

All partners are responsible for promoting the activities listed against their name on the [project tactics annex](#).

10. Editorial plan for social media

The GIFT project has project-level social media accounts on Twitter and Facebook, as indicated above. In the first year of the project these accounts have been used on a somewhat infrequent, ad hoc basis to start promoting the project and building a network. In the second half of the project we aim to increase our efforts on social media. In order to do so, we have appointed one person at ITU (Sarah Brin) who will work as social media manager for the project, with 2 hours per week dedicated to this task. She will work in an ongoing manner to share events and stories from the project, as well as engaging with ongoing conversations and developments related to the topic of GIFT, building on her already extensive international network of museum contacts, as well as the networks of partners in the project.

APPENDIX 2 - GIFT Dissemination plan

GIFT		Links/Comments
Dissemination plan		Links/Comments
Objective(s)	1. Raise awareness of GIFT 2. Encourage participation in GIFT project	Detailed plan https://docs.google.com/document
Audiences/Insight	<p>Primary audience Cultural Heritage sector</p> <p>Secondary audience Researchers Creative industries General public Policy makers</p>	See full information in detailed plan
Strategy	<ol style="list-style-type: none"> 1. We will raise awareness of the GIFT project and encourage participation of our key target audiences by promoting identified activities throughout the duration of the project through key partner and stakeholder communication channels. 2. We will work with identified third parties such as NEMO (Network of European Museum Organisations), ICOM (International Council of Museums) and EMA (European Museum Academy) to raise awareness of the GIFT project with new audiences. 3. We will target events (such as Museums and The Web, EUROMed etc) in the Cultural Heritage sector to present at and to promote the project to an engaged key audience demographic. 4. We will encourage our audiences to test products in order to help develop our products and to engender an engaged audience. 5. We will research and understand benefits to our audiences at each stage. We will ensure that these are articulated consistently across all promotion and website in order to help achieve our objective. 	
Tactics	See project tactics tab	
Key messages	<p>GIFT are proud to launch The GIFT Box: a set of tools and ways of working to help museums make richer digital experiences for their visitors The GIFT Box provides you with free, open-source tools to help you design, plan and implement enhanced visitor experiences</p> <ul style="list-style-type: none"> • Design and Planning tools help you generate, develop and test ideas, developing richer visitor experiences and saving you time and money • Try ready-made free and open-source tools that have been tested and developed in museums • Read and implement recommendations from 10 prominent museums working with GIFT 	
Collateral	<p>Images of social media posts https://drive.google.com/drive/folders/1DykZuZocMdre8Rr9Vz6eRPDv_XH-oC0D</p> <p>GIFT Images https://drive.google.com/drive/folders/1smMNGcbXv1vlpd-z3kZGeptCzLTqNHGJ</p> <p>Videos https://vimeo.com/298647523/8679</p>	
Landing page/user journey	https://gifting.digital/	
Reporting	https://docs.google.com/spreadsheets/d/1OLZ_nWuMq9qbFqD2grT-hzsoCU2vclvuAl6KxZFCKq0/edit#gid=1324530141	

APPENDIX 2 - GIFT Dissemination plan

GIFT Project Dissemination indicative plan						2018																	
						Q2		Q3			Q4												
						June	July	August	Sept	October	Nov	Dec											
Key Preparatory (Yellow) Promotion (Green) Evaluation (Orange)						Partners ITU IT University of Copenhagen BT Blast Theory NG NextGame UoN University of Nottingham UU Uppsala University C24 Culture 24 EF Europeana Foundation						Stakeholders BM Brighton Museum MoY Museum of Yugoslavia NVA National Videogame Arcade NMB National Museum Belgrade MM Munch Museum						Designated comms leads EF: Nicholas Jarrett ITU: Mace Ojala NG: Bogdan Spanjevic UoN: Jocelyn Spence BT: Lauren Burrows C24: Rosie Clarke UU: Paulina Rajkowska					
Activity	Details/outputs	Audience(s)	Channels	Expected outcomes	Responsible	June	July	August	Sept	October	Nov	Dec											
WP.2 Gifting prototype - Blast Theory																							
GIFT App public test - Brighton - July 2018	Event promotion	General public	BT Social Media	Awareness of project and attendees for event	BT	Preparatory	Promotion	Promotion	Evaluation														
GIFT APP public test results		CHIs / Researchers	BT Social Media	Awareness of the project	BT																		
Blast Theory - Internal testing (June 2018)	Photos/Videos	Researchers	BT Social Media	Raise awareness amongst this audience	BT		Promotion	Evaluation															
WP.3 Appropriation prototype - NextGame																							
Small low-tech tests based on software testing, paper prototypes and theatrical/drama workshops	Local event promotion	General public	NG Social Media / GIFT Social Media / Website events	Awareness of project and attendees for tests	NG / ITU	Preparatory	Promotion	Promotion	Evaluation														
Small low-tech tests based on software testing, paper prototypes and theatrical/drama workshops	Project updates	CHIs / Creative Industries / Policy Makers / Researchers	NG Social Media / GIFT Social Media / EF Twitter	Awareness of project	NG / ITU / EF																		
App test at Museum of Yugoslavia	Local event promotion	General public	NG Social Media / GIFT Social Media / Website events	Awareness of project and attendees for tests	NG / ITU																		
App test at Museum of Yugoslavia	Project updates	CHIs / Creative Industries / Policy Makers / Researchers	NG Social Media / GIFT Social Media / EF Twitter	Awareness of project	NG / ITU / EF																		
Museum for a minute #MuseNaMinut	Museum objects promotion	General public	NG Social Media / Local media / Cinemas / National Museum in Belgrade website and Social Media / Kombank Dvorana	Awareness of project	NG						Preparatory	Promotion											
WP.4 Framework																							
Open Beta - Dec 2018	Available for download and testing on website. Contact details for extra info	CHIs	All channels	Have 1-3 CHIs testing Open Beta	All						Preparatory	Promotion											

APPENDIX 2 - GIFT Dissemination plan

GIFT Project Dissemination indicative plan						2018									
						Key		Partners		Stakeholders		Designated comms leads			
						Q2	Q3			Q4					
June	July	August	Sept	October	Nov	Dec	June	July	August	Sept	October	Nov	Dec		
Key Preparatory (Yellow) Promotion (Green) Evaluation (Orange)		Partners ITU IT University of Copenhagen BT Blast Theory NG NextGame UoN University of Nottingham UU Uppsala University C24 Culture 24 EF Europeana Foundation		Stakeholders BM Brighton Museum MoY Museum of Yugoslavia NVA National Videogame Arcade NMB National Museum Belgrade MM Munch Museum		Designated comms leads EF: Nicholas Jarrett ITU: Mace Ojala NG: Bogdan Spanjevic UoN: Jocelyn Spence BT: Lauren Burrows C24: Rosie Clarke UU: Paulina Rajkowska									
Activity	Details/outputs	Audience(s)	Channels	Expected outcomes	Responsible	June	July	August	Sept	October	Nov	Dec			
WP.6 Technical toolbox															
Visitor box design cards - Jan 2019 onwards	https://visitorbox.org/	CHIs	UoN Social Media, VisitorBox website, GIFT Social Media and Website	CHIs to test	UoN/ITU										
Beta Toolbox		CHIs	This will be part of WP.4 Open Beta and promoted through that. Alongside this, we will promote some components at opportunistic moments through the above channels	Have 1-3 CHIs testing Open Beta											
VisitorBox user workshop, August 2018 – Tattershall Castle National Trust, Tattershall, UK	Workshop using project tool (VisitorBox)	Researchers / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN		Preparatory	Promotion	Evaluation						
VisitorBox user workshop and guest lectures, November 2018 – University of Illinois Champaign-Urbana, USA	Workshop using project tool (VisitorBox)	Researchers / CHIs / University Students	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN										
Gift Wrapper workshop at Debbie Bryan, November 2018, Nottingham, UK	Workshop using project tool (GIFT Wrapper)	General public	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN										
Gift Wrapper workshop at Mixed Reality Lab, December 2018, Nottingham, UK	Workshop using project tool (GIFT Wrapper)	Researchers / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN										
Associations and National networks															
Preparatory			Europeana to research potential interested networks		EF										
Conferences/Events															
AHRC Connected Communities Heritage Network Conference, June 2018 – Leicester, UK	Conference workshop using project tool (VisitorBox)	Researchers / Creative Industries / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN	Promotion	Evaluation								
Proceedings of the 2018 on Designing Interactive Systems Conference 2018 – DIS '18, June 9-13 2018 - Hong Kong, China	Presenting project outcomes	Creative Industries / Researchers	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN										

APPENDIX 2 - GIFT Dissemination plan

GIFT Project Dissemination indicative plan						2018													
						Partners		Stakeholders		Designated comms leads			Q2	Q3			Q4		
						Key							June	July	August	Sept	October	Nov	Dec
Preparatory	ITU	IT University of Copenhagen	BM	Brighton Museum	EF:	Nicholas Jarrett													
Promotion	BT	Blast Theory	MoY	Museum of Yugoslavia	ITU:	Mace Ojala													
Evaluation	NG	NextGame	NVA	National Videogame Arcade	NG:	Bogdan Spanjevic													
	UoN	University of Nottingham	NMB	National Museum Belgrade	UoN:	Jocelyn Spence													
	UU	Uppsala University	MM	Munch Museum	BT:	Lauren Burrows													
	C24	Culture 24			C24:	Rosie Clarke													
	EF	Europeana Foundation			UU:	Paulina Rajkowska													
Activity	Details/outputs	Audience(s)	Channels	Expected outcomes	Responsible	June	July	August	Sept	October	Nov	Dec							
DiGRA 2018, July 2018 - Turin	Presenting project outcomes	Creative Industries / Researchers	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	ITU														
VisitorBox user workshop, August 2018 – Tattershall Castle National Trust, Tattershall, UK	Workshop using project tool (VisitorBox)	Researchers / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN														
JGU Annual Meeting of the Society for University Collections, September 2018 – Johannes Gutenberg University, Mainz, Germany	Conference workshop using project tool (VisitorBox)	Researchers / Creative Industries / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN														
Frankfurt Book Fair (THE ARTS+), October 2018	Presenting project outcomes	CHIs / Creative Industries	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	EF / NG														
Euromed 2018, October 2018 - Cyprus	Presenting project outcomes/Networking	CHIs / Creative Industries / Researchers	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	EF / ITU														
"Workshop: Common challenges and perspectives for Digital Cultural Heritage in H2020 projects", 14 November 2018 - REA/Brussels	Workshop	Museum professionals, CCI and researchers	N/A	Increased awareness of GIFT	ITU														
VisitorBox user workshop and guest lectures, November 2018 – University of Illinois Champaign-Urbana, USA	Workshop using project tool (VisitorBox)	Researchers / CHIs / University Students	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN														
"Why do we fail digitally? Developing Solutions for Transforming the Cultural Sector", The Munch Museum, 30 November 2018 - Oslo	Presenting project	Museum professionals, CCI	N/A	Increased awareness of GIFT	ITU														

APPENDIX 2 - GIFT Dissemination plan

GIFT Project Dissemination indicative plan						2019											
Key	Partners	Stakeholders	Designated comms leads	Q1			Q2			Q3			Q4				
				Jan	Feb	Mar	Apr	May	June	July	August	Sept	October	Nov	Dec		
				Jan	Feb	Mar	Apr	May	June	July	August	Sept	October	Nov	Dec		
Key	Partners	Stakeholders	Designated comms leads														
Preparatory	ITU IT University of Copenhagen	BM Brighton Museum	EF: Nicholas Jarrett														
Promotion	BT Blast Theory	MoY Museum of Yugoslavia	ITU: Mace Ojala														
Evaluation	NG NextGame	NVA National Videogame Arcade	NG: Bogdan Spanjevic														
	UoN University of Nottingham	NMB National Museum Belgrade	UoN: Jocelyn Spence														
	UU Uppsala University	MM Munch Museum	BT: Lauren Burrows														
	C24 Culture 24		C24: Rosie Clarke														
	EF Europeana Foundation		UU: Paulina Rajkowska														
Activity	Details/outputs	Audience(s)	Channels	Expected outcomes	Responsible	Jan	Feb	Mar	Apr	May	June	July	August	Sept	October	Nov	Dec
WP.2 Gifting prototype - Blast Theory																	
GIFT App - Brighton Museums - June - October 2019	Event promotion	General public	BT Social Media	Awareness of project and attendees for event	BT												
GIFT App - Munch Museum - October 2019 - March 2020	Event promotion	General public	BT Social Media	Awareness of project and attendees for event	BT												
Gift App as part of GIFT Box	Final deliverable	CHIs / General Public	BT Social Media / GIFT Social Media / Europeana Social Media / Website news	Awareness and getting people to use it	All												
WP.3 Appropriation prototype - NextGame																	
Museum for a minute #MuseNaMinut	Museum objects promotion	General public	NG Social Media / Local media / Cinemas / National Museum in Belgrade website and Social Media / Kombank Dvorana	Awareness of project	NG												
Sensitive Pictures at Munch Museum , August 2019	Event promotion	General public	NG Social Media / Munch Museum	Awareness of project	NG												
EmotionMapper as part of GIFT Box	Final deliverable	CHIs / General Public	BT Social Media / GIFT Social Media / Europeana Social Media / Website news	Awareness and getting people to use it	All												
WP.4 Framework																	
GIFT Box launch, November 2019	Available for download	CHIs	All channels	Raise awareness and for CHIs to download and use	All												
WP. 5 Research book																	
D5.3 Anthology on Meaningful Personalization	Anthology - Download	CHIs / Researchers	GIFT Social Media and website news.	Download the anthology	UU/ITU												
WP.6 Technical toolbox																	
Visitor box design cards - Jan 2019 onwards	https://visitorbox.org/	CHIs	UoN Social Media, VisitorBox website, GIFT Social Media and Website	CHIs to test	UoN/ITU												

APPENDIX 2 - GIFT Dissemination plan

GIFT Project Dissemination indicative plan						2019														
Key	Partners	Stakeholders	Designated comms leads	Q1			Q2			Q3			Q4							
				Jan	Feb	Mar	Apr	May	June	July	August	Sept	October	Nov	Dec					
				Preparatory	Promotion	Evaluation	ITU	BT	NG	UoN	UU	C24	EF	BM	MoY	NVA	NMB	MM	EF	NG
Activity	Details/outputs	Audience(s)	Channels	Expected outcomes	Responsible	Jan	Feb	Mar	Apr	May	June	July	August	Sept	October	Nov	Dec			
VisitorBox consultancy, February 2019 – Surface Gallery, Nottingham, UK	Workshop using project tool (VisitorBox)	Researchers / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN	Preparatory	Promotion	Evaluation												
VisitorBox user workshop, April 2019 – Theatre Royal and Concert Hall, Nottingham, UK	Workshop using project tool (VisitorBox)	Researchers / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN				Preparatory	Promotion	Evaluation									
VisitorBox user workshop 1, May 2019 – Justus Liebig University Giessen, Germany	Workshop using project tool (VisitorBox)	Researchers / CHIs / University Students	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN				Preparatory	Promotion	Evaluation									
VisitorBox user workshop 2, May 2019 – Justus Liebig University Giessen, Germany	Workshop using project tool (VisitorBox)	Researchers / CHIs / University Students	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN				Preparatory	Promotion	Evaluation									
Let's Get Real 7 programme, May 2019 – Wellcome Trust, London, UK	Workshop using project tool (Ideation Cards)	Researchers / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN/C24				Preparatory	Promotion	Evaluation									
VRtefacts public event, May 2019 – Derby, UK	Public engagement with project	Researchers / Creative Industries / CHIs / General Public	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN				Preparatory	Promotion	Evaluation									
Full-day workshop at Jönköping Museum based on 'My Museum', Jönköping, Sweden	Workshop using project tools	Researchers / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UU				Preparatory	Promotion	Evaluation									
Museums Matter, June 2019 – Nottingham, UK	Conference workshop using project tool (VisitorBox)	Researchers / Creative Industries / CHIs / General Public	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN				Preparatory	Promotion	Evaluation									
Half-day 'The Gift' workshop (sensitising scenarios), San Francisco Museum of Modern Art, San Francisco, USA	Workshop using project tools	Researchers / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UU										Preparatory	Promotion	Evaluation			
Artcodes test in Rushden Transport Museum, September 2018	Event Promotion	CHIs / General Public	GIFT Social Media / Participant & participant's organisation's social media / Website news	Awareness of project	UoN															
Artcodes app launch at Nene Valley Festival, September 2019	App launch	CHIs / General Public	GIFT Social Media / Participant & participant's organisation's social media / Website news	Awareness of project	UoN								Preparatory	Promotion	Evaluation					
YourStories, National Museum in Belgrade	Event promotion	General public	NG Social Media / National Museum in Belgrade	Awareness of project	NG/UoN								Preparatory	Promotion	Evaluation					
VRtefacts youtube videos	Project updates	Researchers / Creative Industries / CHIs / General Public	GIFT Social Media / Participant & participant's organisation's social media / Website news	Awareness of project	UoN								Preparatory	Promotion	Evaluation					
Release of the final toolbox	For download	CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news This will be part of the final framework WP.4 and promoted through that. Alongside this, we will promote some components at oppotunistic moments through the above channels	Raise awareness and download toolbox	UoN/ITU										Preparatory	Promotion	Evaluation			
Associations and National networks																				
Promotion		CHIs	Contact when GIFT Box is launched - via email	Engaged groups willing to help promote the project to museums in their network	EF												Promotion			

APPENDIX 2 - GIFT Dissemination plan

GIFT Project Dissemination indicative plan						2019													
Key	Partners	Stakeholders	Designated comms leads	Q1			Q2			Q3			Q4						
				Jan	Feb	Mar	Apr	May	June	July	August	Sept	October	Nov	Dec				
				Jan	Feb	Mar	Apr	May	June	July	August	Sept	October	Nov	Dec				
Preparatory Promotion Evaluation	ITU IT University of Copenhagen BT Blast Theory NG NextGame UoN University of Nottingham UU Uppsala University C24 Culture 24 EF Europeana Foundation	BM Brighton Museum MoY Museum of Yugoslavia NVA National Videogame Arcade NMB National Museum Belgrade MM Munch Museum	EF: Nicholas Jarrett ITU: Mace Ojala NG: Bogdan Spanjevic UoN: Jocelyn Spence BT: Lauren Burrows C24: Rosie Clarke UU: Paulina Rajkowska																
Activity	Details/outputs	Audience(s)	Channels	Expected outcomes	Responsible														
Conferences/Events																			
Digitaldagen för kulturav, Östersund, Sweden	Presenting project outcomes	CHIs / Creative Industries / Researchers	Participant & Participant's organisation's social media	Increased awareness of GIFT	UU														
Museums and the Web, April 2019 - Boston	Presenting project outcomes	CHIs / Creative Industries / Researchers	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	ITU														
Game Zone at Internationales Trickfilm Festival (Festival of Animated Film), Stuttgart CHI, May 2019 - Glasgow	Presenting GIFT APP	Creative Industries	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	Brighton Museums														
HeritageDot Conference, June 2019 – Lincoln, UK	Presenting research related to GIFT	Researchers / Creative Industries / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	ITU/UoN														
Museums Matter, June 2019 – Nottingham, UK	Conference workshop using project tool (VisitorBox)	Researchers / Creative Industries / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN														
Higher Seminar, Stockholm, Sweden	Conference presentation of research related to GIFT	Researchers / Creative Industries / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN														
Ci 2019, Larnaca, Cyprus	Presenting research related to GIFT	Researchers	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UU														
Presentation at "Immersiva medier - nätverksträff" (Networking event for Immersive Media), Norrköping, Sweden	Presenting research related to GIFT	Researchers / Creative Industries	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UU														
Museums Association Conference 2019	Presenting project outcomes	CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	C24														
Digital Collecting Practices: Artificial Intelligence, Social Media and Ethics: University of Leeds, 15 October	Presenting GIFT APP	Researchers / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	Brighton Museums														
Halfway to the Future symposium, November 2019 – Nottingham, UK	Demonstration of project outcome (VRtefacts)	Researchers / Creative Industries / CHIs	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	UoN														
Europeana 2019, Lisbon, Portugal	Presenting project outcomes	CHIs / Creative Industries / Researchers	GIFT Social Media / Participant & participant's organisation's social media / Website news	Increased awareness of GIFT	ALL														
Op Eds																			
The GIFT project: Give visitors the tools for deeper engagement	Op-Ed	CHIs / Research / Creative Industries	GIFT Social Media / Website news/ EF Social Media	Awareness	ITU/EF														
The GIFT project: Using Artcodes to create monuments for a departed future	Op-Ed	CHIs / Research / Creative Industries	GIFT Social Media / Website news/ EF Social Media	Awareness	ITU/EF														

APPENDIX 2 - GIFT Dissemination plan

GIFT Project Dissemination indicative plan						2019																							
						Q1			Q2			Q3			Q4														
Key						Jan	Feb	Mar	Apr	May	June	July	August	Sept	October	Nov	Dec												
Partners ITU IT University of Copenhagen BT Blast Theory NG NextGame UoN University of Nottingham UU Uppsala University C24 Culture 24 EF Europeana Foundation						Stakeholders BM Brighton Museum MoY Museum of Yugoslavia NVA National Videogame Arcade NMB National Museum Belgrade MM Munch Museum						Designated comms leads EF: Nicholas Jarrett ITU: Mace Ojala NG: Bogdan Spanjevic UoN: Jocelyn Spence BT: Lauren Burrows C24: Rosie Clarke UU: Paulina Rajkowska																	
Activity	Details/outputs	Audience(s)	Channels	Expected outcomes	Responsible	Jan	Feb	Mar	Apr	May	June	July	August	Sept	October	Nov	Dec												
The GIFT project: Museums of the future tap into the GIFT app	Op-Ed	CHIs / Research / Creative Industries	GIFT Social Media / Website news/ EF Social Media	Awareness	EF/BT/BM																								
The GIFT Project: Introducing personal objects to the museum space through 'Your Stories'	Op-Ed	CHIs / Research / Creative Industries	GIFT Social Media / Website news/ EF Social Media	Awareness	EF/UU																								
The GIFT Project: Give and take in the museum experience	Op-Ed	CHIs / Research / Creative Industries	GIFT Social Media / Website news/ EF Social Media	Awareness	EF/NG																								
Olesen, A. R., Mortensen, C. H. and Thorek, J. 2019: "Hvordan styrker vi museets digitale arbejdskultur?" in Danske Museer, no. 5, vol 32.	Op-Ed	CHIs	GIFT Social Media / Website news	Awareness	ITU																								
Website																													
Agree user journey	Op-Ed	CHIs	Europeana Pro, Europeana Newsletters, Europeana Members Council	Awareness of project and engaged and innovative practitioners in sector feeding into website and GIFT Box design	ITU/C24/EF																								
Agree key messages	Op-Ed																												
Create webpage	Op-Ed																												
Promote to Europa Network and beyond	Op-Ed																												
GIFT Final conference																													
GIFT final conference, Lisbon, November 2019	Promote event	All	All	Awareness and event attendees	All																								

APPENDIX 3 - GIFT Dissemination reporting template

Totals												
Blast Theory	Number of posts	Impressions/Reac	Shares/retweets	NextGame	Number of posts	Impressions/Reac	Shares/retweets	Europeana	Number of posts	Impressions/Reac	Shares/retweets	
Twitter Posts	55	92,810	229	Twitter Posts	15	0	0	Twitter Posts	12	57618	90	
Facebook posts	24	11222	178	Facebook posts	15	375,000	200	Facebook posts	0	0	0	
Instagram Posts	11	3000	0	Instagram posts	15	0	0	Instagram Posts	2	1031	0	
Website posts	4	573	0	Website posts	16	2,200	0	Website posts	15	15036	0	
LinkedIn posts	0	0	0	LinkedIn posts	0	0	0	LinkedIn posts	1	1499	7	
Blast Theory	Number of events	Event attendees		NextGame	Number of events	Event attendees		Europeana	Number of events	Event attendees		
Events	3	246		Events	0	0		Events	1	269		
ITU	Number of posts	Impressions	Shares/retweets	Uppsala Uni	Number of posts	Impressions/Reac	Shares/retweets	Uni of Nott.	Number of posts	Impressions/Reac	Shares/retweets	
Twitter Posts	50	96,120	133	Twitter Posts	0	0	0	Twitter Posts	3	0	6	
Facebook posts	44	3372	49	Facebook posts	0	0	0	Facebook posts	0	0	0	
Instagram Posts	0	0	0	Instagram Posts	0	0	0	Youtube Posts	3	45357	0	
Website posts	0	0	0	Website posts	0	0	0	Website posts	9	525	0	
LinkedIn posts	0	0	0	LinkedIn posts	0	0	0	LinkedIn posts	0	0	0	
ITU	Number of events	Event attendees		Uppsala Uni	Number of events	Event attendees		Uni of Nott.	Number of events	Event attendees		
Events	5	263		Events	7	252		Events	15	445		
Total	Number of posts	Impressions/Reac	Shares/retweets	Culture24	Number of posts	Impressions/Reac	Shares/retweets					
Twitter Posts	153	246,673	554	Twitter Posts	18	125	96					
Facebook posts	85	389,755	435	Facebook posts	2	161	8					
Instagram Posts	31	49388	0	Instagram Posts	0	0	0					
Website posts	48	21,247	0	Website posts	4	2913	0					
LinkedIn posts	29	2840	48	LinkedIn posts	28	1341	41					
Total	Number of events	Event attendees		Culture24	Number of events	Event attendees						
Events	32	1,496		Events	1	21						

