

D6.1 - Communication, Outreach, Dissemination and Exploitation Strategy (CODE Plan)



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Abbreviations

4CH	Competence Centre for the Conservation of Cultural Heritage
AI	Artificial Intelligence
AR	Augmented Reality
BIM	Building Information Modelling
CH	Cultural Heritage
CHI	Cultural Heritage Institution
CIPA	International Committee for Documentation of Cultural Heritage
CODE	Communication, Outreach, Dissemination and Exploitation
CTF	Communication Task Force
DARIAH	Digital Research Infrastructure for the Arts and Humanities
DoA	Description of Action
DS	Data Space
Dx.y	Deliverable x.y according to the DoA
EC	European Commission
ECHOES	European Cloud for Heritage OpEn Science
EEN	Enterprise Europe Network
ENA	Europeana Network Association
E-RIHS	European Infrastructure for Heritage Science
EU	European Union



GLAM	Galleries, Libraries, Archives and Museums
ICARUS	International Centre for Archival Research
ICOM	International Council of Museums
ICOMOS	International Council on Monuments and Sites
ICT	Information and Communications Technology
IPR	Intellectual Property Rights
ISPRS	International Society of Photogrammetry and Remote Sensing
IT	Information Technology
KPI	Key Performance Indicator
M	Month
NECSTouR	Network of European Regions for Sustainable and Competitive Tourism
NEMO	Network of European Museum Organisations
S3-VCST	Virtual and Smart Tourism
SME	Small and Medium-sized Enterprise
SUM	Save Ukraine Monuments
Tx.y	Task x.y. according to the DoA
TMO	Time Machine Organisation
UNESCO	United Nations Educational, Scientific and Cultural Organisation
VR	Virtual Reality
WP	Work package

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Executive Summary

This deliverable, *D6.1 – Communication, Outreach, Dissemination and Exploitation Strategy (CODE Plan)*, defines how the **3D-4CH** project – *Online Competence Centre in 3D for Cultural Heritage* – will maximise visibility, stakeholder engagement, and long-term exploitation of results. Co-funded under the Digital Europe Programme (Grant Agreement 101195149), 3D-4CH aims to accelerate the digital transformation of the cultural heritage sector through the adoption of advanced 3D technologies and skills.

The CODE Plan outlines a coordinated approach to reach diverse audiences, including cultural institutions, researchers, SMEs, policymakers, and citizens. It defines key messages, communication channels, and engagement strategies, ensuring that project outputs are accessible, impactful, and aligned with European digital heritage initiatives.

Work Package 6 (WP6), led by the Time Machine Organisation (TMO) and jointly implemented by all partners, integrates communication, dissemination, and exploitation to:

- **Build awareness and a strong project identity**, ensuring that 3D-4CH and the 3D Online Competence Centre are instantly recognisable and trusted.
- **Engage and empower stakeholders** with multilingual content, certified training, and best-practice guidelines to foster adoption of 3D tools and methods.
- **Create a sustainable knowledge hub** that supports the long-term preservation, reuse, and valorisation of digital cultural heritage.
- **Align with EU policy priorities**, including the Common European Data Space for Cultural Heritage and the 2021 Recommendation on 3D digitisation.

At the heart of the strategy is the **3D Online Competence Centre**, which will serve as a pan-European hub for training, tools, and collaboration. Beyond the project's lifetime, it will act as a reference point for cultural heritage professionals and institutions adopting 3D technologies.

Through targeted campaigns, high-profile events, and partnerships with leading European networks, 3D-4CH will ensure wide dissemination and exploitation of its outcomes.

In short, the CODE Plan sets the foundation for 3D-4CH to deliver lasting impact: connecting stakeholders, scaling digital skills, and embedding 3D cultural heritage into Europe's digital future.



1. Introduction

The 3D-4CH project is a pan-European initiative dedicated to advancing the digital transformation of the Cultural Heritage (CH) sector through the adoption of 3D, XR, and virtual world technologies. It aims to empower CH institutions by providing digital skills, services, and tools via a central online platform, supporting the creation, dissemination, access, and long-term preservation of high-quality 3D cultural content. Special attention is given to Ukraine, building on the 4CH "Save Ukraine Monuments" (SUM) initiative to aggregate and safeguard Ukrainian 3D heritage data.

Within this framework, Work Package 6 (WP6) plays a vital role in ensuring the visibility, uptake, and impact of the project through strategic communication, dissemination, and community outreach. WP6 supports all project Key Performance Indicators (KPIs) by raising awareness, promoting stakeholder engagement, and encouraging adoption of 3D-4CH tools and services across Europe's cultural heritage ecosystem.

WP6 activities will follow a phased approach. In Phase 1 (Months 1–6), the team will develop a comprehensive Communication, Outreach, Dissemination, and Exploitation (CODE) Plan, defining the key messages, audiences, and channels. In Phase 2 (Months 6–36), outreach efforts will intensify at local, national, and European levels, including active engagement beyond the formal stakeholder panel and alignment with European digital heritage initiatives.

In close coordination with WP5, which includes a dedicated task (Task 5.4) for developing a long-term sustainability plan—covering data preservation, future governance of the 3D Online Competence Centre, and the reintegration of SUM initiative content—WP6 will ensure that communication efforts support and reinforce the lasting value and strategic continuity of the project outcomes. Through targeted messaging, multilingual content, and cross-border collaborations, WP6 helps ensure that 3D-4CH leaves a sustainable and widely embraced legacy.

Through multilingual materials of core capacity building and training resources, strategic partnerships, and active promotion of digital transformation benefits in CH, WP6 ensures that 3D-4CH's innovations are not only visible and accessible, but also sustainable and impactful far beyond the lifetime of the project.

This document is structured into chapters, providing detailed information on the strategies and channels employed to reach the above-mentioned project goals and objectives:

- Chapter 3 defines the general outline of the project's communication and dissemination strategy.
- Chapter 4 describes the communication concept, detailing the different activities, target groups, etc.
- Chapter 5 details the management of WP6.
- Chapter 6 describes the communication and dissemination channels to be used.
- Chapter 7 delves into the exploitation strategy.
- Chapter 8 gives an overview of the planned timeline in relation to communication and dissemination.
- Chapter 9 provides a table with key performance indicators.
- Chapter 10 includes all relevant annexes.

2. Communication and Dissemination Strategy

The overall communication and dissemination activities of 3D-4CH under Work Package 6 (WP6) are divided into two phases:

Phase 1 (M1-6) aims to define the most effective outreach channels, synchronise efforts on the consortium level, identify target groups and key messages, engage with the stakeholder panel and raise awareness of the project aims, culminating in the publication of the Communication, Outreach, Dissemination, and Exploitation (CODE) Plan, published as Deliverable 6.1. A project website has been developed during this phase for visibility and communication purposes, with all relevant project information.

Phase 2 (M7-36) will intensify actions at local, national, and European levels to promote activities and achievements, encouraging stakeholder participation beyond the project's stakeholder panel. This phase will disseminate the achievements by the 3D-4CH project to stakeholders and target groups (in line with Work Package 5, T5.1). Close cooperation with European initiatives supporting digital transformation in cultural heritage will maximise impact and ensure cross-fertilisation. The 3D Online Competence Centre will launch in Month 12, thus replacing the current project website. Within the 3D-4CH Competence Centre, the user will be able to retrieve all relevant news and updates, as well as information on the project's communication channels, in addition to the training and capacity building services that the 3D Online Competence Centre will offer.

WP6 combines communication, dissemination, and community outreach into a single work package whose purpose is to maximise the reach, uptake, and long-term sustainability of the 3D Online Competence Centre. Its specific objectives are to:

- 1. Forge a strong project identity and dedicated communication channels.**
 - Create consistent branding and tailor formats, web, social media, press, newsletter, events, so that each stakeholder community and the general public can recognise and engage with 3D-4CH and subsequently with the 3D Online Competence Centre at a glance.
- 2. Promote active use of the Online Competence Centre.**
 - Encourage stakeholders, educators, and researchers to enrol in certified training, explore tools and services, and integrate the platform into their daily work.
- 3. Reach all target groups with digestible, value-adding content.**
 - Package project outcomes and services from the 3D-4CH Competence Centre so that cultural institutions, creative-industry actors, SMEs, academics, policy makers, and interested citizens can easily understand and apply them.
- 4. Build and maintain a pan-European knowledge exchange network.**
 - Connect experts, projects, and policy initiatives at EU and national levels, providing digital tools and interactive spaces that facilitate continuous collaboration.
- 5. Accelerate adoption across data spaces and technology markets.**
 - Boost the visibility of project results and the 3D-4CH Competence Centre among potential users in the heritage, media, and tourism data spaces and among emerging European technology providers.
- 6. Foster cross-sector dissemination and reuse.**
 - Encourage the transfer of data, methods, and insights into adjacent domains, ensuring that project outputs inform practice far beyond the cultural-heritage field.

7. **Share know-how through tailored formats and dedicated channels.**
 - o Deliver workshops, guidelines, and case studies that translate technical advances into actionable guidance for each stakeholder group.
8. **Align with and contribute to relevant EU and national programmes.**
 - o Map project activities onto existing funding streams, initiatives, and clusters to create synergies, avoid duplication, and strengthen Europe-wide collaboration.

3. Communication Concept

The communication concept is centred around a specific set of tasks as presented in the DoA. These tasks together form a comprehensive and sustainable tool and means to successfully communicate and disseminate 3D-4CH's objectives.

4.1 CODE Plan

This detailed Communication, Outreach, Dissemination and Exploitation (CODE) Plan introduces ways and means to profile, reach and establish links with 3D-4CH's already identified and potential future target groups through tailored communication. The project's CODE plan identifies the main target audiences and key messages, outlines the strategy and processes for dissemination, communication and dissemination formats, actions, channels, timing and accountability. A Communication Task Force (CTF)¹ (one representative from each partner institution) is responsible for the establishment and operation of the Plan at the consortium level. The TMO team is the central contact point for the coordination of the actions described in the Plan. Continuous monitoring through the use of quantitative performance indicators and the assessment of key qualitative stakeholders' feedback will provide the necessary measures upon which the CODE Plan will be revised and updated in the course of the project.