APPENDIX 3 - GIFT dissemination reporting template

July 2018

Blast Theory	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	12	26,235	48
Facebook posts	4	1845	23
Instagram Posts	1	384	0
Website posts	2	503	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	1	170

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	1	4,681	10
Facebook posts	2	237	2
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	0	0

Total	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	28	30,916	58
Facebook posts	21	377,082	225
Instagram posts	16	384	0
Website posts	17	503	0
LinkedIn posts	0	0	0

Total	Number of events	Event attendees
Events	1	170

NextGame	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	15	0	0
Facebook posts	15	375,000	200
Instagram posts	15	0	0
Website posts	15	0	0
LinkedIn posts	0	0	0

NextGame	Number of events	Event attendees
Events	0	0

Uppsala Uni	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	0	0

APPENDIX 3 - GIFT dissemination reporting template

August 2018

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	0	0

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	6	1,197	0
Facebook posts	9	339	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	0	0

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	6	1,197	0
Facebook posts	9	339	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Total	Number of events	Event attendees
Events	2	23

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

NextGame	Number of events	Event attendees
Events	0	0

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	1	20

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	1	3

APPENDIX 3 - GIFT dissemination reporting template

September 2018

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	0	0

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	5	1,115	1
Facebook posts	6	187	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	0	0

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	5	1,115	1
Facebook posts	6	187	0
Instagram Posts	0	0	0
Website posts	1	2,200	0
LinkedIn posts	0	0	0

Total	Number of events	Event attendees
Events	1	9

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts	1	2,200	0
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	1	9

APPENDIX 3 - GIFT dissemination reporting template

October 2018

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Vimeo video	1	1083	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	0	0

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	10	12672	10
Facebook posts	3	387	2
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	1	30

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	10	12672	10
Facebook posts	3	387	2
Instagram Posts	1	1083	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Total	Number of events	Event attendees
Events	1	30

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	0	0

APPENDIX 3 - GIFT dissemination reporting template

November 2018

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	0	0

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	1	5,616	6
Facebook posts	1	350	2
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	2	130

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	1	5,616	6
Facebook posts	1	350	2
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Total	Number of events	Event attendees
Events	4	196

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	2	66

APPENDIX 3 - GIFT dissemination reporting template

December 2018

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	0	0

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	1	226	32
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	0	0

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	1	226	32
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Total	Number of events	Event attendees
Events	1	17

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	1	17

APPENDIX 3 - GIFT dissemination reporting template

January 2019

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	1	235	12
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	0	0

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	0	0

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	1	235	12
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Total	Number of events	Event attendees
Events	0	0

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	0	0

Culture24	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Culture24	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	0	0

APPENDIX 3 - GIFT dissemination reporting template

February 2019

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	0	0

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	0	0

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	1	67	0
LinkedIn posts	0	0	0

Total	Number of events	Event attendees
Events	2	45

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	1	40

Culture24	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	1	67	0
LinkedIn posts	0	0	0

Culture24	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	1	5

APPENDIX 3 - GIFT dissemination reporting template

March 2019

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	1	450	11
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	0	0

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	0	0

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	2	465	15
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	1	281	3

Total	Number of events	Event attendees
Events	0	0

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	0	0

Culture24	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	1	15	4
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	1	281	3

LinkedIn posts

Culture24	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	0	0

APPENDIX 3 - GIFT dissemination reporting template

April 2019

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	1	1,804	4
Facebook posts	6	1203	53
Instagram Posts	2	435	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	0	0

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	4	5,865	3
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	1	40

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	5	7,669	7
Facebook posts	6	1203	53
Instagram posts	2	435	0
Website posts	1	0	0
LinkedIn posts	0	0	0

Total	Number of events	Event attendees
Events	2	52

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	0	0

Culture24	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Culture24	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events		

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	1	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	1	12

APPENDIX 3 - GIFT dissemination reporting template

May 2019

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	13	27,854	44
Facebook posts	6	2845	23
Instagram Posts	2	476	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	1	50

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	4	7,519	9
Facebook posts	8	751	3
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	0	0

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	21	35,392	94
Facebook posts	14	3596	26
Instagram posts	2	476	0
Website posts	1	602	0
LinkedIn posts	7	0	8

Total	Number of events	Event attendees
Events	7	204

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	1	30

Culture24	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	2	19	37
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	7	0	8

LinkedIn posts

Culture24	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	1	602	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	2	0	4
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	5	124

APPENDIX 3 - GIFT dissemination reporting template

June 2019

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	17	33,891	51
Facebook posts	4	1845	23
Instagram Posts	3	567	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	0	0

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	4	235	1
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	0	0

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	19	33,892	53
Facebook posts	8	2080	24
Instagram posts	3	567	0
Website posts	1	0	0
LinkedIn posts	0	0	0

Total	Number of events	Event attendees
Events	4	49

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	2	22

Culture24	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	1	1	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Culture24	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	1	0	2
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	1	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	2	27

APPENDIX 3 - GIFT dissemination reporting template

July 2019

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	2	430	2
Facebook posts	1	2354	43
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	0	0

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	1	595	2
Facebook posts	2	152	1
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	0	0

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	7	24479	27
Facebook posts	3	2506	44
Instagram posts	0	0	0
Website posts	6	1804	0
LinkedIn posts	0	0	0

Total	Number of events	Event attendees
Events	0	0

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	0	0

Culture24	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Culture24	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	4	23454	23
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	4	1804	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	2	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	0	0

APPENDIX 3 - GIFT dissemination reporting template

August 2019

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	1	48	12
Facebook posts	1	567	6
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	0	0

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	2	5,694	3
Facebook posts	4	337	2
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	0	0

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	6	16,039	42
Facebook posts	6	1013	15
Instagram posts	0	0	0
Website posts	3	899	0
LinkedIn posts	1	186	3

Total	Number of events	Event attendees
Events	0	0

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	0	0

Culture24	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	1	10	14
Facebook posts	1	109	7
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	1	186	3

Culture24	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	2	10287	13
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	3	899	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	0	0

APPENDIX 3 - GIFT dissemination reporting template

September 2019

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	0	0

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	1	4601	4
Facebook posts	1	49	1
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	0	0

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	3	4609	7
Facebook posts	1	49	1
Instagram posts	1	25743	0
Website posts	1	18	0
LinkedIn posts	9	319	12

Total	Number of events	Event attendees
Events	1	70

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	1	70

Culture24	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	2	8	3
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	1	18	0
LinkedIn posts	9	319	12

Culture24	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Youtube	1	25743	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	0	0

APPENDIX 3 - GIFT dissemination reporting template

October 2019

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	3	987	23
Facebook posts	1	113	4
Instagram Posts	2	55	0
Website posts	1	40	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events	1	26

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	2	1613	5
Facebook posts	2	74	2
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	0	0

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	10	2635	49
Facebook posts	3	187	6
Instagram posts	4	19669	0
Website posts	2	475	0
LinkedIn posts	0	0	0

Total	Number of events	Event attendees
Events	2	47

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events	0	0

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	0	0

Culture24	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	5	35	21
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Culture24	Number of events	Event attendees
Events	1	21

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	1	435	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events	0	0

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Youtube	2	19614	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	0	0

APPENDIX 3 - GIFT dissemination reporting template

November 2019

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	4	876	22
Facebook posts	1	450	3
Instagram Posts	0	0	0
Website posts	1	30	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events		

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	8	28857	45
Facebook posts	1	48	1
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events	1	63

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	24	53647	138
Facebook posts	3	550	5
Instagram posts	2	1031	0
Website posts	9	3513	0
LinkedIn posts	11	2054	22

Total	Number of events	Event attendees
Events	4	584

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	1	70

Culture24	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	6	37	17
Facebook posts	1	52	1
Instagram Posts	0	0	0
Website posts	1	1767	0
LinkedIn posts	10	555	15

LinkedIn total number of group members 152047

Culture24	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts	6	23877	54
Facebook posts	0	0	0
Youtube	2	1031	0
Website posts	4	1276	0
LinkedIn posts	1	1499	7

Europeana	Number of events	Event attendees
Events	1	269

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	3	440	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	1	182

APPENDIX 3 - GIFT dissemination reporting template

December 2019

Blast Theory	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Blast Theory	Number of events	Event attendees
Events		

ITU	Number of posts	Impressions	Shares/retweets
Twitter Posts	5	16095	35
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

ITU	Number of events	Event attendees
Events		

Total	Number of posts	Impressions	Shares/retweets
Twitter Posts	5	16095	35
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	5	11166	0
LinkedIn posts	0	0	0

Total	Number of events	Event attendees
Events	0	0

NextGame	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts			
Instagram Posts			
Website posts			
LinkedIn posts			

NextGame	Number of events	Event attendees
Events		

Uppsala Uni	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	0	0	0
LinkedIn posts	0	0	0

Uppsala Uni	Number of events	Event attendees
Events	0	0

Culture24	Number of posts	Impressions/Reac	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram Posts	0	0	0
Website posts	1	1061	0
LinkedIn posts	0	0	0

Culture24	Number of events	Event attendees
Events	0	0

Europeana	Number of posts	Impressions	Shares/retweets
Twitter Posts			
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	2	10020	0
LinkedIn posts	0	0	0

Europeana	Number of events	Event attendees
Events		

Uni of Nott.	Number of posts	Impressions	Shares/retweets
Twitter Posts	0	0	0
Facebook posts	0	0	0
Instagram posts	0	0	0
Website posts	2	85	0
LinkedIn posts	0	0	0

Uni of Nott.	Number of events	Event attendees
Events	0	0

APPENDIX 4 - Museum networks market research

Network/Association	Type of organisation	Country	Website	Contact	Twitter	Facebook	Sector	Audience	Name of contact at network/association
Associazione Nazionale Piccoli Musei (APM)	Small Museums Association	Italy	http://www.piccolomusei.it	info@piccolomusei.co	https://twitter.com/piccolomusei	https://www.facebook.com/piccolomusei	museum	Museum professionals	
L'Associazione Musei Ecclesiastici Italiani (AMEI)	Association for ecclesiastical museums	Italy	http://www.amei.it	info@amei.info	https://twitter.com/amei	https://www.facebook.com/amei	museum	Museum professionals	
Asia-Europe Museum Network (ASEMUS)	Cross-cultural network of museums from Asia-Europe	Singapore (Secretariat)	http://asemus.museum	asemus@culture360.com	https://twitter.com/asemus	https://www.facebook.com/asemus	museum	Museum professionals	
Rețeaua Națională a Muzeelor din România (RNMR)	National network	Romania	http://www.muze.ro	contact.rnmr@gmail.com	N/A	https://www.facebook.com/rnmr		Museum professionals	
Balkan Museum Network	Western Balkans network	N/A	http://www.bmuseum.org	http://www.bmuseum.org	https://twitter.com/bmuseum	https://www.facebook.com/bmuseum	museum	Museum professionals	
Network of European Museum Organisations (NEMO)	Pan-European network	N/A	https://www.nemo.org	https://www.nemo.org	https://twitter.com/nemo	https://www.facebook.com/nemo	museum	Museum professionals	Rebecca Thonander
International Council of Museums (ICOM)	International network	N/A	https://icom.museum	secretariat@icom.museum	https://twitter.com/icom	https://www.facebook.com/icom	museum	Museum professionals	Monika Hagedorn-Saupe
European Museum Academy	Pan-European network	N/A	http://europeanmuseumacademy.org	europeanmuseumacademy.org	https://twitter.com/europeanmuseumacademy	https://www.facebook.com/europeanmuseumacademy	museum	Museum professionals	
Association of European Research Libraries (LIBER)	Research Library Network	Europe	https://libereurope.org	liber@kb.nl	https://twitter.com/liber	https://www.facebook.com/liber	library	research librarians	Astrid Verheusen
Consortium of European Research Libraries (CERL)	Research Library Network	Europe	https://www.cerl.org	secretariat@cerl.org	https://twitter.com/cerl	https://www.facebook.com/cerl	library	research librarians	
Conference of European National Librarians (CENL)	National Library Network	Europe	https://www.cenl.org	cenl@bl.uk	N/A	N/A	library	national librarians	
Archives Portal Europe Foundation (APEF)	Archive Domain Aggregator	Europe	https://www.archives-portal.eu	https://www.archives-portal.eu	https://twitter.com/archivesportal	https://www.facebook.com/archivesportal	archives	national archives	Arjan Agema
The International Federation of Library Associations and Institutions (IFLA)	International network	International	https://www.ifla.org	ifla@ifla.org	https://twitter.com/ifla	https://www.facebook.com/ifla	library	research librarians	
Photoconsortium – International Consortium for Photographic Heritage	International network	International	http://www.photoconsortium.org	info@photoconsortium.org	https://twitter.com/photoconsortium	https://www.facebook.com/photoconsortium	cross-domain		Valentina Bachi
Carare Association	European digital archaeological and architectural heritage association	Europe	http://www.carare.eu	http://www.carare.eu	https://twitter.com/carare	N/A	cross-domain		Anthony Corns
Europeana Aggregator Forum (ask Henning/DPS for details of all accredited aggregators)	Aggregator Network	Europe	N/A	Basecamp via Henning	N/A	N/A	cross-domain	Aggregators	N/A
Europeana Communicators Community	Museum communications professionals community	Europe	https://pro.europeana.eu	Via Emily	N/A	N/A	cross-domain	Communication professionals	N/A
European Fashion Heritage Association		Europe							Marco Rendina
Europeana Network Association	International, interdomain network	Europe	pro.europeana.eu	Zuzana	https://twitter.com/europeana		cross-domain	Heritage professionals	Zuzana Malicherova
EuropaNostra	Pan-European Network	Europe	http://www.europa-nostra.org	info@europa-nostra.org	https://twitter.com/europa-nostra	https://www.facebook.com/europa-nostra	cross-domain	Heritage professionals	Sneska Quaedvlieg-Mihalović
Creative Commons	International Network	International	https://creativecommons.org	info@creativecommons.org	https://twitter.com/creativecommons		cross-domain	Heritage professionals	
Museum Vereniging	National association	Netherlands	https://www.museumvereniging.nl	info@museumvereniging.nl	https://twitter.com/museumvereniging	https://www.facebook.com/museumvereniging	museum	Museum professionals	Iris Noteboom
European Museum Forum	Pan-European network	Europe	https://europeanmuseumforum.org	emf@europeanmuseumforum.org	https://twitter.com/europeanmuseumforum	https://www.facebook.com/europeanmuseumforum	museum	Museum professionals	
Small Museum Association	North American network	North America	https://www.smallmuseums.org	president@smallmuseums.org	https://twitter.com/smallmuseums	https://www.facebook.com/smallmuseums	museum	Museum professionals	
escite	European Network	Europe	https://www.escite.eu	info@escite.eu	https://twitter.com/escite	https://www.facebook.com/escite	cross-domain	Museum professionals	
Canadian Heritage Information Network	National association	Canada	https://www.chin.gc.ca	pch.RCIP-CHIN.pch@pch.gc.ca			museum	Museum professionals	
Museum Computer Network	International Network	International	http://mcn.edu/	info@mcn.edu	https://twitter.com/mcn	https://www.facebook.com/mcn	Museum	Museum professionals	
Deutscher Museums Bund	National association	Germany	https://www.museumsbund.de	office@museumsbund.de	https://twitter.com/museumsbund	https://www.facebook.com/museumsbund	Museum	Museum professionals	
Museums Association	National association	United Kingdom	https://www.museumsassociation.org	info@museumsassociation.org	https://twitter.com/museumsassociation	https://www.facebook.com/museumsassociation	Museum	Museum professionals	Zoe Spencer
American Alliance of Museums	National association	USA	https://www.aamuseum.org		https://twitter.com/aamuseum	https://www.facebook.com/aamuseum	Museum	Museum professionals	Josette Souza
Austrian Museum Association	National association	Austria	https://www.museumsbund.at	info@museumsbund.at		https://www.facebook.com/museumsbund.at	Museum	Museum professionals	
Czech Museum Association	National association	Czech Republic	https://www.cz-museum.org	amg@cz-museums.cz		https://www.facebook.com/cz-museum.org	Museum	Museum professionals	
Croatian Museum Association	National association	Croatia	http://hrmud.hr/	hmd@hrmud.hr			Museum	Museum professionals	
ICOM Belgium-flanders	Regional association	Belgium	https://www.icom-belgium-flanders.org	office@icom-belgium-flanders.org	https://twitter.com/icom-belgium-flanders	https://www.facebook.com/icom-belgium-flanders	Museum	Museum professionals	
ICOM Belgium Wallonie-Bruxelles	Regional association	Belgium	http://www.icom-wb-museum.be/		https://twitter.com/icom-wb-museum	https://www.facebook.com/icom-wb-museum	Museum	Museum professionals	
Association of Danish Museums	National association	Denmark	https://www.dkmuseum.org	info@dkmuseum.org	https://twitter.com/dkmuseum	https://www.facebook.com/dkmuseum	Museum	Museum professionals	
Estonian Museum Association	National association	Estonia	https://www.muuseum.ee	emy@muuseum.ee		https://www.facebook.com/muuseum.ee	Museum	Museum professionals	
Finnish Museum Association	National association	Finland	https://www.museoliitto.fi/en.php		https://twitter.com/museoliitto	https://www.facebook.com/museoliitto	Museum	Museum professionals	Tuuli Rajavuori
ICOM France	National association	France	https://www.icom-france.org	https://www.icom-france.org	https://twitter.com/icom-france	https://www.facebook.com/icom-france	Museum	Museum professionals	

APPENDIX 4 - Museum networks market research

Heritage and Museums Greece	National association	Greece	http://www.herita	http://www.heritage-m			Museum	Museum professionals	
Icelandic Museum Association	National association	Iceland	http://safnmenn.is	stjorn@safnmenn.is		https://www.facebook.com/safnmenn	Museum	Museum professionals	
Irish Museums Association	National association	Ireland	http://irishmuseums.ie	office@irishmuseums.ie	https://twitter.com/irishmuseums	https://www.facebook.com/irishmuseums	Museum	Museum professionals	
South Tirol Museums Association	Regional association	Italy	https://museums.it	museumsverband@provincia.southtirol.it	https://twitter.com/museumsverband	https://www.facebook.com/museumsverband	Museum	Museum professionals	
Latvian Museum Association	National association	Latvia	http://www.muzei.lv	muzeji@muzeji.lv	https://twitter.com/muzeji		Museum	Museum professionals	
Lithuanian Museum Association	National association	Lithuania	http://museums.lt	labadiena@museums.lt		https://www.facebook.com/museums.lt	Museum	Museum professionals	
Norwegian Museum Association	National association	Norway	https://museums.no	sekr@museumsforbundet.no	https://twitter.com/museumsforbundet	https://www.facebook.com/museumsforbundet	Museum	Museum professionals	
Polish Museum Professionals Association	National association	Poland	http://www.muzei.pl	smp@mhk.pl			Museum	Museum professionals	
ICOM Portugal	National association	Portugal	http://icom-portugal.org	info@icom-portugal.org	https://twitter.com/icomportugal	https://www.facebook.com/icomportugal	Museum	Museum professionals	
ICOM Russia	National association	Russia	http://icom-russia.org	icom.russia@gmail.com		https://www.facebook.com/icomrussia	Museum	Museum professionals	
Spanish Association of Cultural Heritage Managers	National association	Spain	http://aegpc.org/	aegpc@aegpc.org			Museum	Museum professionals	
Swedish Museum Association	National association	Sweden	https://www.sverigemuseer.se/		https://twitter.com/sverigemuseer	https://www.facebook.com/sverigemuseer	Museum	Museum professionals	Anna Wallgren
Slovenian Museum Association	National association	Slovenia	http://www.sms.si	skupnostmuzejev@zms.si			Museum	Museum professionals	
Union of Museums in Slovakia	National association	Slovakia	http://zms.sk/	zms@zms.sk		https://www.facebook.com/zms.sk	Museum	Museum professionals	
Swiss Museum Association	National association	Switzerland	https://www.musei.ch	info@museums.ch	https://twitter.com/museumsch		Museum	Museum professionals	



APPENDIX 5

GIFT Box press pack

PRESS RELEASE

The GIFT Box: Helping museums create richer digital experiences for their visitors

The team behind the GIFT project are proud to launch [the GIFT Box](#), a set of free, open-source tools and ways of working to help museums offer richer digital experiences for their visitors.

Aimed at cultural heritage professionals, academics, students and those who work in the creative industries, The GIFT Box provides a variety of innovative tools for designing, planning, and implementing experiences that combine the digital and physical.

For those already thinking about creating a digital visitor experience, the design and planning tools offer a way to generate, strengthen and test ideas. They have been developed with and for museums, and include engaging and innovative exercises like the VisitorBox Ideation Cards, a printable card game that helps drive the development of ideas for digital experiences.

The GIFT Box also contains digital tools which provide the practical resources and inspiration for creating digital experiences in a physical collection. The Gift App encourages visitors to use their smartphone to create a digital gift for someone they care about, while Never Let Me Go encourages two visitors to curate each others' encounter with a collection. The Gift Wrapper, meanwhile, is an app that visitors can download to make a museum gift more personal by adding a link to content such as music, photos or videos.

Finally, the GIFT team has worked with 10 prominent museums from Europe and the US - including the Munch Museum in Norway and the San Francisco Museum of Modern Art - to develop practical ways of working to inspire individuals and institutions to think creatively about their collections and work differently.

For anyone looking to create engaging experiences for their visitors, see examples of how the latest research can inform the cultural heritage sector, or find inspiration on digital design processes, the GIFT Box is an indispensable tool. Even better, all of the tools are free and can be easily accessed through the GIFT Project website.



Anders Sundnes Løvlie, Co-ordinator of the GIFT Project, IT University of Copenhagen, says, 'Our aim has been to support museums in creating nuanced and personal experiences, where the experience is more important than the technology. We call these hybrid experiences, because we are interested in using the digital to enhance the experience of the physical museum exhibition. So instead of using virtual reality headsets which shut people inside a digital world, we are using mixed reality technologies.'

Kevin Bacon, Digital Manager at the Brighton Museum - who have made use of the [GIFT App](#) in their collection - says, 'The beauty of GIFT is that it gives you a new pathway through the museum, one that takes you off the beaten track onto a pathway of your own.'

ABOUT THE GIFT PROJECT

The GIFT project is a Horizon 2020 funded research project which aims to help museums overcome some of the challenges involved in using digital technology to facilitate engaging visitor experiences. The project brings together internationally renowned artists, designers, museum professionals and researchers to help museums create hybrid experiences; experiences that combine the physical and digital to create personal encounters with cultural heritage. The project includes partners from [IT University of Copenhagen](#), [The University of Nottingham](#), [Uppsala University](#), [Blast Theory](#), [NextGame](#), [Culture24](#) and [Europeana Foundation](#). More information about the project is available on the [GIFT project website](#), and through the [GIFT project series](#) published on Europeana Pro in summer 2019.

CONTACT

For further enquiries or to receive a downloadable press pack please contact:

The GIFT project via email at gift@itu.dk

Anders Sundnes Løvlie, Co-ordinator of the GIFT Project, IT University of Copenhagen at asun@itu.dk

Nicholas Jarrett, Marketing Manager, Europeana Foundation at nicholas.jarrett@europeana.eu



EDITORIAL CONTENT

SOCIAL MEDIA POSTS

If you think that it would be of interest to your audiences, we encourage you to post about the GIFT Box from your social media accounts. Please find some draft tweets below.

Do you work in [#culturalheritage](#)? Then check out the GIFT Box from [@GIFT_itu](#), a set of free, open-source tools to help museums offer richer digital experiences for their visitors [gifting.digital](#) [#giftEU](#) [#H2020](#)

The team behind [@GIFT_itu](#) have launched the GIFT Box, a set of free, open-source tools and ways of working to help museums offer richer digital experiences for their visitors. Learn more [👉 gifting.digital](#) [#giftEU](#) [#H2020](#)

Would you like to create innovative digital experiences? The [@GIFT_itu](#) GIFT Box includes helpful ways to generate, strengthen and test ideas. The tools are free to download at [gifting.digital](#) [#giftEU](#) [#H2020](#)

Are you looking to create a digital visitor experience? The [@GIFT_itu](#) Experiment Planner helps you plan ways to test your idea and map out a clear plan to implement it, and is free to download in the GIFT Box <https://gifting.digital/experimentplanner/> [#giftEU](#) [#H2020](#)

With the Gift App you can share a museum experience with someone you love. It's like a mixtape with objects from a museum. To find out more about this and other open-source digital tools that have been developed and tested in museums, check out [gifting.digital](#) [#giftEU](#) [#H2020](#)

Artcodes are customisable and scannable markers that let you blend your physical exhibition with digital content. They work like QR codes - except you design the look yourself. Learn how to use them and test how they work in your museum: <https://gifting.digital/artcodes/> [#giftEU](#) [#H2020](#)

IMAGES

Images related to the GIFT Box are available through [a Dropbox folder](#). Please attribute each image as follows:

GIFT app test at Royal Pavilion and Museums, Brighton; Charlie Johnson; 2018; England; CC-BY-SA

APPENDIX 6

Digital Champion promotion

We Need You!

Become a GIFT Digital Champion

We are looking to identify up to 10 GIFT Digital Champions to use and evaluate some of the key tools and recommendations developed from one of the European Union's key cultural Horizon 2020 research and innovation projects: GIFT.

The **GIFT project** helps museums to create personal encounters with cultural heritage for their onsite visitors, both in physical and digital realms.

A 'GIFT digital champion' is a dedicated person working currently in any role in a museum who:

- Is interested in helping their museum to create deeper personal encounters with cultural heritage for their onsite visitors, whether in physical or digital realms.
- Has a willingness to experiment with different approaches to do this.
- Wants to better understand how to build their museums organisational capability in this area.
- Has some existing digital skills, literacies and confidence.

Key Tasks

Use, evaluate and provide feedback on how **this website** presents certain tools and recommendations developed from the GIFT project. The tools include:

- **GIFT Experience**
- **The One Minute Experience**
- **ArtCodes**
- **ScannerBox**
- **VisitorBox Ideation Cards**



Sejul Malde from Culture24 will discuss the next steps with you.

Timeframe and Commitment

We estimate about 2 to 3 days of your time in total, spread across one month (June 2019) to do some initial evaluation.

This could be facilitated remotely or in person. Thereafter (from July to December 2019) if you are interested in adopting or adapting a particular approach within your museum, we can discuss ways we can help support you with this

Benefits to Your Museum

Your museum could become an early adopter of best practice in this area and a key influencer in the outputs of the high profile **GIFT project**.

Next steps if you are interested

Please get in touch with Sejul Malde, Culture24 (sejul@culture24.org.uk) to express your interest by **Friday 10th May**. You can then discuss with him whether there is a good mutual fit between your needs and the project and if so what the likely next steps will be.

GET IN TOUCH NOW



Screenshots of Europeanana on Instagram, Europeanana Foundation, CC BY

Ways to get involved TODAY!

1 // Are you a 'Digital Champion'? Europeanana is a partner on Horizon 2020 project [GIFT](#) and we are looking for digital champions to help us evaluate key project tools, who are:

- Working in a museum with some existing digital skills, literacies and confidence.
- Interested in helping their museum to create deeper personal encounters with cultural heritage for their onsite visitors, whether in physical or digital realms.
- Willing to experiment with different approaches to do this.

Does that sound like you? If so, [visit the GIFT website](#) to **find out more and register** your interest.

2 // Last call for Europeanana STEM Challenge! Spark passion for science and culture through educational videos. We have a total of €20,000 available for projects that create STEM videos that help shape innovative classrooms across Europe. The **deadline is 15 May**, so there is still time to submit a proposal. [Find out more and apply.](#)

3 // Follow Europeanana on [Instagram](#)! We're now using Instagram to interact with new audiences. [Find out why](#) we made the leap and how we squared it with our strict sharing policies.

MEMBERS COUNCIL

Introducing the Members Council

The Network Association Members Council is elected by members of the network, like yourself.

What is their role?

They will be your active representative in all of Europeana's activities, including how best to prioritise issues, and setting the agenda for our Annual General Meeting. You can find an overview of all their responsibilities in our [Councilor Terms of Reference](#).

Would you like to join them?

If you're a Network Association Member who would like to be on the Members Council, then why not run for election? Contact us directly for more details or find out more through the [Europeana Network Association Statutes, Rules and Procedures](#).



Cultural Heritage Agency of the Netherlands
 Europeana Ambassador (Historic Landscapes Specialist)
 Members Council Member
h.alkenade@culturalheritagenl.nl

Henk Alkenade



National Documentation Centre
 National Aggregator to European Project Lead
 Vice Chair of Network Association Management Board
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Georgia Angelaki



German Digital Library
 Head of Product Development and Innovation
 Network Association Management Board Member
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Stephan Bartholmei



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Ina Blümel



Berlin-Dahlem Botanical Garden and Botanical Museum
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Flavia Bruni



Royal Institute for Cultural Heritage
 Head of Photo Collections, Library and Digitisation
 Members Council Member
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Erik Buelinckx



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 Head of Digital Library Department
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Tamara Butigan



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APPENDIX 7

Op-Eds

1 minutes to read | Posted on Wednesday July 17, 2019

LABS

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Nicholas Jarrett

*Marketing Campaign
Manager, Europeana
Foundation*

The GIFT project: Give visitors the tools for deeper engagement



**Anders Sundnes
Løvlie**

*Associate Professor, IT
University of
Copenhagen*

At the Europeana Foundation, we're really excited to be involved in the GIFT project as part of the European Union's Horizon 2020 research and innovation programme. Over the next few weeks, we'll be presenting you with some of the exciting developments coming out of the project. We start with an introduction from the Principle Investigator, Anders Sundnes Løvlie.



Doing digital is hard

'Why do we fail digitally?' This was the title of a recent seminar for Norwegian museums at the Munch Museum in Oslo. But let's be honest: a seminar with this title could have been held anywhere in Europe. Doing digital is hard, for museums as for other sectors of society. The GIFT project is a Horizon 2020 research project aimed at helping museums overcome some of the challenges involved in using digital technology to facilitate meaningful and engaging visitor experiences.

We take an experience design perspective: instead of putting the technology first, we start with the needs of the museum and their visitors. We are developing an open-source [experience design framework](#) stemming from an ongoing, cross-disciplinary research project involving artists, designers, curators, museum educators, computer scientists and 18 museums in Europe and the U.S. The framework is currently available as an 'open beta', and is intended to be useable by a single museum professional with few resources.

The framework aims to facilitate in-house, practitioner-led design of hybrid and interpersonal experiences, in which mixed-reality technologies are used to augment or expand the experience of a visitor in the museum, and in which visitors use these technologies to share their experience with their 'strong-tie' connections (family and loved ones). As such, the framework facilitates sharing in a much more intimate sense than the larger-scale sharing that is typically facilitated through regular social media such as Facebook or Instagram.

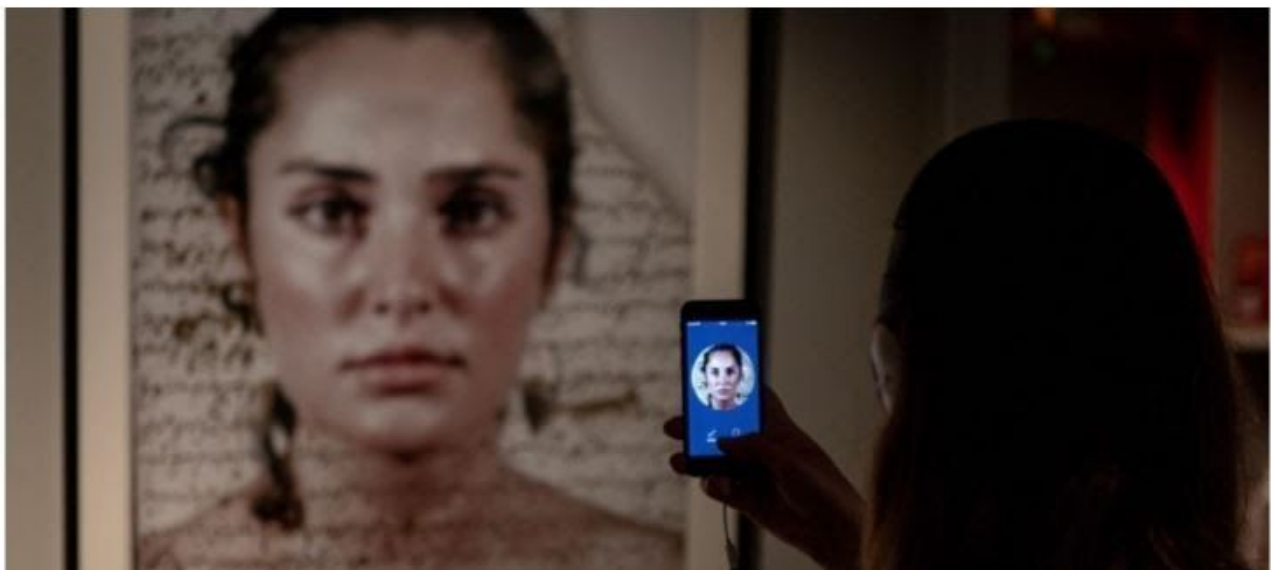


Practical approach

The GIFT Framework is based on extensive collaboration in a number of smaller sub-projects between [university researchers, artists, designers and museum professionals](#). The participation and generous sharing of time, effort and insights throughout the project from our friends in museums has been invaluable. The project has engaged with museums in three different ways:

1. A few museums have been hosts for pilot cases, such as [Brighton Museum](#) and the [Museum of Yugoslavia](#), providing real-life laboratories for design work led by artists and designers in the project.
2. A group of ten museums in Europe and the U.S. have engaged in [a structured action research process](#) aimed at building their capacity for facilitating hybrid experiences - as well as informing the design and development of the GIFT framework.
3. Finally, a number of external museum partners - such as [Tate Modern](#) and [University of Nottingham Museum of Archaeology](#) - have taken the tools developed by GIFT and applied them in their local context, offering test cases and insights about how the tools work when applied outside the project.

In a series of upcoming news posts from the GIFT project on Europeana Pro, we will present some of these sub-projects. In this post, we will focus primarily on the GIFT framework.



The GIFT Framework

The GIFT Framework offers a collection of tools, design guidelines and best practice recommendations extracted from our practical and theoretical research. We offer a collection of 'experience prototyping tools' that support prototyping of user experiences without requiring deep technical knowledge. These tools include:

[Gift exchange app](#): Based on a pilot project about digital gifting, we have created a generalised tool that allows any museum to experiment with digital gift experiences. This is a web app that works for both iOS and Android devices, with open-source code that can be downloaded and adapted to the museum's needs.

[Artcodes](#): Artcodes is a system for creating visual scannable markers (similar in functionality to QR codes) that can be directly designed and even hand-drawn by users by following a set of drawing rules, so that they can take on bespoke and aesthetic forms, e.g. in order to fit the aesthetic of a museum exhibition. The markers can be connected to digital assets, wrapped up as an experience and shared with others. Users can open up others' experiences and appropriate them by mapping them to their own weblinks, before resharing. Artcodes runs on both iOS and Android.

[Scannerbox](#) (coming soon): Can museum visitors contribute to a museum collection, with their own personal objects? Scannerbox is a do-it-yourself (DIY) toolkit that makes it easy for museums to set up public scanning booths where visitors can bring along and digitise their own artefacts alongside capturing stories about their personal meaning. Visitors can then donate their scanned objects and stories to the museum, allowing the 3D models to be published and shared online, and reused in virtual and augmented reality experiences.

[The One Minute Experience](#): Object recognition technology has made it possible to offer visitor experiences described as 'Shazam for art': the phone's camera recognises the objects in the museum and offers information about them. However, an easily overlooked challenge is the design of the information that is offered. The One Minute Experience offers an authoring tool that helps museum communicators write short, engaging texts suited for smartphone screens, which have a greater chance of being read and understood by museum visitors.

[Museum ideation cards](#): This tool supports ideation — the early stages of generating and developing designs. These ideation cards encapsulate the design and technical knowledge from the project and encourage museum designers to consider intended audiences, institutional goals and constraints. Furthermore, we are developing a generalised ideation capture tool that will capture the results of ideation and design sessions using the ideation cards, and so allow participants to reflect on the variety of theories, concepts and technologies that they have engaged with and compare their designs with those of others.



What's next?

We are continuing to work on and test the framework and sub-projects and you will be able to read about these in more detail here throughout July and into August. We'll also be showcasing these projects on Wednesday 27 November at Europeana 2019 where you can hear more about GIFT and test the experiences. Simply select 'GIFT @ Europeana 2019' when [booking your ticket](#) and we look forward to meeting you there.

**Nicholas Jarrett**

Marketing Campaign
Manager, Europeana
Foundation

**Karin Ryding**

PhD fellow, IT
University of
Copenhagen

The GIFT project: Using Artcodes to create monuments for a departed future

Following on from last week's [introduction to the GIFT project](#), Karin Ryding from IT University Copenhagen introduces you to one of its sub-projects: Artcodes, customisable scannable markers that allow you to blend your physical exhibition with digital content. Artcodes were used at the Museum of Yugoslavia to create a poetic and intimate experience addressing memories, conflict and forgiveness.



The Museum of Yugoslavia

The Museum of Yugoslavia is situated in the Serbian capital, Belgrade, where the rivers Sava and Danube converge. It is the most visited museum in Serbia with 100,000 visitors yearly. The museum's main collection contains a wide range of artefacts and stories connected with Josip Broz Tito's life and work. The museum is located on the grounds of the former communist leader's palace, and houses his tomb as well as his wife's.

People who grew up in the region of former Yugoslavia occasionally come to the museum to pay their respects to Tito. However, the museum aims to present a broad view of the history of the Yugoslav republics. They wish to encourage critical thinking and dialogue.



The Museum of Yugoslavia in Belgrade, Serbia

Monuments for a departed future

During two days in the spring of 2017, we offered visitors an alternative museum experience, inviting them to a form of 'effective critical play' within the museum's premises. The objective was to make an intimate and poetic experience, which could lead visitors to engage both critically and emotionally with the violent history of the former republic. It was called 'Monuments for a departed future'.

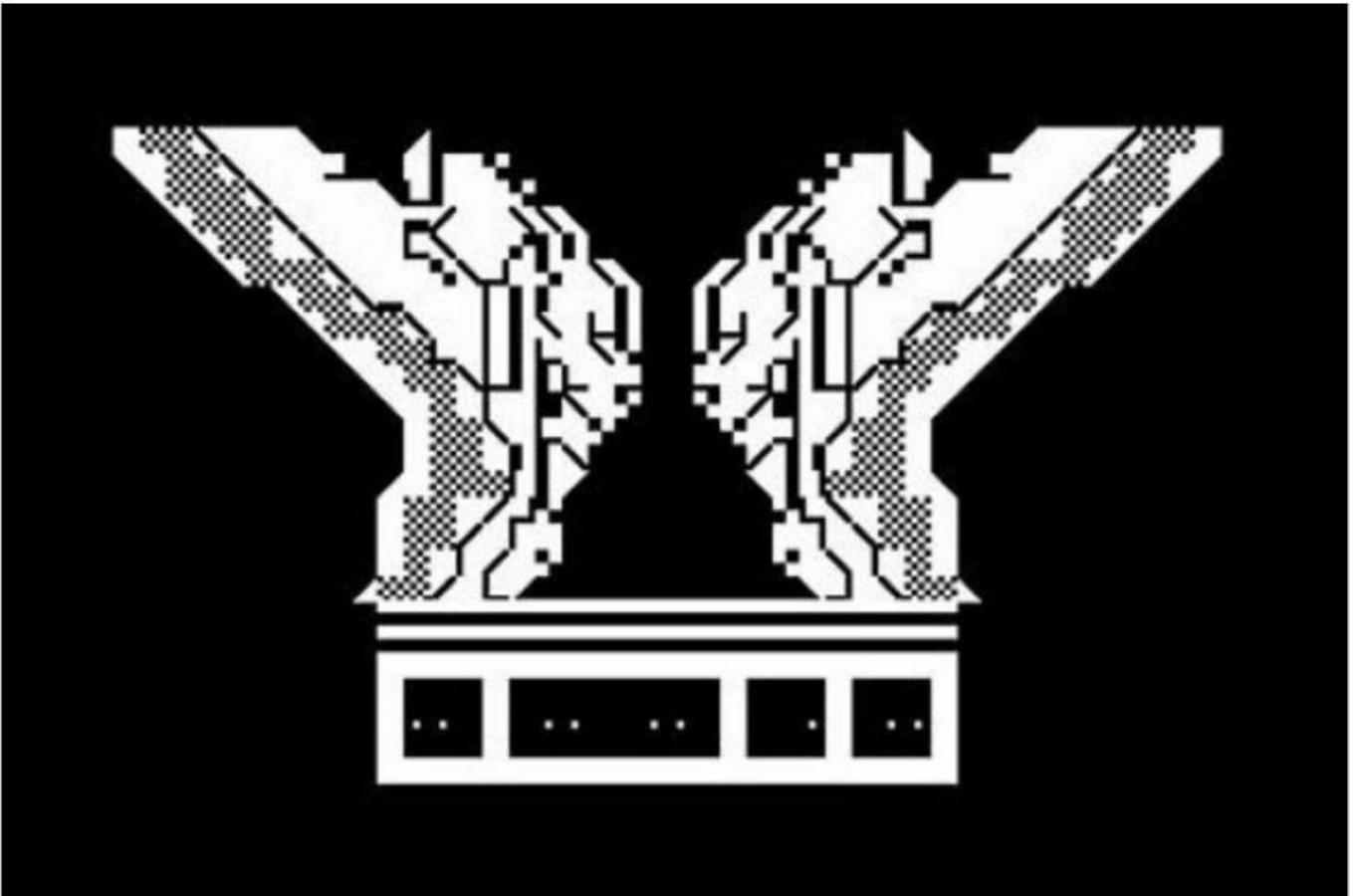
The theme of the experience was based on the abstract anti-fascist WWII monuments built between 1960 and 1990 - internationally known as the '[Spomeniks](#)'. During the socialist era, they were popular sites of tourism, as well as school excursions. This shifted radically during the 1990s when the turn to nationalism brought a change in the perception of the monuments, which were now seen as symbols of an ideologically undesired past. This often led to their destruction or abandonment. Precisely because of their conflicted history, the monuments offer rich possibilities for different interpretations and discussions about the history of Yugoslavia.

While the Museum of Yugoslavia hosted a touring exhibition about the Spomeniks in 2016, they are not represented in the permanent exhibition at the museum. We used image recognition technology called [Artcodes](#) to give them a physical presence in the museum today. Visual markers representing the monuments were placed inside the exhibition. These could be scanned with a smartphone, triggering a digital interaction using the Artcodes app.





The Tjentište memorial monument...



...and its Artcode

The markers were placed so that they were not always easy to spot, and sometimes even hidden intentionally. The app provided clues on how to find them. The purpose was to introduce a playful activity of searching for the markers inside the museum, but also to let the placement of the markers mirror the fact that many of the monuments are in remote locations, and hidden from public consciousness. Each marker served as an entry point to one of the monuments as well as to a specific theme, for example 'History and the generational gap' or 'Monuments and meaning'.



Artcodes used in the museum - Karin Ryding

2017

Serbia

CC BY-SA

Examples of the placement of Artcodes in the museum

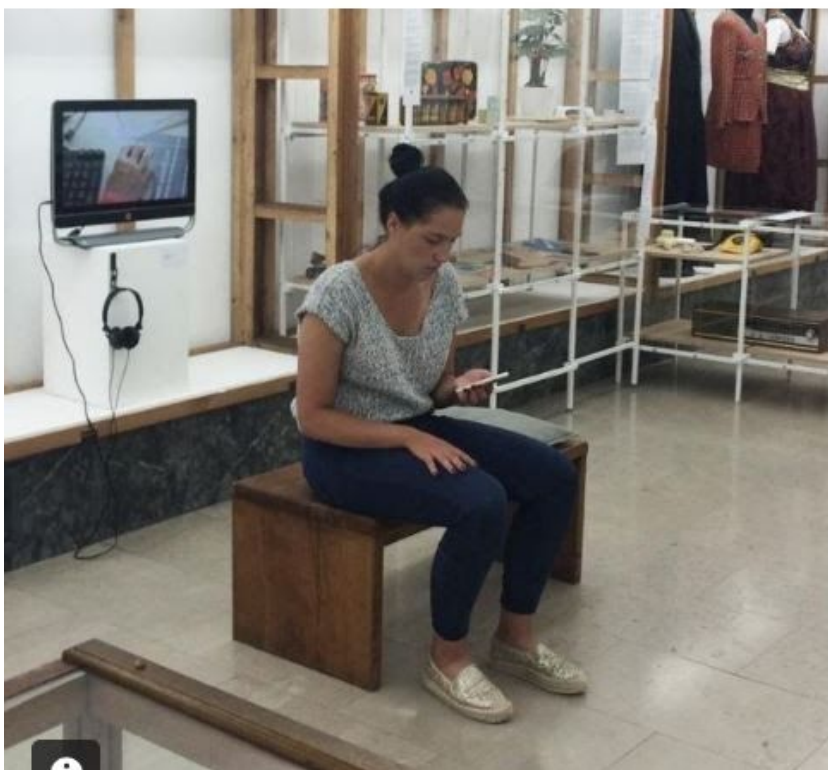
Reflections on a departed future

As part of the interaction, we presented the users with a series of poetic provocations like the one pictured here. Our goal with these was to invite a playful mindset which could trigger visitors' imagination and evoke emotions, as well as facilitate reflection. The provocations were presented as playful challenges. They would prompt participants to put themselves in a specific state of mind, using their imagination and their bodies to interact with the museum environment. These challenges ranged from the light-hearted to the more emotionally demanding.

Furthermore, for each theme the participants were presented with a question to answer. The purpose was to provoke reflections on the different topics addressed, and to link the experience at the museum with personal life outside of it. After submitting an answer, it was possible to view answers from other participants.

Stand in front of the grave or close to it. Imagine a monument growing up in front of you. Look at it as it reaches the ceiling. What does it look like? What does it feel to touch? Admire its magnificence.

[\[Go back\]](#)



The students who tested 'Monuments for a departed future' saw it as a very personal experience. They interpreted the challenges and questions as a way to make a personal and emotional connection with the historical content. One of the students described the experience as an 'historical/emotional roller-coaster'. In this way, the experience became 'bigger' – not just about learning history, but to some degree also about connecting with challenging aspects of life such as death, conflict and forgiveness. Using play and imagination was also seen as a way to 'communicate with the space' and put participants in an 'active role', as well as to challenge them to think for themselves. They saw the questions in the app both as ways to reflect and contribute, but also as concrete reminders that people have very diverse perspectives on things.

Find out more

Artcodes allow you to create digital narratives using beautiful, machine readable markers. They work in a very similar way to QR codes: they can be scanned by a smartphone to access additional exhibition content, play games, and offer a participatory, interactive experience. Because they are customisable, Artcodes can blend in and match the aesthetics of your exhibition, meaning that visitors can experience a digital narrative without the use of obstructive markers.

Unlike QR codes, Artcodes are handcrafted visual markers that can be designed, drawn and rendered. These markers are easy to draw, and can even be created by the visitors themselves to contribute their own reflections to the exhibition.

ArtCodes have been used to tell stories about musical instruments, unlock the hidden history of a railway line, transform the visitor into a factory production line worker and evoke poetic, playful experiences. To find out more about them and download the app, visit the [GIFT project website](#).

If you'd like to know more about GIFT you can hear the latest news from the project and test some of its tools at [Europeana 2019](#).

**Nicholas Jarrett**

Marketing Campaign
Manager, European
Foundation

**Kevin Bacon**

Digital Manager,
Royal Pavilion &
Museums Brighton

The GIFT project: Museums of the future tap into the GIFT app

As part of our series spotlighting [the GIFT project](#), we take a moment with the Royal Pavilion & Museums in Brighton, UK. They've spent three years working with GIFT project partners Blast Theory, helping to test the GIFT web app in a live museum setting. In this article Digital Manager Kevin Bacon shares his perspective on GIFT and museums of the future.

This article was first published on the [Brighton Museum & Art Gallery website](#) on 31 May 2019.



Why we've been testing GIFT

The best way to explain the GIFT web app is that it's like making a playlist or a mixtape for someone, except with objects from a museum instead of music tracks. Basically you can pick any object in the museum and use your smartphone to create a digital gift for someone you care about. I think it has huge potential in rethinking the way digital technology can shape a museum visit. Most visitors come to our museums with relatives, partners, friends, or as part of a group. For these people, the museum visit is clearly a social experience. Yet this is often overlooked by digital offerings in museums, which are designed for a solitary user. Audio guides speak directly into an individual's ears; interactive touchscreens can usually only be used by one person at a time. These technologies can be effective ways of providing more content to visitors, but they often rub against the grain of the social experience, resulting in a low uptake.

On the surface, GIFT does much the same: the visitor uses their mobile phone to create and share content in a solitary way. But because it is so rooted in the practice of creating and sending gifts, it can enhance the museum's social experience. A gift could be sent to a friend in another gallery of the museum, who is then encouraged to seek out the shared exhibit. It can even be shared with someone outside of the museum, so that they can enjoy their gift at home, and possibly visit the museum themselves in the future.