4.2 Main Target Groups and Engagement Strategy

To ensure the effectiveness, inclusivity, and strategic relevance of the 3D Online Competence Centre, a robust and multidimensional framework has been developed in WP5 for identifying, classifying, and engaging with target groups². This framework enables the project to address a diverse range of actors involved in, or impacted by, the digitisation and preservation of cultural heritage through advanced 3D technologies.

Classification Criteria³

The classification of target groups is based on six interrelated criteria:

1. *Stakeholder Role in the Cultural Heritage Ecosystem*

¹ See chapter 5 for further details on the Communication Task Force workflows and structure.

² See chapter 3.2 of the Deliverable 5.1.

³ Referencing chapter 3.2 of the Deliverable 5.1.

Groups are categorised by their core function—such as heritage custodians (e.g. museums, archives), technology providers (e.g. 3D developers, ICT companies), content users (e.g. educators, tourists), and ecosystem influencers (e.g. policymakers, networks).

2. *Level of Engagement with 3D Technologies*

This includes those who create and develop 3D content (e.g. scanning professionals), those who facilitate its application (e.g. researchers, educators), and those who benefit from it (e.g. students, tourists, citizens).

3. *Sectoral Affiliation*

Target groups span multiple sectors (culture, education, tourism, ICT, governance), allowing for tailored communication strategies based on sector-specific needs, practices, and terminologies.

4. *Geographical and Strategic Reach*

The framework distinguishes between local actors (e.g. schools, SMEs) and those with broader national or international reach (e.g. EU networks, policy platforms), enabling scaled dissemination and collaboration.

5. *Capacity to Influence or Multiply Impact*

Priority is given to stakeholders with the ability to amplify project outcomes, such as European networks, public administrations, and high-profile organisations that can shape agendas or promote adoption.

6. *Training and Knowledge Needs*

Stakeholders are assessed according to their readiness level and learning profile. This ensures the 3D Online Competence Centre offers differentiated services, such as certified courses, tools, or strategic guidance, adapted to specific user needs.

4.2.3 Identified Target Groups and Key Messages

Based on these criteria, the following stakeholder groups have been identified as essential to the project's success. For each, the 3D Online Competence Centre provides tailored support and messaging to promote engagement, capacity building, and sustainable impact.

Target Group ⁴	Description & Strategic Role	Key Messages
Cultural Institutions (Museums, archives, galleries, heritage sites)	Central custodians of cultural heritage. Play a key role in preservation, access, and public engagement.	Gain access to multilingual training, digitisation standards, and cutting-edge 3D tools. Enhance staff capabilities and audience engagement through digital transformation.

⁴ Referencing chapter 3.2 of the Deliverable 5.1.

Broader Cultural and Creative Sectors (Artists, producers, creatives)	Active drivers of innovation at the intersection of culture and technology.	Access tools and inspiration to incorporate 3D technologies into creative processes, immersive storytelling, and cultural entrepreneurship.
Universities & Research Communities (Academia, research institutes)	Key actors in R&D, methodology development, interdisciplinary collaboration.	Disseminate certified training, share tools and data, and participate in collaborative projects that advance digital heritage.
University Students	Future professionals in heritage, architecture, humanities, and tech sectors.	Build digital skills with certified courses, datasets, and practical experience in 3D documentation and storytelling.
Schools & Education Institutions (Primary and secondary education)	Important entry points for early cultural and digital education.	Use 3D resources to enrich history and art education. Promote early digital literacy and heritage awareness among students.
3D Practitioners (Scanning, modelling, and reconstruction professionals)	Creators of 3D heritage content and technical experts.	Access harmonised standards, professional development, and knowledge-sharing platforms to improve quality and visibility.
Small and Medium Enterprises (SMEs) (Culture, heritage, tech services)	Agile innovation partners in tech and culture.	Showcase and test applications in real-life settings. Expand markets and connect with end users through the Competence Centre.
ICT Sector (XR, AI, cloud, data processing companies)	Technology enablers for digital heritage solutions.	Collaborate with cultural stakeholders and validate tools for heritage applications. Gain access to a real-world living lab environment.

Tourism Sector (Operators, DMOs, innovation hubs)	Beneficiaries and drivers of cultural engagement through digital means.	Create immersive visitor experiences using 3D heritage. Differentiate tourism offerings and align with sustainable models.
European Networks (e.g. Dariah, Europeana, E-RIHS)	Amplifiers of project impact across sectors and regions.	Disseminate resources, align policy strategies, and foster collaborative innovation through a shared digital cultural space.
High-Profile Professional Organisations (UNESCO, ICOMOS, NEMO, EEN, etc.)	Influential actors in standard-setting, policy, and training.	Access consistent, high-level guidance and tools. Align global missions with European digital strategies and share best practices.
European Citizens & Volunteers (Including communities with special needs)	Ultimate beneficiaries of cultural heritage and digital inclusion.	Engage with open-access learning, citizen-science initiatives, and community digitisation efforts. Promote inclusive participation and cultural empowerment.

When delivering key messages, the project will employ differentiated messaging and communication channels tailored to each target group's prior knowledge, preferences, and motivations, ensuring resonance, accessibility, and long-term engagement.

4.2.4 Engagement Strategy

The 3D-4CH project implements a targeted engagement strategy that ensures relevance, inclusion, and sustainability across the cultural heritage ecosystem. Engagement activities are carefully tailored to each stakeholder group based on their role, motivation, level of expertise, and preferred communication channels.