GIFT vs Social

You could argue that GIFT is simply replicating what social media platforms already enable. Thousands of people every year are creating and sharing photos of their museum using familiar tools such as Facebook and Instagram. Why should any museum visitor use a new application like GIFT for this purpose? There are several answers to this question, but for me there are two powerful reasons why GIFT can enable a much richer experience.

Social media channels like Twitter and Facebook are based on a model of the one speaking to the many. This changes the way people communicate. When you compose a tweet, you are likely thinking of the tens, hundreds, or thousands of followers you might have, and will shape your language accordingly (for better or worse). Whether you're showing off, being cautiously diplomatic, purposely aggressive, or conspicuously polite, the way you communicate will be inherently performative. As a result, these channels are not ideal for communicating more nuanced messages, or sharing ideas that only make sense within more intimate relationships. If you spot a painting that reminds you of a long-deceased aunt's dog, is Instagram the best place to share that with your cousin?



A 19th century study of a dog's head

Although platforms like WhatsApp and Facebook Messenger enable the sharing of rich content through private groups, these messages become part of a feed. As these feeds are often noisy, even a thoughtfully crafted message will quickly get lost on a long timeline. By turning an ephemeral message into a gift, Blast Theory's GIFT app taps into the long-established practice of museum visitors acquiring souvenirs of their experience.

Postcards of the future

GIFT reminds me of a much older form of social technology: the postcard. The development of the postcard in the early 1900s was a stepping stone to how we communicate with social media today, as they enabled rapid communication through images and short-form text. Unlike social media, however, postcards were designed for one-to-one communication, and this encouraged the use of them for more personal and intimate communications. Take this 1905 example from our collections:



A postcard from c.1905 of a hot air balloon in St Ann's Well Gardens, Brighton, England. The handwritten message reads: 'Do you remember the evening at this place. Fred's done the photo's he is going to write on the one he is going to give me, I havent seen the sweet creature lately, you see I have other fishes to fry. Nearly mid - night ta-ta. I went on the Pier with nurse Sunday we had a fine time, she introduced me to another Frank that fated name.. I will write letter later it is now 11.15 pm so bye -bye with best love (darling) Beatie x x '

Aside from enabling rapid and personalised communication, people often kept postcards, as souvenirs and mementos of places and people. That is why this postcard, and thousands of others, have ended up in our collections. (We have over 7,000 in our collections, including 1,000 that you can [view and download online](#).)

For all its speed and ease of use, digital media is not very good at providing long-lasting mementos of shared experiences. GIFT gets as close as any digital medium I have seen to recapturing what has made postcards so popular for over a century.

What's next?

We've extended the run of the GIFT web app at Brighton Museum until 6 October 2019, and the feedback received from visitors will inform the future of the app. By showing that digital technology can be used to reframe the social experience of the museum visit, and not simply provide a conduit for more content about the displays, GIFT already shows a new direction of travel. Even if it does not create the museum of the future, it may very well provide a postcard for the Instagram generation.

If you can't visit Brighton you can test the apps developed as part of GIFT and hear more about the project at Europeana 2019 this autumn. On Wednesday 27 November, members of the GIFT project will spend the day showcasing the tools - you can get involved by [booking your ticket](#) to Europeana 2019. I'll be there and will be happy to answer any questions you may have.

To find out more about the project and to download tools and apps please visit the [GIFT project](#). Plus you can [tune in here](#) for more of Kevin's perspective on GIFT.



Nicholas Jarrett

Marketing Campaign Manager, European Foundation



Paulina Rajkowska

PhD Candidate in Human-Computer Interaction, Uppsala University

The GIFT Project: Introducing personal objects to the museum space through 'Your Stories'

For the 4th article of our [GIFT series](#), we invited GIFT project member Paulina Rajkowska, lecturer at Uppsala University in the Department of Informatics and Media, to share her experience working on *Your Stories*, a museum experience that introduces personal objects into museum spaces. Developed together with the newly reopened National Museum of Serbia, *Your Stories* is a co-created experience between the museum and the visitor.



National Museum of Serbia

Located in Belgrade, the museum has had a tumultuous history. It remained closed for 15 years due to renovations and organisational changes. Since its grand reopening in summer 2018, the museum has joined forces with GIFT consortium members NextGame, a Belgrade-based company specialising in playful projects and digital advertising, to develop digital solutions to modernise the exhibition of its eclectic collection of local archaeological findings, natural history and fine art.

Creating *Your Stories*

The experience was created over a 6-month period, involving close collaboration between museum employees and NextGame. The first step of the process included a public call inviting visitors to come to the museum with objects that they considered meaningful. A total of 25 visitors brought a variety of items such as clothing, military mementos, children's toys and much more. Each piece was carefully 3D-scanned and visitors shared their personal stories about why their specific item should be immortalised in the museum.

Incorporating visitor content in the museum

After the first stage, museum curators and NextGame spent months carefully matching the digitally scanned items to the physical artefacts on display in the museum. The idea behind *Your Stories* was to show the everyday, human part of history. While the artefacts in display cases may seem distant and belonging to an era which we can't relate to, at the same time they tell the story of our ancestors who perhaps weren't as different from us as we think. Creating a narrative connecting the past and the present was the most important part of the process. For example, an exhibit on children's toys dating from early human history was matched with a cosy toy added to the collection by one of the visitors - the favourite possession of their own child. It illustrated how everything we now treat as cultural heritage has once belonged to someone and has been a part of their lives, just as everyday objects that are meaningful to us now may one day become history themselves to our grandchildren.

Using the ARTcodes app

The experience is enabled through the [ARTcodes technology](#) introduced by my colleagues in previous articles about the [GIFT project](#). ARTcodes are an artistic and creative way of tagging digital content, which can then be explored via an app. Every scanned object has been assigned a custom-made artcode, which upon scanning via smartphone leads visitors to the digital 3D model of the personal object as well as the short story of the person who brought it in. The simplicity and aesthetic value of ARTcodes were a good match to the needs of the curators, since introducing them to museum spaces is a highly customisable process and doesn't disrupt the experience of visitors who prefer not to use technology during their stay. It was an important consideration based on experiences within the GIFT project, which highlighted how vital it is to give the museum staff agency and control, as well as to include them closely in the development process.

The ARTcodes application has been successfully launched and tested, and *Your Stories* remains an ongoing part of the museum's permanent exhibition. The results are in line with the strategic goals of the museum: the development process as well as the experience itself has helped curators show the collection in a new light while allowing visitors a more meaningful interaction with the objects. As expressed by one of museum managers, '*Your Stories* provokes (the audience) to have their own opinion. We want to develop the audience to be active, not just passive visitors who receive our stories, but to motivate them to communicate, and to have their own attitude, impressions, emotions and way of thinking.'

If you would like to know more, you can visit the museum to test it yourself or [check out the website](#).

Find out more

To read more about how the GIFT project is giving museum visitors a chance to engage more deeply with collections through a variety of tools, check out the other articles in our [GIFT news series](#). If you'd like to hear more about the research underpinning them and the project so far - and to test out the tools firsthand [book your ticket to Europeana 2019](#) and attend the GIFT sessions on 27 November 2019.

**Nicholas Jarrett**

Marketing Campaign
Manager, European
Foundation

The GIFT Project: Give and take in the museum experience

In our final article of our [GIFT series](#) we interview one of the GIFT consortium project leads, Bogdan Spanjevic. As General Manager of NextGame, a Belgrade-based company specialising in playful projects and digital advertising, Bogdan talks with us about how appropriation models have been tested, adapted and played with as part of GIFT, and how the museum has been brought to cinema audiences via their #OneMinuteMuseum initiative.



How did you become involved with the GIFT project?

Seven years ago, Anders Sundnes Løvlie, now Principal Investigator of the GIFT project, and I participated in the making of Random Friends, a hybrid street game, that was played simultaneously in Trondheim, Norway, and Belgrade, Serbia. It was a game about two countries in Northern and Southern Europe that do not belong to the European Union. So the first contact between Anders and me was as game designers.

Random Friends was a so-called 'critical game' that explored our attitudes and understanding of the European Union from an external perspective. Several years later, Anders invited me to join the GIFT consortium and here we are – participating together in the EU H2020 project GIFT, this time from a different perspective. I find this is quite a symbolic circle – where the EU acts either as a conceptual or administrative frame for our research.

Can you tell me a little about 'appropriation' and how it has impacted your work?

Readers of the other articles [in this series](#) will be familiar with how the [GIFT app](#) is based on the creative use of gifting, i.e., giving... However, we've also been working on projects based on taking. By 'taking' I mean – appropriation, as a method of personalisation and transformation of artworks. What do we take with us from a museum visit? Is a museum object confined to a museum or exhibition context forever, or can it be decontextualised and made 'mine' by personalising it? Can it be 'mine' in a much deeper and more profound sense than the concept of material and legal ownership? When considering appropriation we tend to raise many questions... and so are trying to provide some answers.

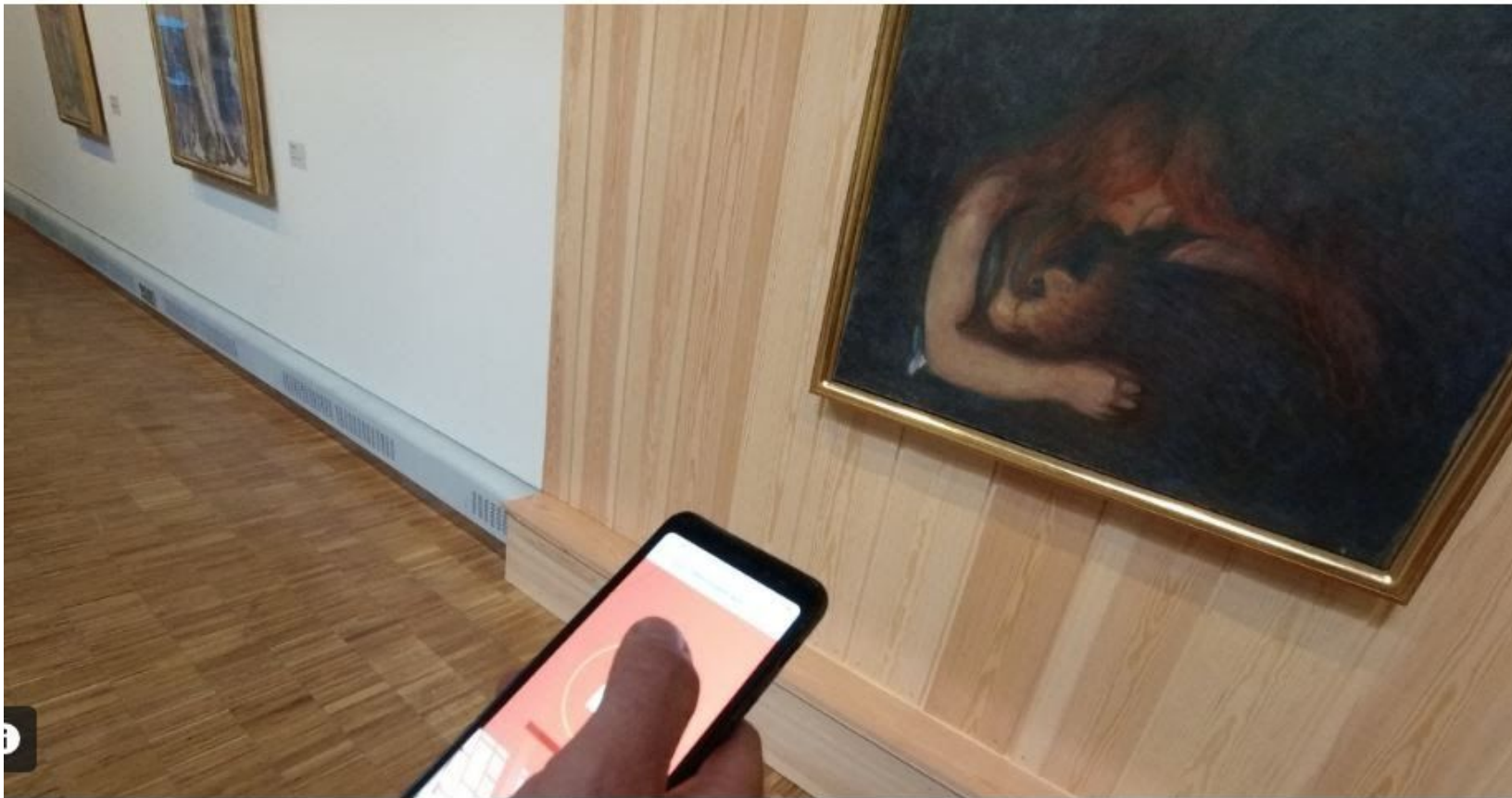
Unlike well-known appropriation models where artists re-use existing objects and materials to create new artwork, we have focused on appropriation carried out by visitors. We have tested different personalisation methods and techniques to make a museum visit a strong emotional experience, where museum objects are perceived as something that belongs to our personal and intimate emotional space. In this sense appropriation is not understood as an artistic method or cultural policy but as an approach that connects our emotions and experiences with the museum exhibition. We developed a special museum web application called Sensitive Pictures to enable visitors to establish such connections.

Sensitive Pictures creates an intimate emotional museum experience by leading visitors on a journey through their personal memories, hopes and thoughts. Using the app, visitors choose which emotions they would like to explore... (e.g. love, passion, nostalgia, etc.). Each emotion is connected to a different museum object and evoked by specially-designed audio content to connect museum stories with personal memories. During the experience, visitors think about their feelings and try to understand and describe them. As a result, each visitor takes their own private path through a museum collection based on their emotions, perceiving museum objects as milestones in the personal journey. Sensitive Pictures highlights the uniqueness of our encounters with art, which are subject to our own experiences, knowledge and emotions.

We also brought an educational aspect to Sensitive Pictures by providing experts' insights about every museum object. This part of the app is also designed to fit into the emotional context of the whole experience.

Where can we experience Sensitive Pictures for ourselves?

We are currently testing Sensitive Pictures in the [Munch Museum, Oslo](#). The Munch Museum is a perfect lab environment for this kind of research – dedicated to the oeuvre of a man who thought that his paintings were the equivalent of diary pages, making them extremely personal and thus universal. Additionally, the museum was open to initiatives, research and learning about new methods of visitors' engagement - which has been very important in the development of this experiment.



Testing Sensitive Pictures at the Munch Museum in Oslo

Nottingham University's Mixed Reality Lab has developed a special emotion-detection prototype that uses a camera to analyse facial expressions and link them with corresponding emotions. As a final part of the Sensitive Pictures experience, visitors are invited to have a conversation with an avatar of Edvard Munch. First test results show that many visitors perceive this part of the experience as the most exciting - being faced with Edvard Munch who, just as any of us would during our everyday conversations and meetings, tries to understand what the person he is talking to is feeling during the conversation. Each visitor receives a small personal gift after the experience based on their unique emotional feedback. Participants can then judge for themselves whether a computer is able to understand human emotions.



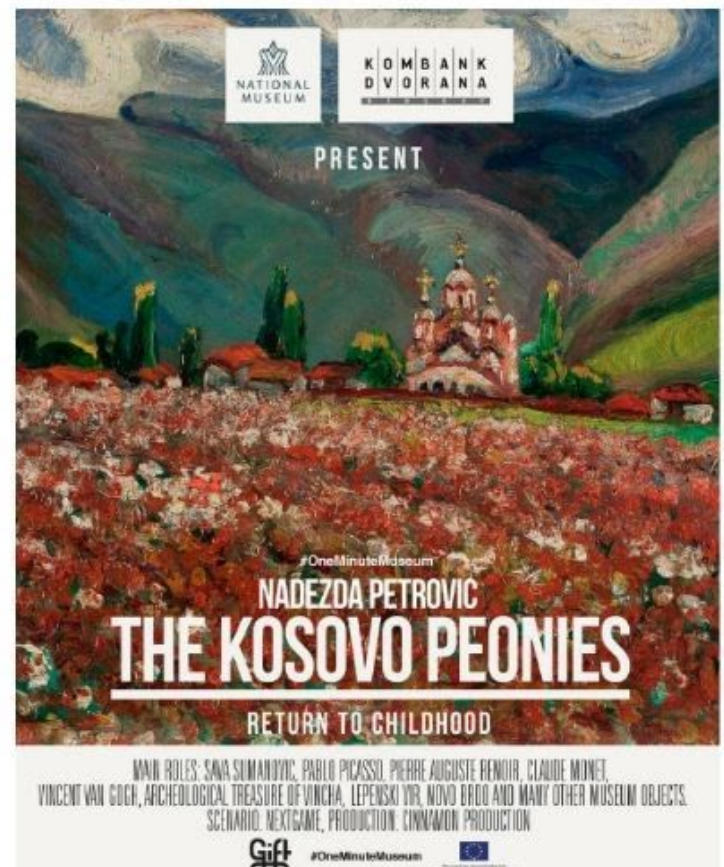
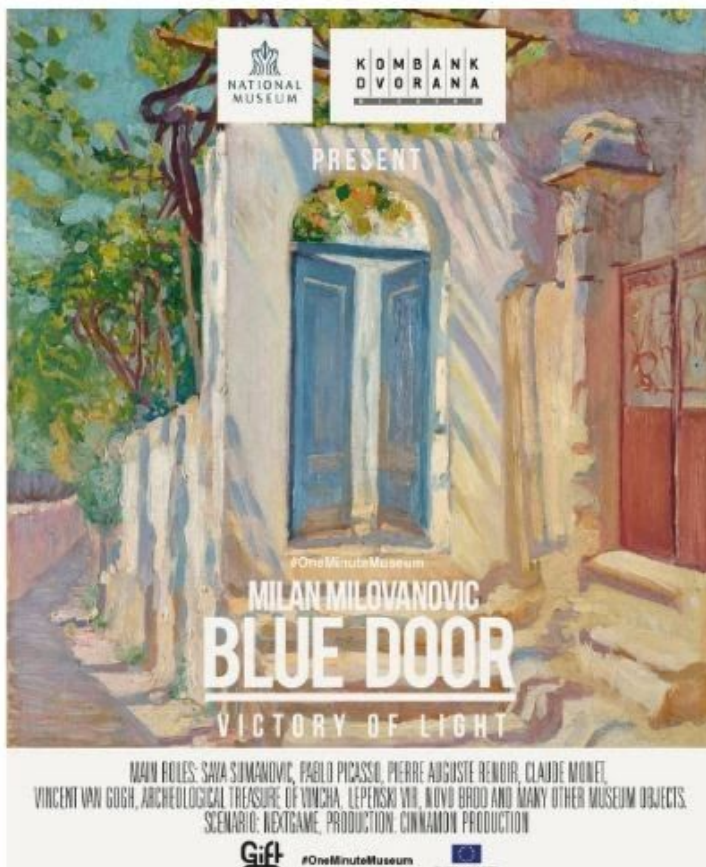
What are the next steps for this project and are there any ways people working in museums can get involved?

Each component of the Sensitive Pictures project could be adapted to other museums and cultural heritage institutions. We have also developed a universal storytelling application that can be used for simple creation of stories in any museum. So with several strong storytelling tools to choose from, we welcome and invite museum professionals to get involved and discover how to apply them in their own institutions. We're happy to share our experience and knowledge with people who work in museums as well as with culture lovers who are curious and willing to participate in a unique emotional adventure.

You've also taken some of the appropriation theory and tested it in an environment away from the museum. Can you describe this process?

In December 2018, we contacted the National Museum of Serbia and one of the biggest cinema halls in Belgrade – Kombank Dvorana. Together we created a special cinema experience based on our findings from tests with the Munch Museum and the Museum of Yugoslavia. We made four 60-second movies called #OneMinuteMuseum – a unique cinema advertising format shown on screen before the feature film, each dedicated to one piece from the collection of the National Museum of Serbia to promote national art heritage.

Each movie aimed to take viewers on a completely personal journey through their hopes and fears, by using stories about museum objects as movie trailers that were played at the end of the cinema advertising block before the main movie. They were a complete surprise for the first-time viewers. Played in six halls of a large cinema complex, they were seen by almost 50,000 visitors during the first few months.



How do you see this kind of technology connecting various art forms in the future?

The National Museum had a vision and a modern strategic approach to engage and expand their audience through new and innovative channels. And Kombat Dvorana was eager to join forces with the National Museum to promote culture. Therefore it was a win-win situation. It's very important to create partnerships that open new communication channels, so it's not just about technology - it's about mutual understanding and partnership. Technology comes after that.

The #OneMinuteMuseum project is a highly evocative and persuasive guided fantasy that takes viewers on a journey through their imagination. With an educational part as well, it strikes a good balance between emotion and information. Although we've really just begun working with this format, it's obvious that the possibilities are literally endless. By connecting museums and cinemas (and television and other media), and making strong emotional, poetic experiences inspired by museum objects, we're able to produce a very special kind of content with great media potential. That potential is still to be explored and developed, which is an extremely exciting opportunity for us.

GIFT @ Europeana 2019

Bogdan will be joining other members of the [GIFT project](#) at Europeana 2019 and you can hear all about the project so far, the research underpinning it and test some of the tools yourself at GIFT @ Europeana 2019. [Book your ticket](#) and select GIFT @ Europeana 2019 to guarantee your seat.

BLOG: HOW WE CREATED GIFT – MAKING NOISE IN MUSEUMS

October 2019

By [Nick Tandavanitj](#)



Stepping into the main gallery at [Brighton Museum](#) is like entering an oasis of calm.

Couples talk in low voices as they pull open drawers and peer into cabinets. Teenagers whisper to their classmates to ask what they're supposed to do here. Grandparents distract children with centuries worth of artefacts from the museum's peculiar assembly of objects and paintings.

The challenge of Gift – how to use the idea of 'virtual museums' to extend the reach of museum collections – started with understanding some of the value that visitors find in coming to spaces like Brighton Museum. And some of the issues.

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Kevin Bacon, Digital Manager at Brighton Museum, observes that whereas some digital projects envision *adding* to the museum experience, the issue for many visitors is already: 'too much content'. In the context of a daily tide of app notifications and digital updates, one argument for the appeal of museums is the potential they offer for quiet focus; away from the attention seeking swell of people's phones.

'Selfie' aware exhibits and even entire museums that set out to provide photogenic Instagram backdrops have become increasingly popular. In contrast, Gift was inspired by the research work of Leslie Fosh at the University of Nottingham. Fosh explored the more private practice of making personalised gifts for loved ones, and how this could transform the experience of visiting a gallery. Fosh experimented with a process of personally guiding visitors around a gallery; working with each visitor to combine music, instructions and text to create a highly personal interpretation of the exhibition for them to give to a friend or loved one.

Gift takes this model of focusing on the personal and attempts to translate this care and attention to the act of creating an experience to your phone; setting a steady pace, and guiding your attention.

In this shift to the personal, visitors are given a license to dispense with the unspoken orthodoxy of museums as sites of self-improvement; where the feeling that we should be learning something can overwhelm us with where to begin. Instead, Gift introduces a mission which is much closer to home; inviting visitors to ask of the artefacts: "Would this object be interesting to someone I love?"

Ironically, we've found that this focus on the personal can lead to a deeper relationship with the objects that *are* chosen. And even with ones that aren't. One person testing a prototype of the app apologised for not creating a gift, having spent their time reading all the labels on the displays and reflecting on their relevance to the person they'd chosen.

Making Gift and seeing people use it at Brighton Museum has been a pleasure this year. We hope you have a chance to enjoy it too.

Gift is showing at the [Munch Museum in Oslo until March 2020](#) and is available to present. [Read more about the project here.](#)

Olesen, A. R., Mortensen, C. H. and Thorek, J. 2019: "Hvordan styrker vi museets digitale arbejdskultur?" in Danske Museer, no. 5, vol 32, 2019.



Danish Museums No. 5, 2019

DKK 75.00 incl. VAT, incl. postage

The Danish Museums magazine is aimed at anyone who wants to keep up to date with the Danish museum world. It covers art, cultural and natural history museums throughout the country, and the topics range widely from cultural policy, teaching, dissemination and conservation to research and the digital field.

- 1 + ADD TO CART

Article number (SKU): 006
Category: Latest issues

Description

Description

This year's special issue is about social media and has been edited in collaboration with MID (Museum intermediaries in Denmark).

APPENDIX 8

Europeana Pro Op-ed planning

GIFT EDITORIAL

Europeana is a partner of GIFT and is coordinating activities on the communication and dissemination work package. Based on discussions with the GIFT project team Nick Jarrett agreed with the Europeana Comms team that he will provide a list of potential Op-ed pieces for them to review and agree to publish any that fit with a specific pro news theme. These suggested articles are listed below.

Introduction to GIFT

GIFT is a Horizon2020 project. The wider aims of GIFT are to research and design free and open-source tools to:

1. Give visitors to museums the means to tell their own stories.
2. Enable museums to enhance visitor experiences.
3. Use gifting and play to open up new ways to engage visitors to collections.

There is a project website where people can download tools and read case studies:

<https://gift.itu.dk/>

I have discussed potential pieces for editorial related to GIFT with the project lead, Anders Sundnes Løvlie, IT University of Copenhagen, Denmark. We have suggested the following as possible op-ed pieces, to be either written by members of the GIFT project and edited by Europeana or to be conducted as interviews. We'd be open to suggestions

1. Introduction to GIFT project by Anders Sundnes Løvlie, IT University of Copenhagen, Denmark (asun@itu.dk)

[Article brief](#)

This piece, aimed at museum professionals looking for innovative ways to engage visitors with your collections, and stakeholders in the commission and beyond could explain what GIFT is, talk about the cutting-edge research behind the project, some of the tools developed so far and talk about the wider aims of the project and what we'd like from museum professionals interested

Article received:

https://docs.google.com/document/d/1IVBvFhm-Dky6OhMr1i_9BioNt7yKNJ2O3-rwacBjO3I/edit?ts=5d14acfc#heading=h.gjdgxs

2. Karin Ryding, IT University of Copenhagen, Denmark - Museum of Yugoslavia 'Monuments for a departed future' - case study:

<https://mw18.mwconf.org/paper/monuments-for-a-departed-future-designing-for-critical-engagement-with-an-ideologically-contested-museum-collection/>

[Article brief and questions](#)

This piece would be a case study on one of the projects in GIFT. This test used art codes to bring large objects that couldn't physically be in the museum into the museum. This interactive experience allowed visitors to reflect on the significance of monuments within the context of the museum. Again, it would be aimed at innovators in museums and wider stakeholders

Article received:

https://docs.google.com/document/d/1o4pB_g9EqaGXViMx6zOPxSRogE2e9AVR7k-VY3LIsQA/edit?usp=sharing

3. Blast Theory - case study - GIFT

[Brief](#)

<https://vimeo.com/298647523/8679ad1d99>

This piece would be a case study on either overview of your involvement in GIFT, an introduction to the 3rd prototype of GIFT (your work to date, reasons behind the decisions in redeveloping it and next steps) or about the two public presentations happening in 2019. This project uses 'gifting' to enhance the visitor experience for both those in the museum and friends/family who can't. Interactive experiences allow visitors to curate museum experiences for others. Again, it would be aimed at innovators in museums and wider stakeholders

Article received (needs editing for Pro):

<https://brightonmuseums.org.uk/discover/2019/05/31/gift-at-brighton-museum-have-blast-theory-created-the-future-of-museums/>

4. Bogdan Spanjevic, #ONEMINUTEMUSEUM - Case Study

[Article brief and questions](#)

This piece would be a case study on one of the projects in GIFT. This was a joint test between museum and movie theatre that used and promoted art pieces outside of the museum. #OneMinuteMuseum is a short video played before main features in the cinema. It is an audio/visual fantasy that takes viewers on a personal and emotional journey into the painting, bringing it to life and transforming it into a personal experience. This was the first time that such visual form has been made about museum objects and played in cinema - as a combination of movie trailer and innovative art form. Again, it would be aimed at innovators in museums and wider stakeholders

5. Paulina Rajkowska, Uppsala University - Your stories - case study

[Article brief and questions](#)

This piece would be a case study on one of the projects in GIFT. This test used emotion detectors to tell stories to visitors and tailor their experience depending on emotions the visitors displayed. This interactive experience focuses the visitor on the artwork and encourages them to examine how it makes them feel. Again, it would be aimed at innovators in museums and wider stakeholders.

APPENDIX 9

Promotion of GIFT @ Europeana 2019



Nicholas Jarrett

Marketing Campaign
Manager, Europeana
Foundation

Explore hybrid museum experiences at Europeana 2019

As our upcoming Lisbon event Europeana 2019 draws closer, we are excited to announce the first of our pre-conference activities.



Blast Theory GIFT app

On Wednesday 27 November from 10:00 to 15:00 you can hear the latest news from the [GIFT project](#) and test out some of their engaging tools firsthand in the National Library of Portugal.

What is GIFT?

GIFT is a cross-disciplinary collaboration between museums, artists and researchers to develop designs that enhance visitor experiences. Working closely with museums and their public, GIFT has been creating tools that facilitate interactive experiences in the museum. By merging the digital and the physical, these hybrid museum experiences provide innovative ways for you to engage the public with your collections.

At GIFT @ Europeana 2019 you will have the opportunity to be among the first lucky few to test out the tools that have been designed. The technology is open source, therefore free to use and adapt to your needs.

Attend GIFT @ Europeana 2019 and find out how you can give your visitors the tools to engage more, make it personal, create shared experiences through play, tell their own stories and turn their experiences into digital gifts.

Who is involved in GIFT?

GIFT project partners include Universities at the cutting edge of research and some creative companies at the forefront of innovation. The project partners include the MAD Art and Design Research Group at IT University of Copenhagen, the Mixed Reality Laboratory at University of Nottingham, The Department of Informatics and Media at Uppsala University and Blast Theory, NextGame and Culture24. GIFT has also worked with some leading museums in Europe and the US to ground new technology-mediated experiences in real museum contexts, adapting to the needs of museums and visitors. You can find out more about all of the partners and participants on the [GIFT website](#).

Signing up early is recommended

Early-bird tickets for Europeana 2019 are selling fast, so [book yours today](#) and select 'GIFT @ Europeana 2019' when prompted. During the day, you will learn more about GIFT, be able to use the tools in a live setting and hear from an expert panel about how design research can benefit museums in practice.

Keep an eye out on Europeana Pro and our [Twitter](#) for details of other pre-conference activities. And later this month, look out for a series of Pro News articles showcasing some of the work undertaken so far as part of GIFT.



Europeana 
@Europeanaeu



As our upcoming event [#Europeana2019](#) draws closer, we are excited to announce the first of our pre-conference activities. On Wednesday 27/11 from 10:00 to 15:00 you can hear the latest news from the [@GIFT_itu](#) and test out some of their engaging tools bit.ly/2YrNXyB



1:20 PM · Jul 2, 2019 · [Twitter Web Client](#)

11 Retweets 10 Likes



85



Nicholas Jarrett

Marketing Campaign
Manager, Europeana
Foundation

Livestreaming Europeana 2019

If you missed out on tickets to Europeana 2019, don't fear! We've got your back by introducing livestreaming of a Europeana event for the very first time. Read on to find out how you can keep up with Europeana 2019 from the comfort of your own home.



With Europeana 2019 selling out over 2 months before the conference and a long waiting list, we've been investigating ways to make sure that everyone who is interested in Europeana 2019 can take part.

We've teamed up with Portuguese audiovisual production company [Colorama](#) to bring Europeana 2019 to your computer. We will be livestreaming all three days of Europeana 2019, including the GIFT pre-conference on Wednesday 27 November - with every session in the main auditorium covered. Our sessions will be interactive, and those joining via livestream will be able to ask questions and get involved, wherever you are.

In order to follow Europeana 2019 via livestreaming you will need to sign up to our livestreaming platform. We're still finalising the details for this, but in the meantime you can register your interest for this and our 2020 event by [completing this short form](#). We'll then be in touch about the practical details ahead of the day. Please do share this within your networks, it's free and a great opportunity to get a flavour of a Europeana conference and the inspiring speakers, topics and sessions on offer.

[Explore the Livestreaming Programme](#)



Dear <<First Name>>,

Thank you again for registering your interest in Europeana 2019. We're just over 4 months away now and getting very excited. If you have already purchased a ticket, we can't wait to see you in Lisbon and read on for our first programme announcements. If you haven't yet, we only have 10 early-bird tickets remaining, so book now to benefit from the discounted price of €175.

Introducing our first keynote speaker

Meet [Professor Frédéric Kaplan](#), digital time traveller extraordinaire. Frédéric will invite you to take a journey through time with him by learning about the Time Machine project, how it relates to the Europeana Initiative and how you can benefit from it.

GIFT @ Europeana 2019

Our first pre-conference activity allows you to [explore hybrid museum experiences](#). GIFT is a cross-disciplinary collaboration between museums, artists and researchers to develop designs that enhance visitor experiences and at Europeana 2019 you can find out more and test some of free and open source tools they have developed.



Dear <<First Name>>,

Europeana 2019 sold out in record time and since then we have been investigating ways so that everyone who wants to experience the conference can.

We're delighted to announce you can follow all of the events in the main auditorium, from the GIFT Pre-conference right up to the end of the conference via our free live stream.

There is a different link for each day, with no sign-up required.

Wednesday 27 November from 11AM (CET)
<https://youtu.be/KktelA8sYb4>

Thursday 28 November from 10AM (CET)
<https://youtu.be/r9-QHb7hkps>

Friday 29 November from 10.20AM (CET)
<https://youtu.be/l2Tct2cgitE>

Follow via #Europeana2019 on twitter and please do share the stream with anyone you think might be interested. You can check out the [programme for our live stream](#).

If you were fortunate to get a ticket we can't wait to see you in Lisbon, if you missed out - we hope to see you virtually!

APPENDIX 10 - GIFT conference Portugal research

Museum	Location	Website	Contact	Contact email address	Contacted	Comments
Calouste Gulbenkian Museum	Lisbon	https://gulbenkian.pt/mus	Contact form		YES	
Museu Coleção Berardo	Lisbon	https://en.museuberardo	Tiago Bueso		YES	
National Coach Museum	Lisbon	http://museudoscoches.com	Silvana Bessone Teresa Abreu		YES	
Museu Nacional do Azulejo	Lisbon	http://www.museudoazulejo.pt			YES	
Museu Nacional de Arte Antiga	Lisbon	http://museudearteantiga.pt	Rui André Alves Trindade Alexandra Markl Maria João Vilhena Anísio Franco Maria da Conceição Borges de Sousa Luísa Penalva Joaquim Oliveira Caetano Ana Kol		YES	
Museum of Art, Architecture and Technology	Lisbon	https://www.maat.pt/en/pt			YES	
Museu de Marinha	Lisbon	https://ccm.marinha.pt/pt			YES	
Museum of the Orient	Lisbon	http://www.museudoorient.pt			YES	
National Museum of Contemporary Art	Lisbon	http://www.museuarteco.pt	Emília Ferreira Rita Sá Marques		YES	
Museu do Fado	Lisbon	http://www.museudofado.pt			YES	
Castelo de S. Jorge	Lisbon	https://castelodesaojorge.pt			YES	
Museu Do Design E Da Moda	Lisbon	http://www.mude.pt/			YES	
Cadeia do Aljube	Lisbon	https://www.museudoaljube.pt			YES	
Museu da Marioneta	Lisbon	https://www.museudamaria.pt	Maria José Machado Santos Maria Carrelhas Joana Amaral		YES	
Medeiros e almeida	Lisbon	http://www.casa-museu.com			YES	
National Museum of Natural History and Science, Lisbon	Lisbon	https://www.ulisboa.pt/en			YES	
Museu Nacional de Arqueologia	Lisbon	http://www.museunacion.com			YES	
Money Museum Lisbon	Lisbon	https://www.museudodinheiro.pt			YES	
Carris Museum	Lisbon	http://museu.carris.pt/en			YES	
Museu de Arte Popular	Lisbon	https://museuartepopular.pt			YES	
Fundação Ricardo do Espírito Santo Silva	Lisbon	http://www.fress.pt/			YES	
Carmo Archaeological Museum	Lisbon	http://www.museuarqueologico.pt			YES	
Pavilhão do Conhecimento	Lisbon	https://www.pavconhecimentos.pt	Contact form		YES	
Museum Benfica Cosme Damião	Lisbon	https://museubenfica.slb.pt			YES	
Lisbon Military Museum	Lisbon	http://www.exercito.pt/pt			YES	
Foundation Amália Rodrigues	Lisbon	http://amaliarodrigues.pt			YES	

APPENDIX 10 - GIFT conference Portugal research

Carmo Convent	Lisbon	http://www.museuarquec		YES	
Museum of Lisbon / Palace Pimenta	Lisbon	http://www.museudelisbo		YES	
Rafael Bordalo Pinheiro Museum	Lisbon	https://museubordalopin		YES	
Palace of Ajuda	Lisbon	http://www.palacioajuda		YES	
Árpád Szenes-Vieira da Silva Foundation	Lisbon	http://fasvs.pt/	Marina Bairrão Ruivo Director and Curator Sandra Quintas Secretariat	YES	
Roman Theater of Lisbon	Lisbon	http://www.museudelisbo	Lídia Fernandes	YES	
Casa-Museu Dr. Anastácio Gonçalves	Lisbon	http://www.patrimoniocul	Ana Mantua	YES	
Museu de Lisboa – Santo António	Lisbon	http://www.museudelisbo	Pedro Teotónio Pereira	YES	
National Museum of Ethnology	Lisbon	https://mnetnologia.word	Paulo Ferreira da Costa	YES	
Belém Palace	Lisbon	http://www.museu.presid	Maria Antónia Pinto de Matos	YES	
Pharmacy Museum	Lisbon	https://www.museudafar		YES	
Museu da Água	Lisbon	https://www.epal.pt/EPA		YES	
Costume Museum	Lisbon	http://www.museudotraje		YES	
Atelier-Museu Júlio Pomar	Lisbon	https://www.ateliermuseu		YES	
Museu de São Roque	Lisbon	http://mais.scml.pt/muse		YES	
Planetário Calouste Gulbenkian	Lisbon	https://ccm.marinha.pt/pt		YES	
National Theatre and Dance Museum	Lisbon	http://www.museudoteat	José Carlos Alvarez Isabel Cartaxo	YES	
Museu Nacional da Música	Lisbon	http://www.museunacion		YES	
Palácio dos Marqueses da Fronteira	Lisbon	https://fronteira-alorna.pt		YES	
National Museum Machado de Castro	Coimbra	http://www.museumacha		YES	
Museu da Ciência da Universidade de Coimbra	Coimbra	http://www.museudacien		YES	
Museu Academico	Coimbra	https://www.visitportugal		YES	Email not valid
Monastery of Santa Clara-a-Velha	Coimbra	https://www.culturacentro		YES	
Santa Casa da Misericórdia de Coimbra	Coimbra	http://www.misericordiac		YES	
Casa-Museu Bissaya Barreto	Coimbra	http://www.cmbb.pt/		YES	
Exploratory - Coimbra Live Science Center	Coimbra	http://www.exploratorio.p		YES	
Academic Prison	Coimbra	http://visit.uc.pt/biblioteca		YES	
PO,RO,S - Portugal Roman Museum in Sicó	Coimbra	https://www.poros.pt/		YES	
Museu Monográfico de Conimbriga	Coimbra	http://www.conimbriga.g		YES	Email not valid
Sister Lúcia's Memorial Coimbra	Coimbra	https://www.lucia.pt/mus		YES	
Casa-Museu Miguel Torga Coimbra	Coimbra	http://www.turismodecoir		YES	
Museo del Agua	Coimbra	https://www.turismoenpc		YES	Email not valid
Casa Museu Fernando Namora	Coimbra	http://www.apcm.pt/casa		YES	
National Museum of Science and Technology Coimbra	Coimbra	http://www.museudacien		YES	
Núcleo da Cidade Muralhada Coimbra	Coimbra	http://www.rotadabairrad		YES	
Museu Botânico (Museu de História Natural)	Coimbra	http://www1.ci.uc.pt/mus		YES	Email not valid
Casa Roque Gameiro	Amadora	http://www.cm-amadora		YES	

APPENDIX 10 - GIFT conference Portugal research

Núcleo Museográfico do Casal da Falagueira - Núcleo Sede	Amadora	http://www.cm-amadora		YES	
Núcleo Monográfico da Necrópole de Carenque	Amadora	http://www.cm-amadora		YES	
Museum of Archeology and Ethnography of the District of Setúbal	Setubal	http://maeds.amrs.pt/ind		YES	
Museu do Trabalho Michel Giacometti	Setubal	http://www.patrimoniocul		YES	
Museu de Setúbal / Convento de Jesus	Setubal	http://www.mun-setubal		YES	
Casa da Baía de Setubal	Setubal	https://www.facebook.co		YES	
Soares dos Reis National Museum	Porto	http://www.museusoares		YES	
Serralves	Porto	https://www.serralves.pt/		YES	
Quinta da Macieirinha romantic museum	Porto	http://www.cm-porto.pt/c		YES	
Porto Tram Museum	Porto	https://www.museudocar		YES	
Museu da Misericórdia do Porto	Porto	http://www.mmipo.pt/		YES	
FC Porto Museum	Porto	https://www.fcporto.pt/er		YES	
Casa do Infante	Porto	http://www.cm-porto.pt/c		YES	
World of Discoveries	Porto	https://www.worldofdisc		YES	Email not valid
Museu Militar do Porto	Porto	http://www.patrimoniocul		YES	
Portuguese Centre of Photography	Porto	http://cpf.pt/		YES	
Church of São Francisco	Porto	http://ordemsaofrancisco		YES	
Natural History Museum Porto	Porto			YES	Email not valid
Port Wine Museum	Porto	http://www.visitporto.trav		YES	
Museu Nacional da Imprensa	Porto	http://www.museudaimpr		YES	
Casa-Museu Teixeira Lopes	Porto	http://www.gaianima.pt/		YES	Email not valid
Museu da Quinta de Santiago Leça da Palmeira	Porto	https://www.cm-matosinf		YES	
Casa-Museu Marta Ortigão Sampaio	Porto	http://www.cm-porto.pt/c		YES	
Casa-Museu Guerra Junqueiro	Porto	http://www.patrimoniocul		YES	
Museu de Marionetas do Porto	Porto	https://marionetasdoport		YES	
Pavilhão da Água	Porto	https://pavilhaodaagua.p		YES	
Museum of Transport and Communication	Porto	https://www.amtc.pt/		YES	
Casa-oficina António Carneiro	Porto	http://www.cm-porto.pt/c		YES	
Centro Interpretativo do Património da Afurada	Porto	https://www.parquebiolo		YES	
galeria da biodiversidade	Porto	https://mhnc.up.pt/galeri		YES	Responded and shared
Sea Life Porto	Porto	https://www.visitsealife.c		YES	
Arqueossítio da Rua de Dom Hugo	Porto	http://www.cm-porto.pt/c		YES	
FERNANDO DE CASTRO HOUSE MUSEUM	Porto	http://www.museusoares		YES	
Bank of Materials	Porto	http://www.cm-porto.pt/c		YES	
Casa Museu Abel Salazar	Porto	http://casamuseuabelsal		YES	
Planetário do Porto	Porto	http://www.planetario.up		YES	
Dr. António Cupertino de Miranda Foundation Porto	Porto	http://www.facm.pt/facm/		YES	

APPENDIX 10 - GIFT conference Portugal research

Galeria Municipal	Porto	https://www.cm-matosinf			YES	
Palacio das artes	Porto	http://www.fjuventude.pt			YES	
Museu de Jazigos Minerais Portugueses São Mamede de Infesta	Porto	http://www.roteirodemina			YES	
House Malta - Mining Museum Fânzeres e São Pedro da Cova	Porto	http://www.fanzeres-sao			YES	
Infante's House	Porto	http://www.cm-porto.pt/c			YES	
General and Historical Archive	Porto	http://www.cm-porto.pt/c			YES	

Hi,

I work at Europeana, Europe's digital cultural heritage platform and wondered if you would be willing to share with your staff some free workshops that are happening in Lisbon in November and may be of interest to them?

As part of Europeana 2019 <https://pro.europeana.eu/page/europeana-2019> we are offering 5 free pre-conference workshops on Wednesday 27 November at the National Library of Portugal. These workshops cover innovation in museums and galleries, education and cultural heritage for museum educators, research and tech.

Of particular interest to your staff might be the GIFT session where you will find out how you can give your visitors the tools to engage more when they visit by making their visit more personal, creating shared experiences through play, telling their own stories and turning their experiences into digital gifts for friends. The technology is open source, therefore free to use and adapt to your needs.

You can book your place at these free workshops here: <https://www.eventbrite.co.uk/e/europeana-2019-pre-conference-workshops-tickets-69266930253>

Thanks for your time, I hope to see you in the National Library in November

Nick

Olá,

Eu trabalho na Europeana, a plataforma digital europeia para o património cultural, e gostaria de saber se gostaria de partilhar com os seus colegas alguns workshops gratuitos que estamos a organizar em Lisboa em Novembro e que poderão ser de interesse para eles.

Como parte integrante da Europeana 2019 <https://pro.europeana.eu/page/europeana-2019> estamos a oferecer 5 workshops pré-conferência gratuitos na quarta-feira 27 de Novembro na Biblioteca Nacional de Portugal. Estes workshops abordam inovação em museus e galerias, diferentes maneiras que instituições de património cultural e educadores nos museus podem usar originais digitalizados no ensino de história, pesquisa e património cultural, e tecnologia no património cultural.

De particular interesse para a sua equipa, poderá ser a sessão GIFT onde vai ver como pode dar aos seus visitantes as ferramentas para criar mais envolvimento ao tornar a sua visita mais pessoal, criando experiências partilhadas através de actividades, contando as suas próprias histórias e transformar as suas experiências em gifts digitais para amigos. A tecnologia é open source, e por tal livre para usar e adaptar as suas necessidades.

Os lugares são limitados por isso aconselhamos a reservar lugar para estes workshops gratuitos brevemente. <https://www.eventbrite.co.uk/e/europeana-2019-pre-conference-workshops-tickets-69266930253>

Por favor note que para fazer parte de algum evento depois do workshops gratuitos pré-conferência é necessária compra de bilhete para a Europeana 2019.