To maximise impact, project partners will prioritise outreach to their existing networks and immediate stakeholders in the areas where they are active. Many of the identified target groups, such as cultural institutions, universities, SMEs, and professional organisations, are already embedded within the partner organisations' ecosystems. This proximity ensures that engagement efforts are context-sensitive and grounded in real needs, while also accelerating early adoption of 3D-4CH outputs.

At the core of this engagement strategy is the 3D Online Competence Centre, which advances the goals of the Digital Europe Programme (DEP) by enabling stakeholders to exploit the full potential of 3D and related technologies. In alignment with the European Commission's 2021 Recommendation on 3D Digitisation of Cultural Heritage, the platform offers:



- Access to best-practice guidance, recognised standards, and accredited training courses
- A curated portfolio of proven tools and services
- Up-to-date findings from applied research and reuse case studies
- A collaborative space for exchange, co-creation, and quality assurance

Beyond supporting cultural-heritage practitioners, the platform will serve as a dynamic hub for researchers, educators, SMEs, and creative professionals. Stakeholders will be able to share news, submit content for certification, contribute to open courseware, and build communities of practice. This fosters a virtuous cycle of innovation, knowledge sharing, and capacity building.

The 3D-4CH project plays a key role in accelerating the digital transition of Europe's culture sector by promoting the uptake of 3D, AI, and extended-reality solutions. It equips cultural institutions to:

- Preserve heritage assets digitally
- Conserve and document them with precision
- Educate and engage diverse audiences through immersive experiences
- Support creative reuse in tourism, education, and the cultural and creative industries

In doing so, the project directly supports DEP Objective #5: Deployment – accelerating best use of technologies.

Additionally, the 3D-4CH curriculum, comprising certified courses and structured learning materials, addresses the EU's digital skills agenda. Training is tailored to the knowledge levels of different stakeholders and supports the upskilling of cultural heritage professionals across Europe. This contributes to DEP Objective #4: Advanced digital skills, while also promoting the use of resources available via the Common European Data Space for Cultural Heritage and the European Collaborative Cloud for Cultural Heritage.

To further encourage adoption, the project will curate a library of concrete reuse scenarios that showcase how 3D data and tools can be applied across domains, from education and conservation to tourism and civic engagement. These scenarios will demonstrate the real-world value of digital cultural heritage to institutions, businesses, citizens, researchers, and public authorities.

To maximise the potential for reuse and long-term impact, 3D-4CH will promote the use of open formats and standardised metadata frameworks for 3D documentation. The project will encourage the adoption of open file formats (e.g. glTF, E57, IFC) depending on different use cases. Furthermore, and in relation to semantic interoperability and metadata integration models such as CIDOC CRM and the Europeana Data Model (EDM), will be referenced in training materials, technical documentation and demonstrators. Although initiatives like the European Collaborative Cloud for Cultural Heritage are still under development, 3D-4CH will follow their progress to ensure that its methods and outputs remain compatible with future European data ecosystems. This alignment with FAIR principles (Findable, Accessible, Interoperable, Reusable) will help ensure that 3D-4CH content and services are technically robust, semantically meaningful, and ready for integration into broader infrastructures. The approach taken aligns with emerging practices in the development of Heritage Digital Twins, where 3D documentation serves not just visual or archival purposes, but as a foundation for simulation, monitoring, and participatory interpretation. 3D-4CH will remain aligned with evolving standards and practices in this space.



4.3 Corporate Identity and Channels

The communication strategy of 3D-4CH relies on a variety of channels to ensure widespread visibility, stakeholder engagement, and long-term sustainability.

To kick off the CODE Plan, communication channels and materials raising the visibility of the project at the European/global level, corporate identity and materials were developed:

- The **project logo** reflects the key motivation and features of the project and has been designed together with a set of **graphic elements** (style sheet)⁵ to enable the creation of different visuals.
- In line with the corporate identity, the project **reporting**⁶ and **presentation templates**⁷ have been produced to ensure a unified appearance.
- A **brochure**, in English, describing the overall approach, objectives and expected impacts of the project was produced for distribution at events.
- **Additional print materials**, such as roll-ups⁸, flyers, posters, will be produced according to the specific communication needs of the project.

4.3.1 Integrated Digital Communication Strategy: Project Website and Online Competence Centre for 3D

A key digital asset of the 3D-4CH project is the 3D Online Competence Centre, a dedicated web-based platform designed to serve as a comprehensive access point for all project outputs. This includes certified training resources, technical guidelines, best practices, reuse scenarios, and 3D content developed over the course of the project. Special attention is being paid to the user experience and interface design to ensure intuitive navigation and efficient access to relevant resources. The first version of the 3D Online Competence Centre is scheduled for launch in Month 12 of the project.

This new platform will complement and extend the existing project website⁹ (<https://www.3d4ch-competencecentre.eu/>), which has been online since the beginning of the project. The project website will continue to play a vital role in public communication by providing general information about the project's objectives, activities, consortium partners, and updates. Rather than being replaced, the project website will be strategically developed and expanded in parallel with the 3D Online Competence Centre.