Obrigado pelo seu tempo, e espero vermo-nos na Biblioteca Nacional em Novembro,

Nick

APPENDIX 11 - GIFT Box launch plan

GIFT Awareness, tools and survey - November 2019																				
Marketing and communications plan		Links/Comments	Links/Comments	Links/Comments																
Objective(s)	<p style="color: red;">What are you trying to achieve as part of this campaign. (Either create a list, or have a separate project summary for each objective)</p> <ol style="list-style-type: none"> 1. Create awareness of The GIFT Box 2. Encourage use of tools 3. Increase respondents to survey 																			
Audiences/Insight	<p style="color: red;">Who are the target audiences for this project?</p> <ul style="list-style-type: none"> • GIFT digital champions • Professionals working in GLAMs with an interest in helping their museum to create deeper personal encounters with cultural heritage for their onsite visitors, whether in physical or digital realms and a willingness to experiment with different approaches. • ARM participants • Museums already familiar with GIFT 																			
Strategy	<p style="color: red;">What are you going to do in order to achieve the objective(s) above?</p> <ol style="list-style-type: none"> 1. Publicise through existing Europeana, GIFT and other partner channels 2. Research and reach relevant network organisations and professionals in the cultural heritage sector 3. Segment messages to two groups: <ol style="list-style-type: none"> a) Those familiar with GIFT are encouraged to complete survey. b) Those new to GIFT are encouraged to explore website and have an option to complete survey after getting familiar with GIFT 																			
Tactics	<p style="color: red;">How are you going to implement your strategy in order to achieve the objective(s)?</p> <ul style="list-style-type: none"> • Write key messages for each segmented audience and agree user journey • Research cultural heritage networks to reach relevant institutions/individuals across Europe • Create Pro News piece explaining what the website offers and how to get involved • Contact relevant individuals in Europeana Network directly, and include in Network and Communicators newsletters • Contact members of Europeana Aggregators Forum to send to cultural heritage institutions they work with • Survey everyone attending GIFT @ Europeana 2019 • Create different versions of survey (emailable/pop-up) to suit specific audiences • Encourage digital champions to 'champion' project • Review analytics for GIFT website to see if there are any traffic sources we should be focusing on • Consider social media posts about each tool 																			
Key messages	<p style="color: red;">What messages can you use to help position GIFT, to stand out and to help achieve the objective(s) listed?</p> <p>GIFT are proud to launch The GIFT Box: a set of tools and ways of working to help museums make richer digital experiences for their visitors The GIFT Box provides you with free, open-source tools to help you design, plan and implement enhanced visitor experiences</p> <ul style="list-style-type: none"> • Design and Planning tools help you generate, develop and test ideas, developing richer visitor experiences and saving you time and money • Try ready-made free and open-source tools that have been tested and developed in museums • Read and implement recommendations from 10 prominent museums working with GIFT 																			
Landing page/user journey	<p style="color: red;">What do you want the user to do when they land on our webpages? Is the journey as clear and as simple as possible? Does it help you achieve the objective(s)?</p> <p>This has been an extensive piece of work led by ITU and meets the above objectives clearly</p>	Landing page https://gifting.digital/																		
Evaluation	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #e1eef6;">Objectives</th> <th style="background-color: #e1eef6;">Metrics</th> <th style="background-color: #e1eef6;">KPIs</th> <th style="background-color: #e1eef6;">Target</th> </tr> </thead> <tbody> <tr> <td>1. Create awareness</td> <td>Impressions/visits/contacts emailed</td> <td>gifting.digital visits by separate users</td> <td>1,000</td> </tr> <tr> <td>2. Encourage use of tools</td> <td>Number of downloads/emails</td> <td>Total number of actions</td> <td>10</td> </tr> <tr> <td>3. Survey participation</td> <td>Survey views/survey completed</td> <td>Survey completed</td> <td>100</td> </tr> </tbody> </table>	Objectives	Metrics	KPIs	Target	1. Create awareness	Impressions/visits/contacts emailed	gifting.digital visits by separate users	1,000	2. Encourage use of tools	Number of downloads/emails	Total number of actions	10	3. Survey participation	Survey views/survey completed	Survey completed	100			
Objectives	Metrics	KPIs	Target																	
1. Create awareness	Impressions/visits/contacts emailed	gifting.digital visits by separate users	1,000																	
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3. Survey participation	Survey views/survey completed	Survey completed	100																	

APPENDIX 11 - GIFT Box launch plan

Project - Timeline			Timeline																				Comments/links
Events	SEP					OCT				NOV				DEC									
	W1	W2	W3	W4	W5	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W5					
Website 'launches'													6										
Survey opens																							
Survey closes																							
GIFT conference																	27						
Deliverables	Who	When																					
Set-up			W1	W2	W3	W4	W5	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W5			
Tested site via digital champions	ITU/C24						30																
Amend site based on feedback	ITU										1												
Site ready	ITU	4th November													6								
Draft survey	C24										31												
Add survey to site as pop up	ITU										1												
Create link for survey	ITU										1												
Provide EF with analytics access for gifting.digital	ITU										25												
Review analytics for potential referrers to contact	EF										31												
Research relevant network organisations	EF						30																
Research relevant Europeana Network members to target	EF										25										498 opted-in Network Members who identify as working in GLAM, 277 who identify as working in Research and 93 who identify as working in the Creative Industries		
Draft key messages	EF										25												
Review key messages	EF/ITU/C24										31												
Sign -off key messages	ITU										1												
Announcement																							
Reserve announcement date in PRO calendar	EF										17												
Write news announcement	EF										31										https://docs.google.com/document/d/12G3wWGe7oDUR9vYzxCDueHWJHDbdFVhdW1pzJstO-k/edit?usp=sharing		
Sign-off announcement	ITU														5								
Post announcement	EF														6								
Promote via EF Twitter	EF														6								
Promote through Europeana Labs newsletters	EF														8								
Promote via EF LinkedIn	EF														6								
Promote via Allez culture Facebook	EF														6								
Promote through GIFT twitter	ITU														8								
Promote through GIFT Facebook	ITU														6								
Promote through relevant social media	ALL project partners														6								
Add to Europeana Labs website	EF														8								
Promote via Europeana Labs Twitter	EF														8								
Draft emails to EF stakeholders and newsletters	EF														4						https://docs.google.com/document/d/1mtKhRh6RF20wrxBIe1WEkesvPWlKQSLR3HyZGTw/edit		
Include in Europeana Network newsletter	EF																			3	https://mailchi.mp/e5c3d3ab7515/network-update-october-519539		
Share new site via email to relevant Europeana Network members	EF																			21			
Email Network organisations in sector	EF														8								
Email digital champions	C24														6								
Email ARM participants	ITU														6								
Email other friends and supporters of project	ALL project partners														8								
Draft email to people attending GIFT @ Europeana 2019	EF/ITU																			14			
Email GIFT @ Europeana 2019 attendees before conference	EF																			22			
Provide info to following people	EF														8								
Add to Europeana eNews	EF																			19	https://us3.admin.mailchimp.com/campaigns/show?id=519571		
Send to Europeana Management Board	EF																						
Send to Europeana Network Members Councillors	EF														11								
															11								

APPENDIX 11 - GIFT Box launch plan

Project - Timeline																										
Events	SEP					OCT					NOV					DEC										
	W1	W2	W3	W4	W5	W1	W2	W3	W4	W5	W1	W2	W3	W4	W5	W1	W2	W3	W4	W5						
Website 'launches'															6											
Survey opens																										
Survey closes																										
GIFT conference																								27		
Deliverables	Who	When																					Comments/links			
Promote to Aggregators in Europeana Aggregator Forum	EF																									
Promote to EuropeanaTech community	EF																									
Promote to Europeana Copyright community	EF																									
Promote to Europeana Communicators community	EF																									
Promote to Europeana project members basecamp and twitter	EF																									
Send to Cultural digital newsletter and digital things newsletter	EF																									
Keep GIFT front of mind via Social Media																										
1. Ideation cards	ITU																									https://gifting.digital/visitorbox-design-cards/
2. The ASAP map	ITU																									https://gifting.digital/asapmap/
3. The experiment planner	ITU																									https://gifting.digital/experimentplanner/
4. The GIFT experience	ITU																									https://gifting.digital/gift-experience/
5. Artcodes	ITU																									https://gifting.digital/artcodes/
6. Never let me go	ITU																									https://gifting.digital/never-let-me-go/
7. One Minute	ITU																									https://gifting.digital/one-minute-experience/
8. Scannerbox	ITU																									https://gifting.digital/scannerbox/
9. Experience design	ITU																									https://gifting.digital/experience-design/
10. Organisational change	ITU																									https://gifting.digital/organisational-change/
11. VRtefacts	ITU																									https://gifting.digital/vrtefacts/
12. Giftwrapper	ITU																									
13. Scenarios	ITU																									
14. Emotion Mapper	ITU																									
15. Cardographer	ITU																									
Retweet and share Europeana Foundation	EF																									Not sharing in 2019 as not ready to download yet
Retweet and share Culture 24	C24																									Not sharing in 2019 as not ready to download yet
Retweet and share NextGame	NG																									
Retweet and share Blast Theory	BT																									
Retweet and share Uppsala	UU																									
Retweet and share Nottingham	UN																									

APPENDIX 12

Gift Box Promotion

1 minutes to read | Posted on Wednesday November 6, 2019

[API](#) [Cultural Heritage Institutions](#) [Creative industries](#) [Culture lover](#) [digital-culture](#) [engagement](#) [gift-project](#) [innovation](#) [social](#)



Nicholas Jarrett

Marketing Campaign
Manager, European
Foundation

The GIFT Box: Helping museums make richer digital experiences for their visitors

The [team behind the GIFT project](#) are proud to launch the GIFT Box, a set of free, open-source tools and ways of working to help museums offer richer digital experiences for their visitors. The GIFT Box provides resources to help you design, plan and implement enhanced visitor experiences, and this post takes a look at some of the creative ways it can be used.



What's in the GIFT Box?

Design and planning tools

If you want to create a digital visitor experience, the GIFT Box design and planning tools can help you generate, strengthen and test your ideas. They have been developed with and for museums as a way to help prioritise ideation in early phases of design work.

[VisitorBox Ideation Cards](#) is a printable card game that helps you and your colleagues generate ideas for digital experiences. [The ASAP Map](#) encourages you to develop shared understanding about your ideas, while [the Experiment Planner](#) helps you plan ways to test your idea and map out a clear plan to implement it.

Digital tools

These open-source tools have been designed in partnership with leading museums to give you inspiration to create more personal experiences with your collection, combining the digital and physical.

[The Gift App](#) allows your visitors to use their smartphone to create a digital gift for someone they care about. [Artcodes](#) are customisable and scannable markers that let you blend your physical exhibition with digital content. With [Never Let Me Go](#), two visitors get to co-create and co-curate each others' encounter with your collection. Using image recognition, [One Minute](#) offers visitors a short story that encourages them to reflect on and engage with your content. [Gift Wrapper](#) is an app that visitors can download to make a museum gift more personal by adding a link to digital content such as music, photos or videos. Finally, [ScannerBox](#) enables you to create interactive 3D models of objects in your collection or contributed by visitors.

Ways of working

Working with [10 prominent museums](#) from Europe and the US, the GIFT team have developed a number of practical recommendations to help you with [experience design](#) and [organisational change](#).

How can you use the GIFT Box?

Are you a cultural heritage professional interested in offering experiences that combine the digital and physical? Are you an academic or student who would like to see practical examples of how the latest research can inform developments in the cultural heritage sector? Or do you work in the creative industries and are looking for inspiration on how to handle design processes and develop innovative experience design? If so, [the GIFT Box](#) provides:

- Easy to use [design and planning tools](#) that help museums make richer visitor experiences.
- Ready-made open-source [digital tools](#) that have been developed and tested in museums.
- Practical [recommendations](#) on how to deal with digital design and change from 10 international museums.

Find out more about GIFT

You can read more about the project, download the tools or get in touch at [gifting.digital](#).

You can read more about the project from some of the individuals involved in our [GIFT project series](#) published on Europeana Pro this summer.


If you are a ticket holder for Europeana 2019 or based in Portugal you can attend [GIFT @ Europeana 2019](#).

If you don't have a ticket for Europeana 2019, or can't get to Lisbon we will be livestreaming the GIFT plenary sessions on Wednesday 27 November. You can sign up to be the first to hear about the livestreaming [here](#).

The GIFT project is a European Union Horizon 2020 funded project with partners from IT University of Copenhagen, The University of Nottingham, Uppsala University, Blast Theory, NextGame, Culture24 and Europeana Foundation.



Europeana  @Europeanaeu · Nov 6

The team behind the GIFT project are proud to launch the #GIFTBox, a set of free, open-source tools and ways of working to help museums offer richer digital experiences for their visitors. Learn more  bit.ly/33qABVC
#giftEU and #H2020



You

 1

 26

 25




 Pinned Tweet



The GIFT project @GIFT_itu · Nov 8

We're proud to share the GIFT Box with you.

The GIFT Box is a #H2020 collaborative effort that provides a set of open-source tools and ways of working to help museums offer richer digital experiences for their visitors.

Explore the GIFT Box now  gifting.digital



Blast Theory and 9 others

 1

 18

 41





The GIFT project @GIFT_itu · Dec 16

One Minute uses image recognition to identify artworks & offer visitors short, bite-size reflections about them. It allows you to create a story in small chunks around an artwork to enhance the visitor experience. Test and download the app: gifting.digital/one-minute-exp...

#giftEU #H2020



11 8



The GIFT project @GIFT_itu · Dec 9

Never Let Me Go is an app that allows two visitors to guide each other's behaviour and reflections, allowing them to co-create their experience of art.

You can find out more about this, and other playful experiences in museums, here: gifting.digital/never-let-me-g...

#giftEU #H2020



Karin Ryding and IT-Universitetet

9 10



The GIFT project @GIFT_itu · Nov 20

With the Gift App you can share a museum experience with someone you love. It's like a mixtape with objects from a museum.

To find out more about this and other open-source digital tools that have been developed and tested in museums, check out gifting.digital #H2020



Blast Theory and Brighton Museums



↻ 6

♡ 6



Culture24 @Culture24 · Nov 20

Useful FREE resources ahoy! Check out the @GIFT_itu GIFT Box website for open-source tools & ways of working to help museums offer richer digital experiences, including resources to help you design & implement enhanced visitor experiences gifting.digital #musetech



GEM and 9 others



↻ 5

♡ 6



Culture24 Retweeted



The Space @thespacearts · Nov 27

Now here's an amazing resource for museums @Culture24 @GIFT_itu is packed full of tools & ways of working to help museums offer richer digital experiences buff.ly/37rrrL1 #musetech



3

2



Research Executive Agency @REA_research · Dec 16

Check out the new app by #EUfunded project @GIFT_itu and experience artwork in new unexpected ways @EU_Health @EUScienceInnov

The GIFT project @GIFT_itu · Dec 16

One Minute uses image recognition to identify artworks & offer visitors short, bite-size reflections about them. It allows you to create a story in small chunks around an artwork to enhance the visitor experience. Test and download the app: gifting.digital/one-minute-exp...

#giftEU #H2020



2

7





The GIFT project @GIFT_itu · Nov 8

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Explore the GIFT Box now [👉 gifting.digital](https://gifting.digital)



Blast Theory and 9 others

1 18 41



Sophia Mirashrafi @ssmirash · Nov 28

[@ArchaeologistSP](#)

1 1



Dr Sara Perry

[@ArchaeologistSP](#)

Replying to [@ssmirash](#) [@GIFT_itu](#) and 10 others

Yes! I'm really keen on this project. Thank you for tagging!

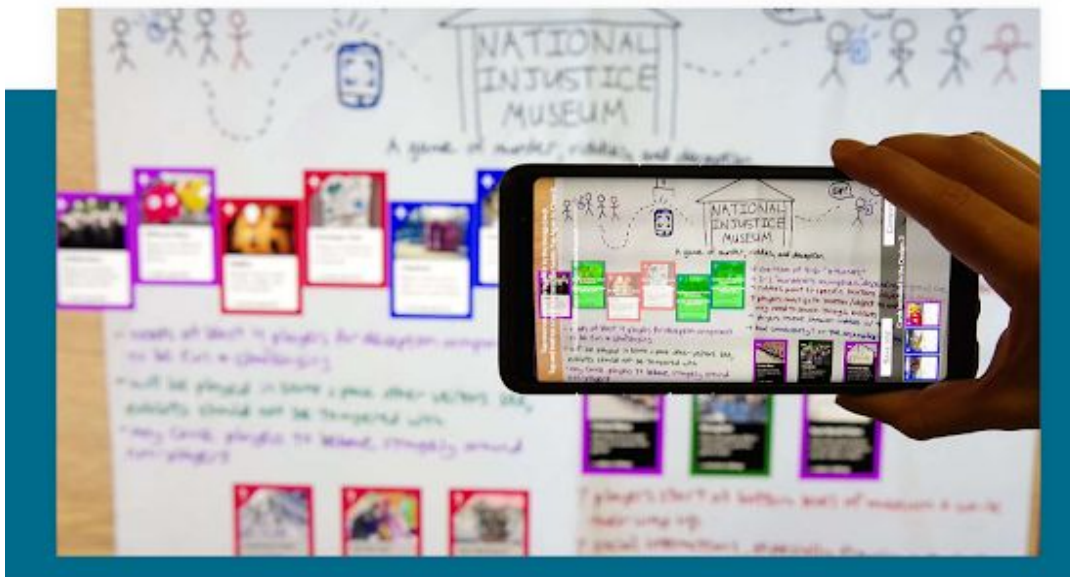
9:56 PM · Nov 28, 2019 · [Twitter for iPhone](#)

Home – News

Open-source tools help museums offer richer digital experiences for visitors

10/12/2019

Digitalisation Education



The GIFT project, featuring partners from leading universities, world-renowned designers and innovative organisations in the cultural heritage sector, recently released the GIFT Box. It offers a set of open-source tools and ways of working that help museums and other cultural heritage institutions to offer richer digital experiences for their visitors.

The GIFT Box is the result of a European Union Horizon 2020 project and sets out to help cultural heritage professionals to offer experiences that combine the digital and physical. It includes resources to help design, plan and implement enhanced visitor experiences. It also includes 10 best practice examples from international museums.

The GIFT Box provides:

- Easy to use design and planning tools that help museums make richer visitor experiences.
- Ready-made open-source digital tools that have been developed and tested in museums.
- Practical recommendations on how to deal with digital design and change from 10 international museums

Dear Member,

As we present you with already the 2th edition of our newsletter, we can proudly say that the European Heritage Tribune was officially launched at the European Cultural Heritage Summit in Paris two weeks ago.

Help us reach out to Europe's cultural heritage professionals and enthusiasts by forwarding this newsletter to a friend or colleague! (Article by: Sergio, editor in chief)

HIGHLIGHT



Europe Needs a mission. Paris Manifesto: 'Relevancy of Europe for its culture and its patrimonial heritage' | 14 November 2019 | Europe Tribune

The Paris Manifesto summarises the main conclusions of the European Cultural Heritage Summit that took place from 27 to 28 October in Paris. Among the proposals and calls, the Paris Manifesto insists that 'Culture' should be explicitly mentioned in Commissioner-designate Mariya Gabriel's title.

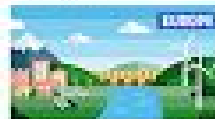
Read more >

IN FOCUS

Secretary General of the Council of Europe calls on member States to recognise, protect and promote Romanian language | 6 November 2019 | Council of Europe

On the occasion of the World Day of Romania's language on 5 November, Mariya Pogăniuc-Bucic, Secretary General of the Council of Europe, has called on member States to recognise, protect and promote the Romanian language, which forms an integral part of our common European cultural heritage.

Read more >



World Heritage Centre launches new initiative for Renewable Energy Transition and World Heritage | 6 October 2019 | World Heritage Centre

The new initiative will involve, in collaboration with States Parties in Europe and North America, an effective guidance tool, providing methods to avoid and mitigate possible negative impacts of renewable energy projects on World Heritage.

Read more >



New Scotland's government plans make it easier to convert old agricultural buildings into houses | 6 November 2019 | Edinburgh Journal

The Scottish government said that old agricultural buildings could be converted into homes without planning permission under a proposed extension of permitted development rights. The size and scale of these buildings could also be increased.

Read more >



European Heritage Awards 2019 winners celebrated in Paris | 26 October 2019 | Europe Tribune

The winners of the European Heritage Awards 2019 were celebrated during the European Cultural Heritage Summit on 25 October in Paris.



GIFT Box: helping museums make richer digital experiences for their visitors | 6 November 2019 | Edinburgh Journal

The GIFT Box, a result of the EU-funded GIFT Project, is a set of tools and ways of working to help museums make richer digital experiences for their visitors.

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- Send us your news
- Visit our website
- Follow us on Twitter

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EVENTS

November 2019

- 20-21 EUROPEAN Programme: Closing the future of heritage | Brussels Belgium
- 20-21 EUROPEAN Conference: 2019 - Cities of a tomorrow | Prague Czech Republic
- 26-27 Museum Day 2019 | Budapest Hungary
- 26-28 Conference Heritage and the Sustainable Development Goals | Paris, the Netherlands
- 27-29 GIFT BOX - Congress 2019: Curated heritage and water | The European dimension | Brussels Belgium
- 28-29 European 2019. General assemblies | Lisbon Portugal
- 29-30 Workshop: Citizen participation and the changing meaning and value of cultural heritage across Europe | Brussels Belgium
- 29-30 Symposium: History of the Art Nouveau period - Analysis, reports, maps accessible | Brussels Belgium

More >

CALLS

Call for proposals: Culture and cultural heritage | 13 December 2019 | EU Institute

Call for papers: Promoting Heritage Contributions | February 2020 | Europe Tribune

The GIFT Box: Tools for Richer Digital Experiences in Museums and Heritage Institutions

Published: Saturday, 9th November 2019

Comments: [Leave a Comment](#) [EUROPE](#) [Innovation, Research](#)

 Email  Print

The GIFT project is a research initiative by the EU's Horizon 2020 research programme. Bringing together internationally-renowned artists, designers, museum professionals and researchers, GIFT aims to **help museums create hybrid experiences, combining the physical and digital to create personal encounters with cultural heritage.**

Now reaching the end of its three-year lifespan, project promoters have recently published **the GIFT Box**, a set of open-source tools and ways of working to help cultural heritage institutions offer richer digital experiences for their visitors. It includes **resources to help design, plan and implement enhanced visitor experiences.**

In particular, the GIFT Box provides:

- Easy to use **design and planning tools** that help museums make richer visitor experiences.
- Ready-made open-source **digital tools** that have been developed and tested in museums.
- **Practical recommendations** on ways of working, including how to deal with digital design and change, based on suggestions from 10 international museums.

These outputs should be of interest to cultural heritage professionals, academics, students, and creative industry professionals.

Furthermore, the GIFT website includes several other results, including [academic publications](#), [project reports](#), and media excerpts.

For **additional information and access to the GIFT Box**, please visit <https://gifting.digital/>



ASEF's contribution is with the financial support of the European Union.

 Follow @AsiaEUMuseums



Be the first of your friends to like this

VCM

Virtual Collection of Masterpieces (VCM) is about sharing. Objects that are physically far apart and spread in museum collections all over the Eurasian continent are brought together in the virtual world.





A newsletter on digital things for the cultural sector

Digital Things is a bimonthly newsletter covering a whole range of topics around digital technology and digital engagement.

Thanks for joining us for Issue 23!

Got something you want to shout about? A great project, a new website, funding, training, events, whatever – let me know and if I have space I'll add it in: digitalthingsnews@gmail.com.

Recent news

Technology

- Europeana has published a [blog looking at the quality standard for cultural heritage metadata](#) - it's a helpful introduction to their new standard.
- I think that the [Minecraft Earth AR mobile game](#) could hold some potential for activities within museums, perhaps for families.
- The [GIFT Box is a set of free, open-source tools and ways of working to help museums offer richer digital experiences for their visitors](#). It includes some useful resources to help design, plan and implement 'enhanced visitor experiences'.
- [EMOTIVE is a really interesting EU funded project](#) that 'aims to use emotional storytelling to dramatically change how we experience heritage sites', through technology. [This booklet gives a good overview](#) of the project and [this web-page gives more detail](#) about the experiences already created.
- I love the look of this [new projection based interactive in the Science Museum's new Medicine gallery](#).
- The National Portrait Gallery has opened their [new exhibition, 'Leonardo: Experience a Masterpiece'](#) featuring [immersive technology](#).
- MOLA has [shared a 3D scan of an 8th century clay pipe kiln](#), found during building excavations.
- The [British Museum has a redesigned website](#).

Most popular links, Issues 14 – 23

- September this year saw the [publication of a progress report for Culture is Digital](#) - this was a highlight in [Issue 14](#).
- This article in [Issue 15](#), from the Atlantic, looked at a [rising star on YouTube](#) and how her 'authentic style' was becoming increasingly popular with younger audiences.
- [Copyright resources from Naomi Corn](#), on Copyright User, was popular in [Issue 16](#).
- [This excellent tweet from Danny Birchall](#) was most clicked in [Issue 17](#). He was highlighting how, in 1857, visitors to Manchester's 'Art Treasures' exhibition sometimes brought their own brass bands to help them look at the art.
- This [article on taking photographs in art galleries](#), on The Guardian, was popular in [Issue 18](#).
- This [framework on embedding digital resilience](#) within working practices, from UKCIS, was popular in [Issue 19](#).
- An article looking at the [different kinds of culture needed within an organisation, for digital to thrive](#), was most clicked in [Issue 20](#).
- [Issue 21](#) highlighted this [video timeline of different social media platforms](#), and their popularity, between 2003 - 2019.
- In [Issue 22](#), the most clicked article was about [Google's significant changes to Search](#).
- And finally, in [Issue 23](#), the most clicked link was... [the GIFT project!](#)

Join the Digital Meets Culture Open Newsroom!



If you have interesting news and events to point out in the field of digital cultural heritage, we are waiting for your contribution.

Join

Free text

Upcoming events



Girona (Catalunya, Spain), 12 November - 19 December 2019

BLUE SKIES, RED PANIC
exhibition about the 1950s in Europe



Brussels, 6-7 February 2020

Sharing The GIFT box to all museums and cultural heritage professional

tools and knowledge to help creating museum experiences combining the physical and digital
Posted on: 18 November 2019

Share / Save

[Leave a comment](#)

The [GIFT Box](#) is a set of free, open-source tools and ways of working to help museums offer richer digital experiences for their visitors. It includes resources to help design, plan and implement enhanced visitor experiences.

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- Easy to use [design and planning tools](#) that help museums make richer visitor experiences.
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- Practical [recommendations](#) on how to deal with digital design and change from 10 international museums.

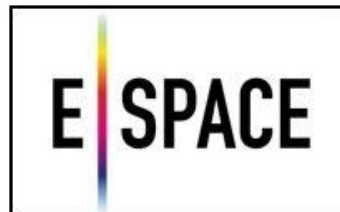


The GIFT Box is a result of the GIFT project – a research project funded by the EU's Horizon 2020 research programme. The project brings together internationally renowned artists, designers, museum professionals and researchers to help museums create hybrid experiences: Experiences that combine the physical and digital to create personal encounters with cultural heritage. The project started in January 2017 and run for three years, to December 2019.

Discover! <https://gifting.digital/the-gift-project/>

NEWSLETTERS

DigitalHeritage is pleased to announce the publication of the newsletter 'Digital Meets Culture' which is available in both English and Spanish. The newsletter is published quarterly and contains news, articles and information about the digital heritage field. It is a free resource for all those interested in the field of digital cultural heritage. For more information, please contact us at info@digitalheritage.eu





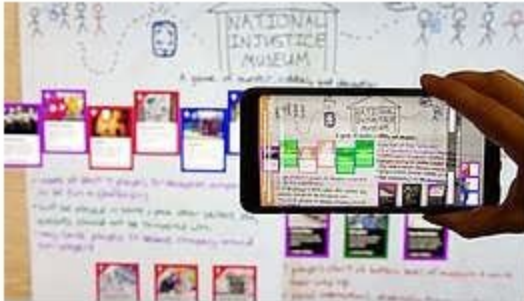
Thank you

for being with us this year and the last decade. Since 2010, NEMO's office has grown in size from 1 to 5 staff members. The network grew even more; from 32 to over 100 members. We have helped professionalise the European museum community since 2014 with capacity building activities and our topic specific [working groups](#). Hundreds of our members have been invited to participate for free and covered by travel grants in NEMO's [International Training Courses](#) and [Learning Exchanges](#) and thousands of people have participated in our [free webinars](#).