The two platforms will operate concurrently, with distinct yet interconnected roles: the project website will maintain its function as a public-facing dissemination hub, while the 3D Online Competence Centre will deliver advanced, service-oriented content tailored to specific stakeholder needs. In addition to providing structured access to resources, the 3D Online Competence Centre will also serve as an informational and collaborative space, publishing news items and event announcements relevant not only to the 3D-4CH project but also to the broader community of cultural heritage professionals, researchers, and innovators.

⁵ See Annex 10.1.

⁶ See Annex 10.2.

⁷ See Annex 10.3.

⁸ See Annex 10.7.

⁹ See Annex 10.4.



Users will have the opportunity to subscribe to a dedicated newsletter through the 3D-4CH Competence Centre, ensuring timely updates on training offers, platform developments, sector news, and upcoming events. Moreover, the platform will invite users to actively contribute by submitting relevant news or event information, which, pending editorial review, can be featured within the 3D Online Competence Centre's communication streams.

This dual-platform strategy ensures both continuity and scalability, supporting broad engagement and long-term impact in alignment with the goals of the Digital Europe Programme and the European Commission's vision for the digital transformation of cultural heritage.

4.3.2 Community Engagement Activities

In addition to the project website and the forthcoming 3D Online Competence Centre, 3D-4CH employs a multi-channel outreach strategy to ensure broad visibility, sustained stakeholder engagement, and long-term impact.

Dedicated project pages have been established on partner institutions' websites from the early stages of the project. These serve to further enhance visibility at the local and institutional levels while supporting the sustainability of project outcomes beyond its funded duration.

Active participation in workshops and international events constitutes a cornerstone of 3D-4CH's communication and dissemination approach. The project will be presented at a minimum of ten international events, offering direct opportunities for dialogue, knowledge exchange, and community-building with key stakeholder communities across sectors.

To amplify outreach, the consortium will issue at least **ten press releases** over the course of the project, highlighting major milestones, achievements, and innovations. These press releases will be disseminated through the partners' institutional channels, reinforcing visibility within national and European media ecosystems.

Furthermore, a **quarterly E-Newsletter will be distributed through the partners' mailing lists, reaching approximately 4,000 recipients**. This includes members of the Advisory Board, Stakeholder Panel, and other professional networks, ensuring that key actors remain informed, connected, and engaged with the project's progress.

Social media platforms play a vital role in real-time dissemination and community interaction. 3D-4CH maintains an active presence on LinkedIn, Instagram, Facebook, X (Twitter), and YouTube¹⁰. Consortium partners coordinate to ensure consistent messaging and coverage, using the shared hashtag "#3D4CH." To support these efforts, the project's communication lead, TMO, provides tailored content and visual materials to facilitate effective outreach by all partners.

A **project-specific LinkedIn account**¹¹ has been created to directly distribute content, foster dialogue, and build professional networks around digital cultural heritage. Similarly, the **dedicated**

¹⁰ An overview over the partners' communication channels detailing social media accounts, news functionalities on respective websites, press functionalities etc. has been created in the Communication and Dissemination Registry. With the CTF ensuring the uptake of news by the project's partners, communication and dissemination across these varied channels is ensured.

¹¹ <https://www.linkedin.com/company/3d-4ch-online-competence-centre/about/>

YouTube channel [@3D4CH¹²](https://www.youtube.com/@3D4CH) hosts all project-related videos, including training content, event recordings, and communication materials.

To further enhance stakeholder interaction, 3D-4CH will organise a series of branded events, including **two online stakeholder workshops** and a **hybrid final event**. These gatherings are expected to attract at least 500 participants, offering meaningful opportunities for feedback, co-creation, and shared learning.

4.5 Communication Activities

To build awareness, understanding, and trust in the project, and to lay the foundation for an active user base that can be further expanded and mobilised during the operational phase of the 3D Online Competence Centre, a variety of content will be developed and distributed across multiple channels. The Communication Task Force (CTF) has set up a document “Dissemination & Communication registry¹³” instructing partners on how to document their (planned) communication and dissemination activities in order to give the CTF the opportunity to prepare specific communication strategies around these activities ahead of time and vice versa collect information and material necessary to report on accomplished activities.

The planned communication activities include:

- **Press campaigns** will raise visibility and create public-facing content through at least 10 press and news releases focused on project milestones. These campaigns will serve to attract and engage key stakeholder groups early on, building the basis for sustained 3D-4CH Competence Centre participation.
- **Audio-visual content** (25+ short videos) will showcase digitised and enhanced cultural content, tools, tutorials, and interviews with project stakeholders. These resources will help cultivate a digitally literate community and serve as reusable engagement material for the 3D-4CH Competence Centre.
- **Social media campaigns** will raise awareness and attract interest in 3D-4CH’s work, using short clips, message cards, and targeted posts to stimulate interest and build a digital follower base for the 3D-4CH Competence Centre’s future operations.
- **News updates and achievements** will be published on the project website and across channels, highlighting major developments such as milestones, webinars, consortium meetings and publications. These updates will maintain steady engagement and create a sense of continuity, which is essential for transitioning stakeholders into 3D-4CH Competence Centre users.
- **A series of events**, including yearly stakeholder workshops and a virtual final event, will activate the community around key topics and outcomes. By linking to existing high-visibility formats and offering hybrid participation, the events will grow a qualified audience base ready to engage with the 3D-4CH Competence Centre in the long term.