NEMO stands behind a call to allow the use of nitrogen for the protection of cultural heritage

NEMO joins ICOM and ICOMOS' appeal to all museums, memory institutions and heritage professionals in the European Union to join... [Read more](#)

Open-source tools help museums offer richer digital experiences for visitors



The GIFT project, featuring partners from leading universities, world-renowned designers and innovative organisations in the cultural heritage sector, recently... [Read more](#)

[More news →](#)

On the agenda

27 - 31
Jan

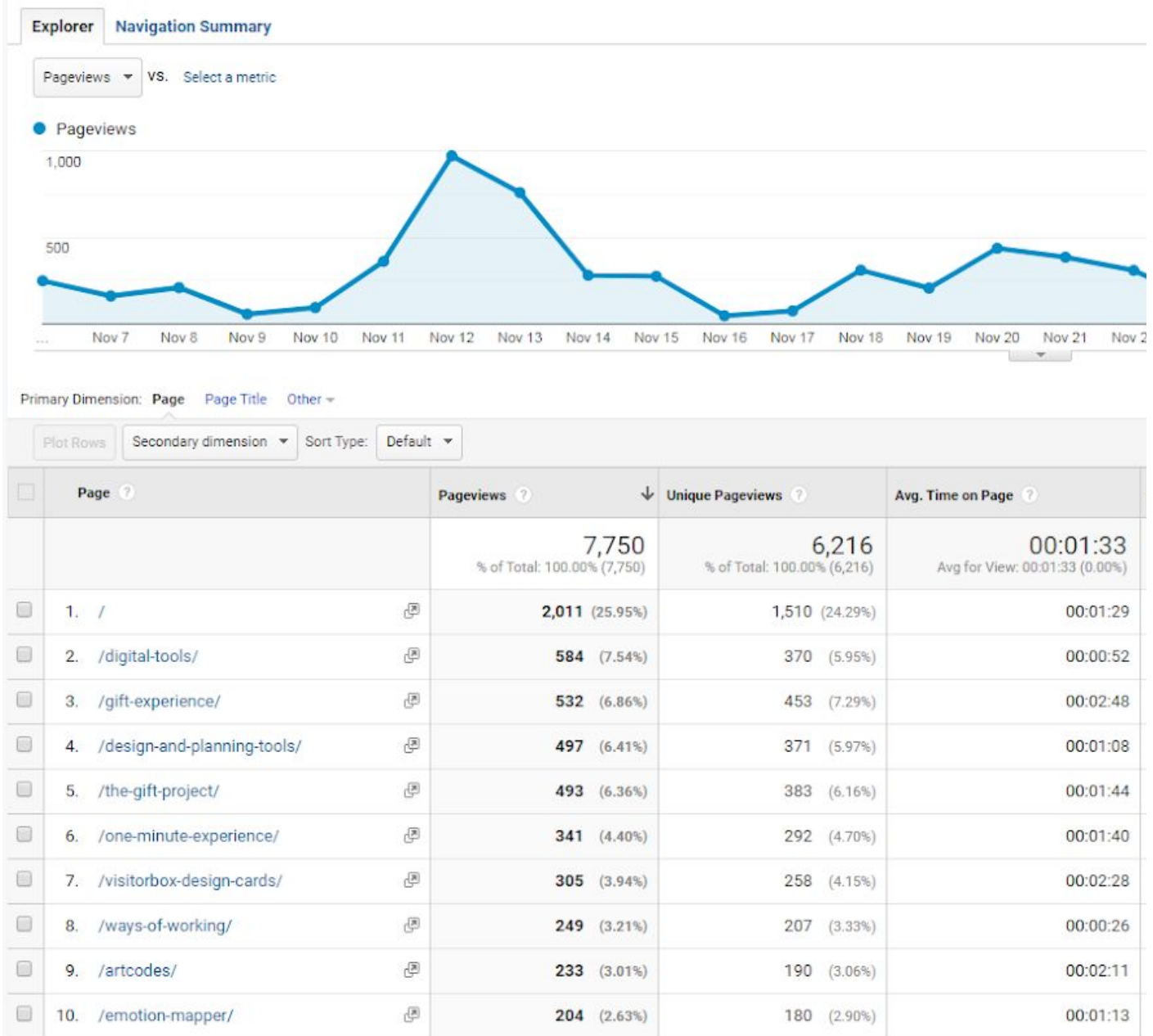
FARO Winter School Cultural Heritage & Outreach, a wellbeing perspective

- Newcastle, the UK
- FARO
- Events | Training

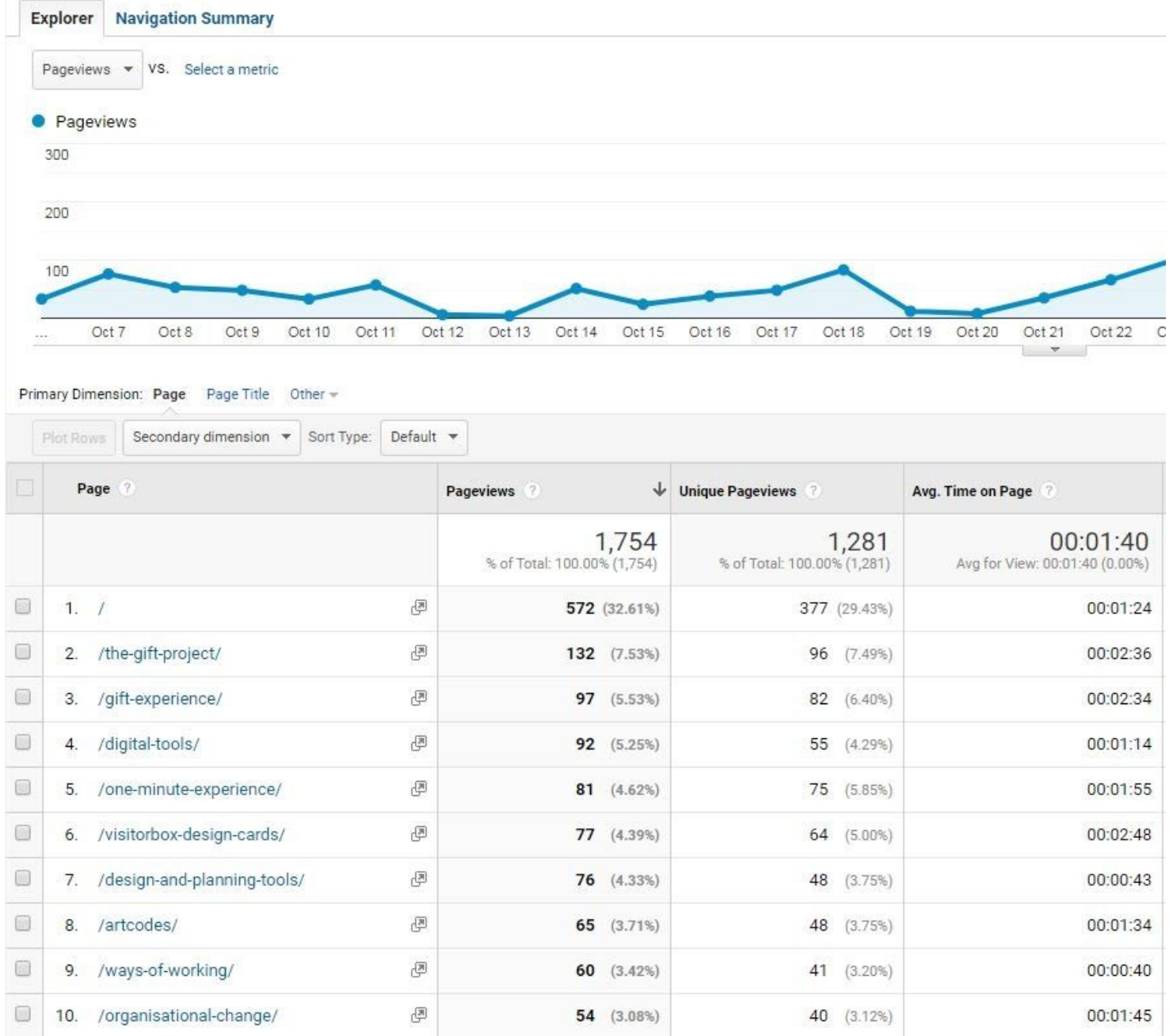
APPENDIX 13

GIFT Box Analytics

gifting.digital page views 6 November - 5 December



gifting.digital page views 6 October - 5 November



gifting.digital users 6 November - 5 December



gifting.digital users 6 October - 5 November



gifting.digital new users bounce rate/duration/pages per visit 6 November - 5 December



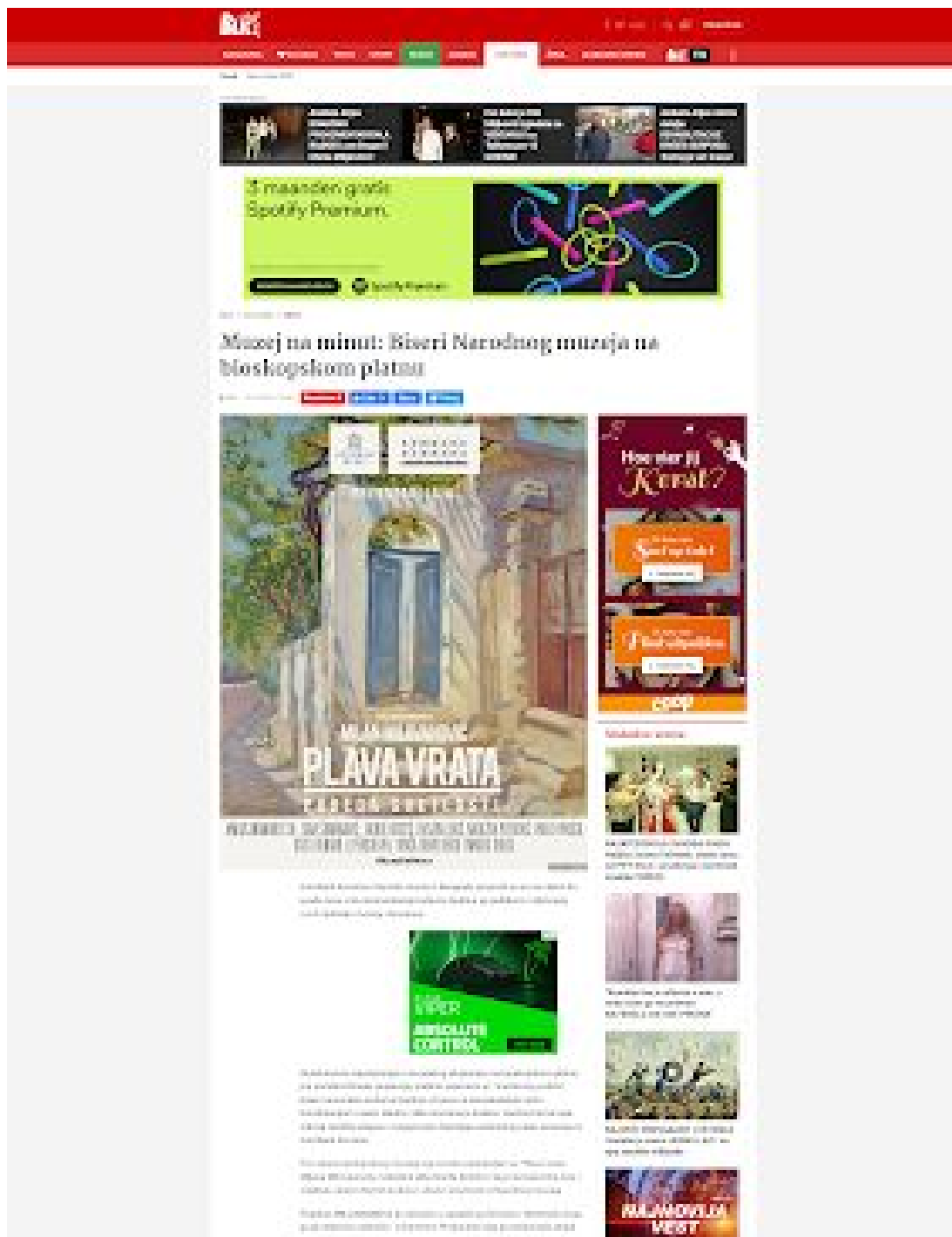
gifting.digital new users bounce rate/duration/pages per visit 27 June - 5 November



APPENDIX 14

A selection of dissemination activity from across the project

Serbian newspaper Blic, Museum in a minute, 2018



Teknologis Møstefest Abonnement Konto

ING/
NYHEDER BLOGS DEBAT SEKTIONER MERE VERSIONZ TECH MANAGEMENT PRO JOBS

AZURE DEVELOPER
KURSUS & CERTIFICERING

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SUPERUSERS

IT-Universitetet vil give museumsgæster større digitale oplevelser

Mest læst om IT: Energi, miljø og IT. Måske er du allerede på vej til at tale om IT. Følg med på IT-Universitetet. Følg med på IT-Universitetet. Følg med på IT-Universitetet.

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PRO.

IT-Universitetet vil give museumsgæster større digitale oplevelser

Et teknisk projekt sammen med museer fra hele Europa skal give museumsgæster mere personlige oplevelser med smartphonen i hånden.

26. nov 2016 kl. 10:00

At folk i stigende grad går rundt med smarten i hånden giver mulighed for at give museumsgæster oplevelser og mere engagerende oplevelser.

Det er faktisk bag et nyt EU-projekt, som over de næste tre år skal skabe digitale museer, som de europæiske museer kan bruge til at styrke museumsgæsternes oplevelser, fortæller Anders Sørensen Løvlie, adjunkt på IT-Universitetet i København.

«Museerne har længe postet mange fotoalbum i digitalisering af samlingerne, men hovedproblemet har bestået i at opbygge databaser og digitale infrastrukturer. Nu læser vi det skridt videre ved at bruge de mange data til at skabe søg og lege- og fortæller-fra.

Ikke en, af museumsgæstene – især i det populære spil Pokémon Go – skal opleve et samspil mellem de fysiske oplevelser og et digitalt univers.

Der bliver ikke noget med at samle point og udklække æg, men en af taskerne er at folk skal kunne lade samlingerne spore på mobilen og bestille sammen med en personlig vejleder, som de kan sende til en ven. På den måde får museumsgæsterne mere personlige oplevelser, når de er på tur, og til sidst er det at tilkæbe et nyt publikum.

«Vi glæder os til at samarbejde med museer, som vil være alle, som har lyst til at være med og lege. Vi vil være til rådighed, men det er vigtigt at se, at der er nogle udvalgte samarbejdspartnere, som museerne selv kan bruge til at udvikle spil og lege ud fra. Som professor Anders Sørensen Løvlie og undersøger, at det også vil være muligt at designe spil, hvor man spiller med eller mod hinanden på tværs af museerne i de forskellige lande.

I første omgang bliver 8 europæiske museer involveret i projektet, herunder Statens Museum for Kunst (SMK).

Oplevelse og fortælling

Her fortæller Mette Houborg Rang, på IT-Universitetet i Norddjursland, at projektet endnu ikke er helt påbegyndt, men at personlige vejledere allerede er overens med at arbejde og erfaringer, som museer allerede har gjort sig.

«Vi glæder os til at samarbejde med museer om at udvikle oplevelser med en fortælling, og her passer personlige oplevelser fint ind, fordi det giver kunst på en ubetalt personlig måde. Som hun fortæller.

AZURE ARCHITECT
KURSUS & CERTIFICERING

INDHOLD:
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• 7 Dage
• 2 Eksamen
• Microsoft Certifying
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Det kommende EU-projekt handler om at give museumsgæster bedre digitale oplevelser på museer. For mere om temaet, se også vores udsendte baggrund: [Digitaliseret. Som hun fortæller.](#)

«Spil kan også være særligt når det gælder fortælling. Det vil være for os at være i den i centrum, og så må det gerne være på en legende måde. Der er mange måder at opbygge karakterer på, så vi er åbne for forskellige projekter», fortæller Mette Houborg Rang.

I etableret arbejde SMK blev på en ny afdeling, som er baseret på små samarbejde mellem en bruger og en museumsgæst, der styrker om værdierne. Der skal endes en del på afdelingen, der ikke er blevet brugt.

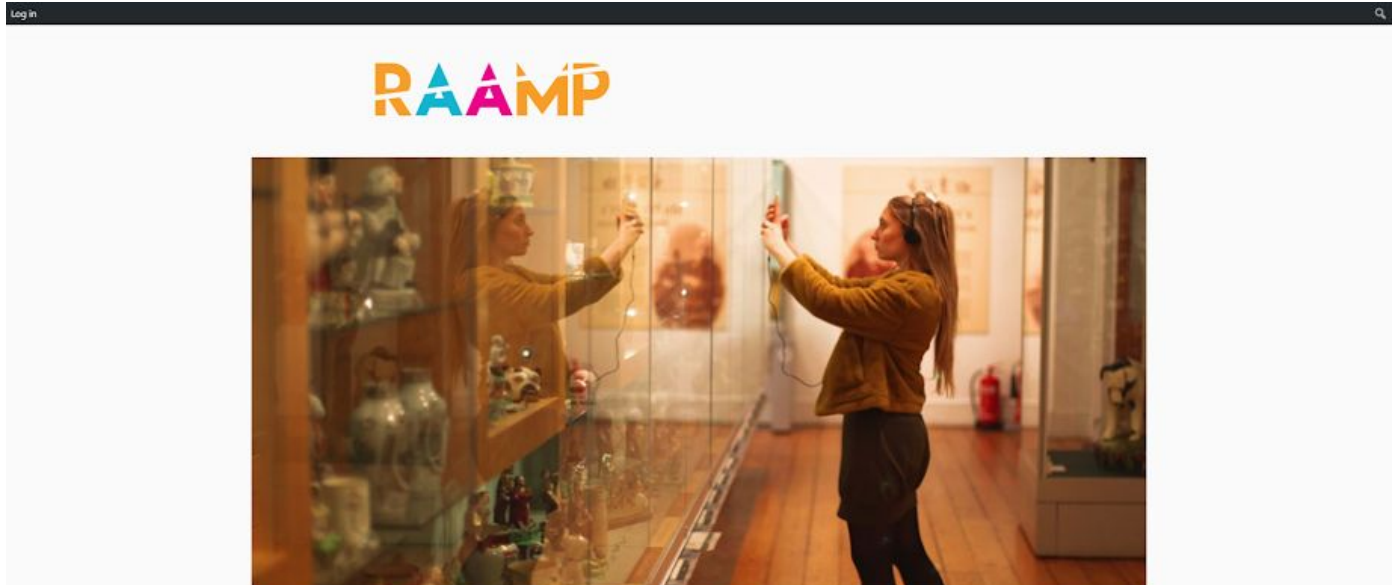
Relateret jobannoncer: Fortælling ved IT-projektleder

Du skal være med på og som mange andre museer, at digitale bøger i udbredelse, hvor gæstene kan trykke og læse, samt diverse apps med interaktive oplevelser.

Apps er dog efterhånden blevet et led i at berede, som både kan bruges på mobilen og andre platforme.

GIFT

Resources for Academic Art Museum Professionals, 2019



Attend GIFT @ Europeana 2019 in Lisbon

On Wednesday 27 November from 10:00 to 15:00 you can hear the latest news from the [GIFT project](#) and test out some of their engaging tools firsthand in the National Library of Portugal.

What Is GIFT?

GIFT is a cross-disciplinary collaboration between museums, artists and researchers to develop designs that enhance visitor experiences. Working closely with museums and their public, GIFT has been creating tools that facilitate interactive experiences in the museum. By merging the digital and the physical, these hybrid museum experiences provide innovative ways for you to engage the public with your collections.

At GIFT @ Europeana 2019 you will have the opportunity to be among the first lucky few to test out the tools that have been designed. The technology is open source, therefore free to use and adapt to your needs.

Attend GIFT @ Europeana 2019 and find out how you can give your visitors the tools to engage more, make it personal, create shared experiences through play, tell their own stories and turn their experiences into digital gifts.

Who Is Involved In GIFT?

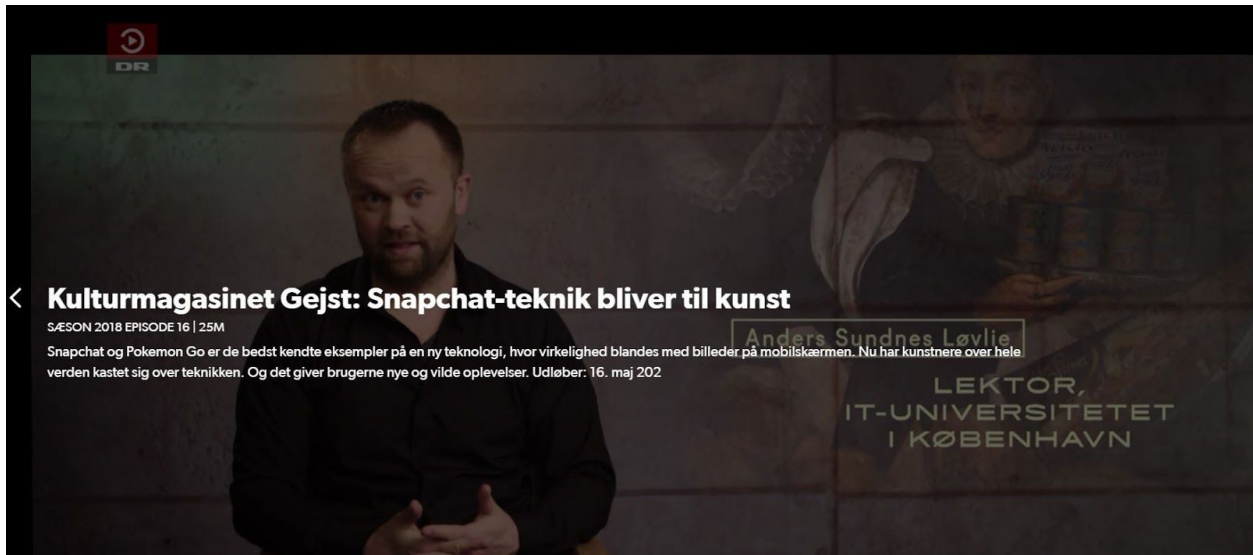
GIFT project partners include Universities at the cutting edge of research and some creative companies at the forefront of innovation. The project partners include the MAD Art and Design Research Group at IT University of Copenhagen, the Mixed Reality Laboratory at University of Nottingham, The Department of Informatics and Media at Uppsala University and Blast Theory, NextGame and Culture24. GIFT has also worked with some leading museums in Europe and the US to ground new technology-mediated experiences in real museum contexts, adapting to the needs of museums and visitors. You can find out more about all of the partners and participants on the [GIFT website](#).

Signing up early is recommended

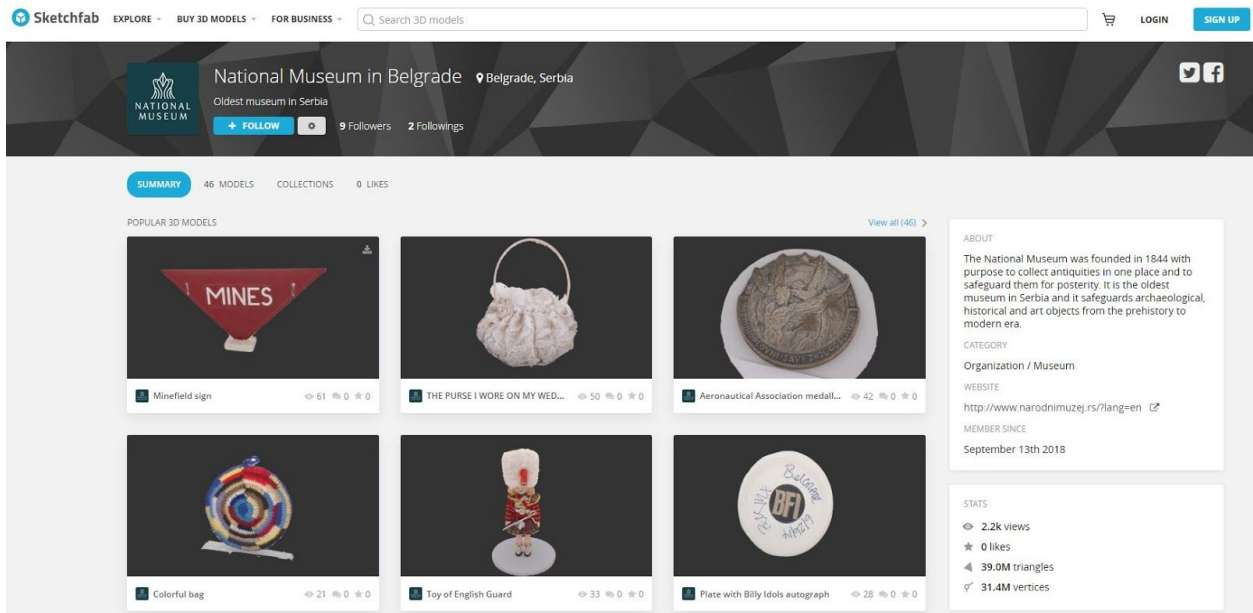
Early-bird tickets for Europeana 2019 are selling fast, so [book yours today](#) and select 'GIFT @ Europeana 2019' when prompted. During the day, you will learn more about GIFT, be able to use the tools in a live setting and hear from an expert panel about how design research can benefit museums in practice.