4.6 Dissemination Activities

All partners of the 3D-4CH consortium will actively contribute to the dissemination of project results through their respective communication, dissemination, and exploitation channels. The project will make targeted use of events—such as conferences, workshops, and symposia—at regional, national, European, and international levels to promote its objectives, present outcomes, and connect with

¹² <https://www.youtube.com/@3D4CH>

¹³ See Annex 10.5.

stakeholders from across the cultural heritage, creative, and technology sectors. The goal is to boost awareness and uptake of the services and innovations developed through the 3D Online Competence Centre and reach broad intersectoral audiences.

To ensure accessibility and inclusivity, all **core results** will be disseminated in at least **six languages**, including Ukrainian¹⁴. These will be made available through the 3D Online Competence Centre, the official project website, social media platforms, publications, and events. Materials will be tailored to diverse user groups—from cultural professionals and researchers to educators, policymakers, and the general public—to ensure relevance and ease of understanding. These dissemination materials and tools will be designed to encourage the adoption of 3D-4CH outcomes by various stakeholder communities.

In support of these efforts, a **Google spreadsheet**¹⁵ has been set up to monitor relevant dissemination and communication activities at regional, national, and European levels. Project partners are asked to track and report on any event they attend that is listed in the document, including insights on the event's content and any dissemination or communication actions they undertook in relation to the 3D-4CH project. This system will allow for transparent tracking of outreach and support coordinated follow-up actions.

To expand outreach further, the project will mobilise leading European and international stakeholders and networks such as UNESCO, ICOMOS, CIPA Heritage Documentation, ISPRS, ICOM, ICARUS, Archives Portal Europe, Enterprise Europe Network, Europa Nostra, EIT Culture & Creativity, NEMO, Blockchain Alliance Europe, Tourism 4.0 Partnership, Connect4Climate, NECSTOUR, and S3-VSCT. These networks will be instrumental in circulating project news and invitations to events through their communication channels, enabling the project to reach thousands of cultural professionals and enthusiasts across Europe and beyond.

3D-4CH will also foster synergies with international initiatives and European projects in related fields. Collaborations will be pursued with networks and projects such as Europeana Network Association (ENA), Competence Centre for the Conservation of Cultural Heritage (4CH), European Infrastructure for Heritage Science (E-RIHS), Digital Research Infrastructure for the Arts and Humanities (DARIAH), European Cloud for Heritage OpEn Science (ECHOES), and TMO, all of which are represented within the consortium. These partnerships will encourage cross-project knowledge exchange and the sharing of lessons learned, contributing to a more coordinated European approach to digital transformation in the cultural heritage domain.

Moreover, the project will maintain close contact with other Digital Europe Programme (DEP) projects, ensuring alignment of objectives and mutual support. Regular joint meetings—held at least twice during the project's duration, potentially at conferences like EuropeanaTech—will serve as opportunities to exchange knowledge, share updates, and refine requirements for the development of the common European data space for cultural heritage. These activities will reinforce the long-term sustainability and impact of the 3D-4CH project across Europe.

5. Communication and Dissemination Management

To streamline and coordinate the above-mentioned communication and dissemination activities, a Communication Task Force (CTF) consisting of representatives from all project partners (preferably staff members responsible for the communication and dissemination activities within the respective

¹⁴ The process of defining the six languages into which the core results, in particular training courses and resources, is in progress within WP2.

¹⁵ See Annex 10.5.



partner organisation) was set up at the beginning of the project, headed by TMO. After an initial kick-off meeting in February 2025, the CTF will hold regular monthly meetings. Around important events and campaigns, the CTF will schedule meetings shortly before the event and for debriefing and post-processing. If needed, ad-hoc meetings can be scheduled when other more pressing needs arise.

In general, communication and dissemination material, once prepared by the CTF (under the lead of TMO), will be shared and published on the project website and further disseminated via the project's and the partners' communication channels (websites and social media).

Tasks and responsibilities:

- TMO is responsible for the creation of the project logo and accompanying style sheet.
- The project website will be set up by the project coordinator in close cooperation with TMO and all other partners, and in line with the corporate identity as outlined in the style sheet. The content of the website will be maintained by the CTF (posting of news and events, preparing communication and dissemination material for download, etc.)
- Printed dissemination material (brochures, roll-ups, flyers, posters, etc.) will be produced by the CTF under the lead of the TMO and tailored to specific needs.
- Social media visibility of 3D-4CH will be ensured by using the defined joint hashtag #3D4CH across the various social media channels run by the project partners. This way, already existing audiences may be leveraged, and top visibility of the project's outcomes may be ensured. It is furthermore advised to tag project partners in social media posts to highlight the cooperative, cross-sectoral and European aspect of this project. A dedicated project LinkedIn page has been set up to strengthen the project's brand and for sustainability purposes.
- Multi-format storytelling developed by the CTF: Core messages will be repurposed as press releases, interviews, short videos, e-newsletters, quote cards, and other shareable formats to spark conversation around 3D-4CH.
- Annual stakeholder events: Yearly workshops and the final project event will amplify project outcomes and foster broader engagement. These activities are overseen by WP1 in close cooperation with the entire consortium.
- Activity log: A "3D-4CH Communication & Dissemination Registry" template is available to record every outreach action. Supporting files (PDFs, visuals, etc.) are stored in the linked online repository. The Communication Task Force keeps the registry up to date.
- After any event relevant to 3D-4CH, partners submit a brief recap; the Task Force edits these and publishes them as blog posts on the project website and prepares them for further dissemination by the partners.