Keep an eye out on Europeana Pro and our [Twitter](#) for details of other pre-conference activities. And later this month, look out for a series of Pro News articles showcasing some of the work undertaken so far as part of GIFT.

Danish Broadcasting Corporation, Kulturmagasinet Gejst, 2018

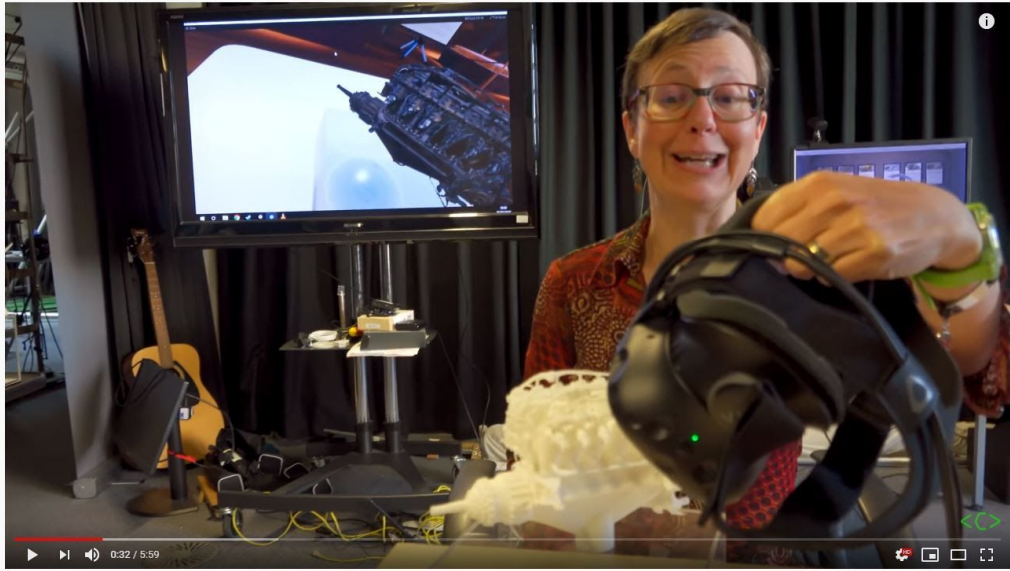


National Museum in Belgrade Sketchfab account, Your Stories 2018




Computerphile youtube account, VRtifacts, 2019

YouTube




Digital Storytelling - Computerphile
19,678 views · Oct 30, 2019

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The video shows a woman with glasses and a patterned shirt holding a black VR headset. In the background, there is a large monitor displaying a 3D model of a mechanical structure, a guitar on a stand, and various pieces of equipment in a studio environment.



VR with 3D Printed Props - Computerphile
25,775 views · Sep 24, 2019

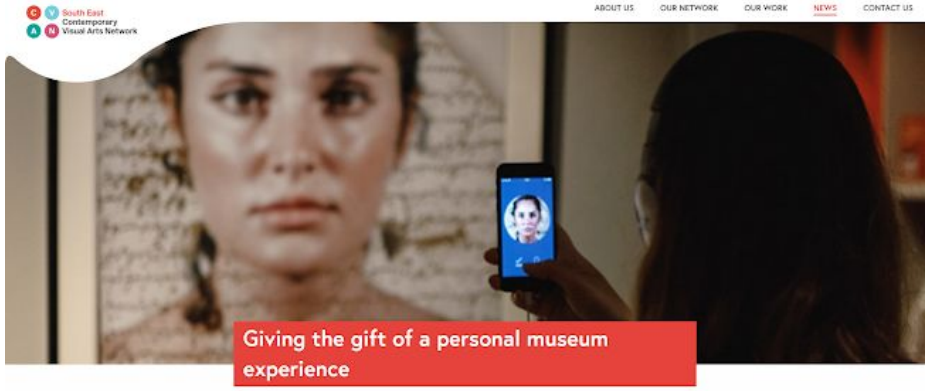
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The video features a man with glasses and a plaid shirt standing in a studio. Behind him is a large monitor displaying a virtual environment with several panels of text. The room is filled with computer equipment, including a desk with a keyboard, mouse, and various cables.

Contemporary Visual Arts Network South East, UK, 2019



7th Jun 2019

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Blast Theory was initially invited to participate in the project by colleagues at the University of Nottingham. The project is inspired by the research of Lesley Fosh, a PhD student at the University, who had previously run a project that looked at how people might make use of museum collections to create personalised gifts for family or friends. In this case, she personally guided people around museums asking them questions.

Nick and the team found the stories generated and Lesley's research really inspiring and intriguing. In the research it was apparent that lots of the objects within museum collections have their own histories which are very personal and are about intimate relationships between people. The team were invited to propose how Lesley's research could be applied to expanding a museum's digital offer; to use technology to bring new audiences into the museum, to reflect on the ways people nowadays engage with culture, and most importantly to encourage younger people to come to the museum.

Blast Theory have worked with museums in the past, and explored a number of sites, but settled on developing the project with Brighton Museum. They felt that Brighton Museum was archetypal of a great city museum with its varied collections. They found the collection very appealing and many of the objects and curious artefacts very beautiful. It was also great for the team to build a relationship with a local organisation, to be able to bring Gift to Brighton, and to show a Blast Theory project in their home town once again.

Going into this project the team were really aware of how museums have a really busy programme and exist on a tight budget whilst delivering lots of projects to different audiences. They appreciated that adding another activity into the programme, and a slightly different offer to their other digital projects, would affect the museum's workload. They worked closely with Kevin Bacon, Digital Manager at Brighton Museum, who was a key advocate. Having learnt from the partnership that the museum had a lot to deliver on little resources, one of the key criteria in making the Gift experience was to make it as easy as possible for a museum to host.

Gift has been trialed over the last couple of years, and last summer diverse groups were invited into the museum to test the experience. Groups invited included exchange students in their late teens/early twenties who were attending Brighton's language schools, and who found entering a museum intimidating. One of the most interesting elements that came out of trialing Gift has been seeing how an experience that incorporates mobile device acts as an enabler, and gives confidence to young people, who might not otherwise feel comfortable wandering around a museum.

The app has an element of playfulness that encourages the user to own the experience. It demonstrates how museums are there for all of us to find our relationship with history and to use objects as a way to express or to learn about ourselves, not just to be educated. This is where Gift has been positioned and why it appeals to younger people.

One of the nicest surprises that came from the trial was the degree of confidence that one of the interviewees, who was in his 70s, had in taking on a digital experience in a museum, and how much he loved it. The youngest participant was around 5 and with some assistance was able to make a gift for his mother.

The final version of the app will be initially available to use at Brighton Museum from 1 to 30 June (now extended until October 2019) - everyone is welcome to take part. When you arrive at the museum and pick up your ticket from the front desk you will be presented with a postcard that is a gift from the museum. The postcard has a web address you can scan or enter into your phone, which opens the gift that the museum staff have made for you. That then leads you into the experience and through the museum to find some of the gifts that they've made for you. You are then invited to make a gift for someone you know.



The screenshot shows a web browser interface with a dark, patterned background. At the top, there are navigation elements including 'Accessibility', 'Home', and 'Our Museums'. A 'DISCOVER' logo is on the left, and a menu with 'ABOUT US', 'EVENTS', 'TRAVEL', 'ALL MUSEUMS', 'CONTACT', and 'GIFT LINK' is on the right. The main content area features an article titled 'Gift at Brighton Museum: have Blast Theory created the future of museums?' with a sub-headline 'Why have Royal Pavilion & Museums spent three years helping Blast Theory test out a new app? And is gift really the future of museums? Digital Manager Kevin Bacon shares his perspective on gift.' The article text discusses the development of the GIFT app, its social media implications, and its role in providing a private and quiet experience. A large image of a smartphone displaying the app interface is shown. On the right side of the article, there are two call-to-action boxes: 'Sign up to our newsletter' and 'Search our collections'.

Gift at Brighton Museum: have Blast Theory created the future of museums?


Why have Royal Pavilion & Museums spent three years helping Blast Theory test out a new app? And is gift really the future of museums? Digital Manager Kevin Bacon shares his perspective on gift.

Throughout June visitors to Brighton Museum will have the chance to 'try out a museum of the future' with GIFT, a new digital experience created by portable-based interactive artists Blast Theory.

This is the third year that Royal Pavilion & Museums have hosted the testing of GIFT, and it's been fascinating to see how the app has developed from the early prototypes into a near fully fledged product. I won't try and explain here what GIFT is, as Blast Theory can explain it better than I can, and if you are able to visit Brighton Museum in June, you can try it yourself! But I will explain why we've spent time supporting the testing of GIFT, and why I think it has huge potential in rethinking the way digital technology can shape a museum visit.

(Un)social media

Most visitors come to our museums with visitors, partners, friends, or as part of a group. For these people the museum visit is clearly a social experience. Yet this is often overlooked by most digital experiences in museums, which are designed for a solitary user. Audio guides speak directly into an individual's ears, touchscreen interactions can usually only be used by one person at a time. These technologies can be effective ways of providing more content to visitors, but they often rub against the grain of the social experience, resulting in a less uptake.




On the surface, GIFT does much the same: the visitor uses their mobile phone to create and share content in a solitary way. But because it is so rooted in the practice of creating and sending gifts, it can enhance the social experience of the museum. A gift could be sent to a friend in another gallery, who is then encouraged to seek out the shared exhibit. It can even be shared with someone outside of the museum, so that they can enjoy their gift at home, and possibly visit the museum themselves in the future.

Private and Quiet

You could argue that GIFT is simply replicating what social media platforms already enable. Thousands of people every year are creating and sharing photos of their museum using familiar tools such as Facebook and Instagram. Why should any museum visitor use a new application like GIFT for this purpose?

There are several answers to this question, but for me there are two powerful reasons why GIFT can enable a much richer experience.

1. Social media channels like Twitter and Facebook are based on a model of the one speaking to the many. This changes the way people communicate. When you compose a tweet, you are likely thinking of the tens, hundreds, or thousands of followers you might have, and will shape your language accordingly (for better or worse), whether you're showing off, being cautiously diplomatic, needlingly aggressive, or conspicuously polite, the way you communicate will be inherently performative.



As a result, these channels are not ideal for communicating more nuanced messages, or sharing ideas that only make sense within more intimate relationships. If you spot a painting that reminds you of a long-deceased aunt's dog, is Instagram the best place to share that with your cousin?

ARBEJDE 11. ÅRGANG, TORSDAG DEN 13. DECEMBER 2016, SPORSTREKET KL. 5.00, REDAKTØR AF OMBUDSMAND

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Her er årets mest læste forskningsdebat 13. december 2016

ITU i spidsen for nyt EU-støttet forskningsprojekt

mandag den 3. oktober 2016

IT-Universitetet skal stå i spidsen for et nyt forskningsprojekt, der er støttet af EU. Projektet skal styrke museers brug af digitale medier.

Forskere fra IT-Universitetet skal stå i spidsen for det nye forskningsprojekt GIFT, der skal give museer værktøjer til at udnytte potentialet i de digitale medier. Det skriver ITU i en pressemeddelelse.

Projektet skydes i gang i 2017 og har modtaget 18 millioner kroner fra Horizon 2020, der er EU's støtteprogram for forskning og innovation.

"Europæiske kulturinstitutioner og museer har over lang tid arbejdet med digitalisering og brugt mange midler på for eksempel at lave digitale versioner af deres værker, men de har en del udfordringer, når det handler om at skabe engagerende digitale oplevelser for deres gæster. Der skal vi hjælpe dem," siger Anders Sundnes Løvlie, der er projektleder og adjunkt på ITU.

Projektet skal ende med prototyper på to forskellige apps, der kan skabe, hvad forskerne kalder "hybride virtuelle museumsoplevelser".

Udover ITU deltager fem partnere og 10 museer over hele Europa i det treårige projekt.

[IT-Universitetet »](#)

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Mindeord: Professor em. i Statskundskab Nikolaj Petersen (81)
13. december 2016 kl. 2:49

Forskere hædret for færre dyreforsøg
13. december 2016 kl. 14:11

Direktør på Statens Serum Institut fritaget for tjeneste efter mistanke om uregelmæssigheder
13. december 2016 kl. 13:28

Mindeord: Professor Flemming Isidor (57)
13. december 2016 kl. 12:45

Dødsfald: Forhenværende forsker og adjungeret professor Per-Anker Lindgård (81)
13. december 2016 kl. 12:03

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DOI: 10.1145/3196709.3196786

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11.1 · University of Nottingham



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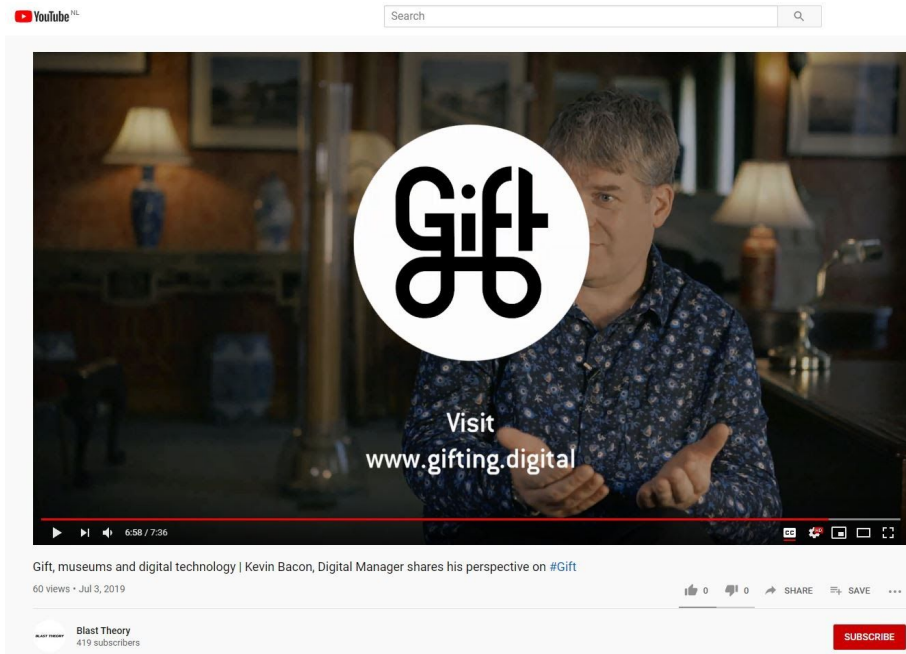


Steve Benford

Abstract

Visual markers, in particular QR codes, have become widely adopted in museums to enable low cost interactive applications. However, visitors often do not engage with them. In this paper we explore the application of visual markers that can be designed to be meaningful and that can be created by visitors themselves. We study both the use of these markers as labels for portraits that link to audio recordings and as a mechanism for visitors to contribute their own reflections to the exhibition by drawing a marker and linking an audio comment. Our findings show visitors appreciated the use of the aesthetic markers and engaged with them at three levels – physical placement, aesthetic content and digital content. We suggest that these different levels need to be considered in the design of future visiting systems, which make use of such markers, to ensure they are mutually supporting in shaping the experience.

Blast Theory and Brighton Museums youtube, Gift App, 2019



Blast Theory vimeo, Gift App, 2018



Gift by Blast Theory

1 year ago | More

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GIFT is a three-year research project that started in January 2016.

Working with our long-term collaborators at the University of Nottingham's Mixed Reality Lab, Blast Theory is developing a series of prototype experiences for museum visitors. We are building an app allowing you to create a gift for a friend by exploring the collection in a museum.

More from Blast Theory

Autoplay next video



Gift by Blast Theory
Blast Theory

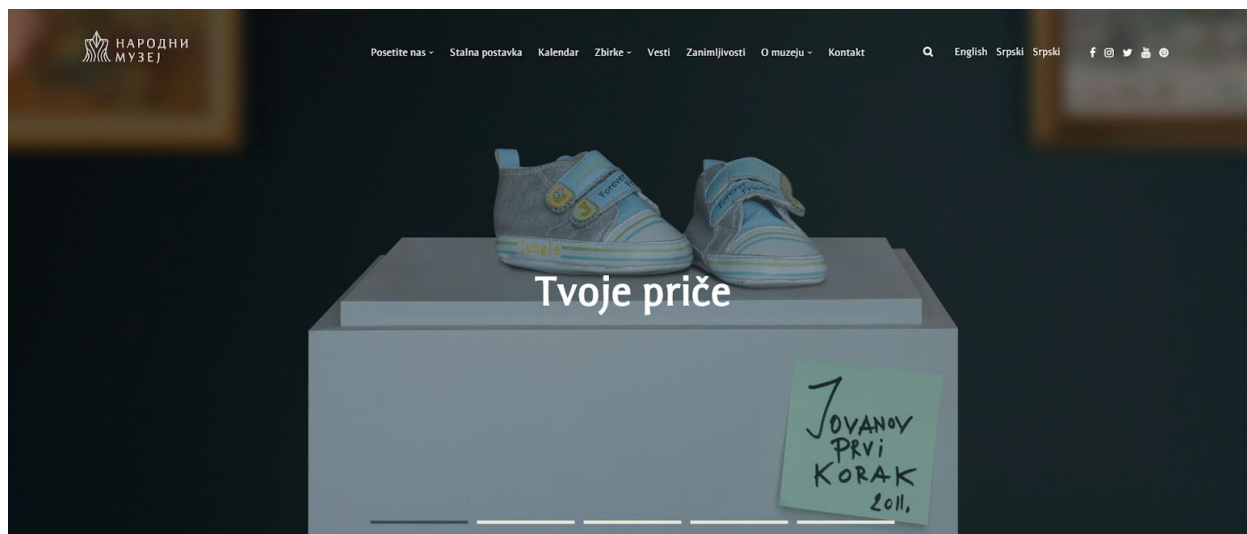


Blast Theory Resi...
Blast Theory



Interning & Volunt...
Blast Theory

National Museum in Belgrade, Your Stories, 2018



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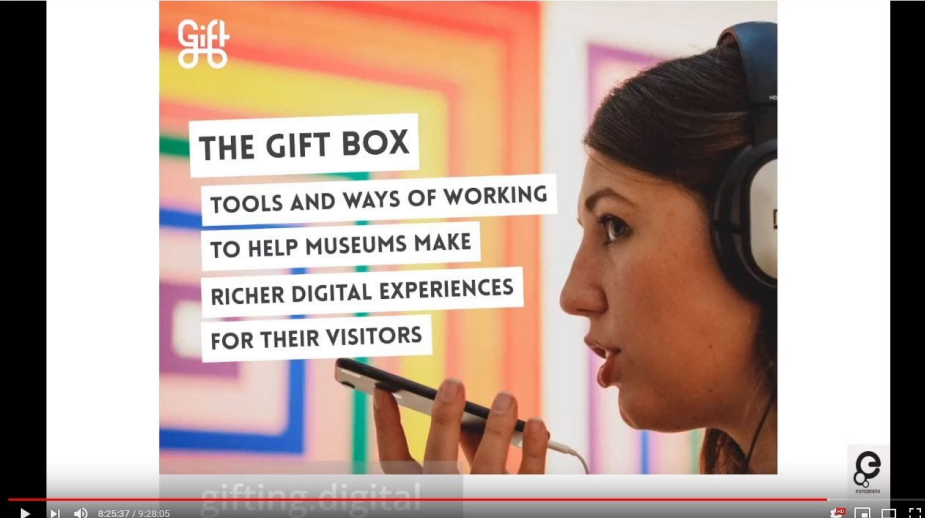
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3 July 2017

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For those who grew up in the 1980s and 1990s, the mixtape was one of the most intimate forms of self-expression that could also be the ultimate gift for a loved one. A means of communication and sharing an experience, it could instantly transport the recipient to the time, place and person who made it. Thanks to the advances in digital technologies, the art of mixtape-making using a hissing cassette tape may seem like a thing of a distant past. However, the idea behind it has inspired a team of artists, designers and computer scientists to help museums create personalised visitor experiences.

Supported by the EU-funded GIFT project, the team has developed a web app that could be used on a smartphone to make a digital playlist from the Brighton Museum collection. The app gives visitors the opportunity to send their compilation to someone special. The museum website states: "Choose exhibits from around the museum that you think that person would love, and record a message for them. The app will wrap up your gift and send it to the person you've chosen."

Mixtape with museum objects

In a news item, Nick Tandavanitj, lead artist for the work at project partner Blast Theory, says: "If you've ever made a mixtape for someone, this is the same, except with objects from a museum. What you choose to include is totally up to you. You might choose a picture that triggers a memory of a time you spent together, or just features their favourite colour. It's a personal gift which will speak directly to the person you send it to."


Virtual and physical museum experiences

In addition to the gift exchange app, the ongoing GIFT project has been creating various other tools that facilitate interactive experiences in museums. One example is Artcodes, customisable scannable markers that function similarly to QR codes. These allow museums to blend their physical exhibitions with digital content that can be designed and even hand-drawn by users. As explained in a news item on the 'Europeana pro' website, "Artcodes were used at the Museum of Yugoslavia to create a poetic and intimate experience addressing memories, conflict and forgiveness." Another hybrid virtual-physical museum experience called One Minute involves a smartphone web app that utilises "image recognition to identify artworks in the museum and offer visitors short, bite-size reflections about them," according to the GIFT project website.

The ongoing GIFT (Meaningful Personalization of Hybrid Virtual Museum Experiences Through Gifting and Appropriation) project was launched to explore hybrid forms of museum experience to spark citizens' curiosity and increase their involvement with art and cultural heritage. Project partners hope their initiative will contribute to economic growth through ticket and digital sales.

For more information, please see:
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Digital innovation can enhance cultural heritage, hears conference

21 March 2018

by Catherine Collins

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The Holy Aedule in the Church of the Holy Sepulchre in Jerusalem was restored with the help of a high-resolution 3D model. Image credit: - Photo:George Lison, licensed under CC BY 2.0

Digitalisation has a role to play in the conservation and promotion of modern-day cultural heritage but should enhance real-life experiences, rather than replace them, experts say.

The Innovation and Cultural Heritage conference, held in Brussels on 20 March 2018, brought together a diverse range of researchers from the fields of science, technology, archaeology, social sciences and humanities, where they showcased their interdisciplinary work in this area.

Speaking at the conference, Mariya Gabriel, EU Commissioner for Digital Economy and Society, said: 'Europe is blessed with an immense cultural heritage which can provide us with a sense of a shared identity and inspire us,' adding that, 'digital transformation may play an essential role in protecting this heritage'.

However, experts also sounded a note of caution, warning that digitalisation should not replace real-life experiences.

Carlos Moedas, EU Commissioner for Research, Science and Innovation, spoke about the importance of cultural heritage for urban regeneration and the need to innovate for the future by learning from the past, but added: 'You cannot digitise experiences. You can digitise the artefacts, the paintings, but you cannot digitise humanity.'

Professor Gábor Senkóly of the Eötvös Loránd University in Budapest, Hungary, encouraged attendees to 'engage

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"If Europe doesn't build a positive cultural identity, others will."
”
Prof. Gábor Senkóly, Eötvös Loránd University of Budapest, Hungary

in a physical context with our heritage.' He urged researchers to handle digital technology critically, as he said it could lead to extreme individualisation, the 'opposite of community-building'.

Digital curators



Professor Sofia Pesenti, a researcher at the Italian National Council of Research (CNR), in the Institute of Technologies Applied to Cultural Heritage in Rome, said that museums need to attract more visitors without losing credibility, and that there are a lot of ways to ensure that digitalisation doesn't lead to excessive individualisation. She pointed to the EU-funded 'art' project, which is developing digital experiences where people engage physically with each other to share playlists of their favourite museum exhibits. GIFT is also enabling visitors to enjoy technologies that measure emotional responses to artwork, and share their experiences with other users. She spoke about how virtual reality can be developed to enhance museum exhibitions and add a more interactive storytelling element. 'There is a need for digital curators within our museums,' she said.

Professor Pier Luigi Sacco of the International University of Languages and Media in Milan, Italy, and special advisor to the European Commission, gave a second example, the 'Father and Son' game developed by the National Archaeological Museum in Naples. Highly rated, this popular game is available as an app for Android and iPhone devices, and tells the story of a son who follows in the footsteps of his archaeologist father, whom he has never met. Going through several stages, to unlock the final level of the game, you must visit the museum.

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