6. Communication and Dissemination Channels

Channels for communication and dissemination of the project's key messages and outcomes will be:

- **Project website:** 3D-4CH will be presented via (1) its own project website for communicative purposes (www.3d4ch-competencecentre.eu) and the sites of the partner institutions. With this approach, high visibility and sustainability are ensured. By month 12 of the project, the competence centre will be launched online; hence, it will include a news section and all relevant tools that are necessary for WP6.

- **eNewsletter:** A regular e-newsletter will keep subscribers up to date with milestones, training opportunities, and upcoming events. In addition, partners will highlight key 3D-4CH news in their own institutional newsletters to extend the project's reach.
- Each partner will feed project news into their news and events pages and maintain activity across their established **social media channels**, all coordinated under the hashtag #3D4CH. This ensures a steady flow of content on X (Twitter), LinkedIn, Facebook, Instagram and other platforms frequented by our target audiences.
- 3D-4CH will secure a strong presence at external gatherings, at least ten **international stakeholder events**, while also hosting three online stakeholder workshops and a hybrid final conference. Collectively, these activities are expected to engage more than 500 participants, providing valuable opportunities for dialogue and professional exchange.
- To boost on-site visibility, the project will produce **printed promotional materials** such as brochures, roll-ups, and poster sets for partners to display at conferences and exhibitions. In parallel, the Communication Task Force (CTF) will prepare a minimum of ten **press releases**, distributed through partner networks and supplemented by audiovisual content for online outlets.
- Finally, 3D-4CH will pursue **cross-collaboration with related European initiatives** to align messages, share resources, and amplify collective impact, cementing the project's role in Europe's evolving digital-heritage ecosystem.

7. Exploitation Strategy

The 3D-4CH project is a cross-sectoral initiative dedicated to advancing the digital preservation, access, and reuse of cultural heritage through the creation of a comprehensive 3D Online Competence Centre for Cultural Heritage. To ensure the long-term uptake and impact of its capacity building and training opportunities, the project is grounded in a robust exploitation strategy, tightly interwoven with sustainability mechanisms designed to extend benefits well beyond the project's funded lifecycle (i.e. expert networks, long-term hosting, etc.).¹⁶

Exploitation activities are primarily driven by Work Package 5 (Exploitation and Sustainability), with close alignment to Work Package 6 (Communication and Dissemination). This integrated approach ensures synergies between awareness-raising, stakeholder engagement, and the long-term valorisation of project results. The 3D Online Competence Centre, including its suite of services, training programmes, and digital tools, will be actively promoted through the communication infrastructures and stakeholder networks of all consortium partners.

A key objective of the exploitation strategy is to mainstream the use of the 3D Online Competence Centre's outputs among cultural institutions, researchers, educators, technology providers, SMEs, and citizens. This will be achieved through targeted outreach activities, participation in major sectoral and cross-sectoral events, conferences, and workshops at national and international levels, to directly engage potential users and amplify the visibility of project outcomes.

7.1 Sustainability Through Infrastructure, Networks, and Standards

At the heart of the project's sustainability vision is the 3D Online Competence Centre, conceived as a dynamic and evolving digital interface that will remain operational beyond the project runtime. It will serve as a central access point for best practices, guidelines, certified training programmes, tools, and 3D content. The platform will not only support cultural-heritage professionals but also foster a

¹⁶ A detailed long-term sustainability plan will be detailed in task 5.4.



collaborative environment for interdisciplinary exchange with educators, researchers, and the private sector.

To further support long-term sustainability, 3D-4CH will build and cultivate a pan-European expert network, connecting cultural institutions, domain specialists, researchers, and digital providers. This network will promote the co-creation and continuous validation of knowledge and tools, ensuring ongoing relevance and fostering a sustainable ecosystem of innovation and mutual support.

7.1.1 Dedicated Planning for Long-Term Sustainability (Task 5.4)

A specific task within Work Package 5 (Task 5.4: Development of a Long-Term Sustainability Plan) is fully dedicated to preparing the strategic and operational framework for sustaining project outcomes. This includes:

- Establishing criteria for data validation, quality assessment, and long-term preservation;
- Preparing a return and sustainability plan for the digital documentation rescued under the *Save the Ukraine Monuments (SUM)* initiative, ensuring the secure reintegration of data into Ukrainian cultural heritage institutions and supporting post-conflict recovery;
- Developing a sustainability model for the 3D Online Competence Centre's online platform, including provisions for future hosting, maintenance, and governance;
- Outlining a roadmap for the takeover or co-management of the Competence Centre by a relevant European body or consortium of stakeholders.

These efforts ensure that the project's outputs remain not only accessible, but also actively used, updated, and embedded into existing cultural-heritage infrastructures and initiatives

8. Accomplished and Planned Activities

- M1: Kick-off meeting 18-20 February 2025 in Trento (IT), including a public stakeholder event. Followed by an accompanying press release¹⁷
- M1-M2: Finalisation of the project's CI: Project logo and style sheet¹⁸
- M1: Inauguration of the Communication Task Force
- Starting M2: Continuous monitoring of relevant events where 3D-4CH may be presented and/or participate¹⁹
- M2: 3D-4CH project Website²⁰ goes live
- M4: Announcement of project website through partners' Websites, social media channels, newsletters, etc.
- M4: Set-up of project page on LinkedIn²¹
- M4: Communication Campaign on WP2 Survey
- M5: Workshop on June 12th at the Europeana 2025 Conference and exhibition stand during both days of the conference
- M5: Communication Campaign WP5 Survey
- M6: Finalisation of the CODE Plan

¹⁷ See Annex 10.12.

¹⁸ See Annex 10.1.

¹⁹ See Annex 10.5.

²⁰ See Annex 10.4.

²¹ See: <https://www.linkedin.com/company/3d-4ch-online-competence-centre/about/>

- M8: 16 September 2025 3D-4CH Consortium Meeting
- M8: Workshop and Panel at Digital Heritage World & Expo 2025 in Siena (accepted)
- M10: Workshop at CHNT in Vienna (accepted)
- M12: 3D-4CH Winter School at the Royal Museum of Art and History in Brussels (Seasonal School)
- Spring 2026: Masterclass and Workshop planned
- Autumn 2026 & Early 2027: further Workshops on 3D Digitisation planned

9. Monitoring and Key Performance Indicators

The key performance indicators, together with additional monitoring tools—such as web analytics dashboards, built-in social media insights, workshop registration forms, newsletter engagement metrics, and internal project logs—enable effective tracking of the dissemination and promotional efforts and measurement of their impact. To achieve these targets, the approach draws on the existing strengths and ongoing initiatives of project partners, for example by leveraging their established and active social media channels to reach the intended audiences. A list has been compiled outlining the primary social media accounts and the main activity areas assigned to each partner to support coordinated implementation.

Dissemination and Promotion Channels	Indicator to Measure	Target Number
Collaborative Website	Number of monthly page views	500
Social media	Number of impressions	5.000
Quarterly eNewsletter	Number of recipients	4.000
Press and news releases	Number of published press releases	10
Video interviews and other promotional video material	Number of videos	25
Stakeholder events	Total number of events	4
Presentations of 3D-4CH at international events	Total number of presentations	25



10. Annexes

10.1 Style sheet and project logo

3D-4 CULTURAL HERITAGE

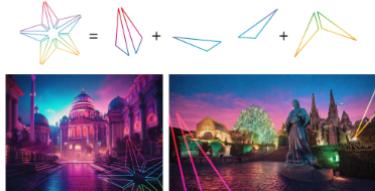


COLORS

PRIMARY	SECONDARY
HSB: 0° 100% 100% R: 255, G: 102, B: 0 CMYK: 0, 73, 100, 0 PMS: 186C	HSB: 0° 100% 100% R: 255, G: 255, B: 0 CMYK: 0, 0, 0, 0 PMS: 186C
HSB: 0° 100% 100% R: 0, G: 102, B: 102 CMYK: 100, 0, 0, 0 PMS: 3001C	HSB: 0° 100% 100% R: 102, G: 255, B: 255 CMYK: 95, 0, 0, 0 PMS: 3001C
HSB: 0° 100% 100% R: 0, G: 0, B: 102 CMYK: 100, 100, 0, 0 PMS: 287C	HSB: 0° 100% 100% R: 102, G: 102, B: 255 CMYK: 95, 95, 0, 0 PMS: 287C
HSB: 0° 100% 100% R: 102, G: 0, B: 102 CMYK: 95, 100, 0, 0 PMS: 287C	HSB: 0° 100% 100% R: 102, G: 102, B: 102 CMYK: 95, 95, 95, 0 PMS: 287C
HSB: 0° 100% 100% R: 102, G: 0, B: 0 CMYK: 95, 100, 100, 0 PMS: 287C	HSB: 0° 100% 100% R: 0, G: 102, B: 0 CMYK: 100, 0, 95, 0 PMS: 287C



SECONDARY ELEMENTS



LOGO-TYPES

MAIN	HORIZONTAL

TYPE

PRINT	SCREEN [G.FONTS]
HEAD COFO SANS VF / HAIRLINE ABCDEFIGHJKLMNOPQRST UVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%^&()_=? COFO SANS VF / MEDIUM ABCDEFIGHJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%^&()_=? COFO SANS VF / FLIGHT ABCDEFIGHJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%^&()_=?	COMFOTAA / LIGHT 300 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%^&()_=? COMFOTAA / SEMIBOLD 800 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%^&()_=? COMFOTAA / REGULAR 400 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%^&()_=?
SUB	
COPY	



10.2 Project reporting template

Dx.x [Insert Deliverable Title]

Deliverable Report n. Dx.x: final version, issue date on XX/XX/XXXX

Grant Agreement number: 101004468
Project acronym: 3D-4CH
Project title: Online competence centre in 3D for Cultural Heritage
Funding programme: Digital Europe
Project coordinator: Marco Medici, INCEPTION
E-mail: marco.medici@inceptionspinoff.com
Project website address: www.3d4ch-competencecentre.eu

Title:	Dx.x [Insert Deliverable Title]
Issue Date:	Date of submission (e.g. 31 March 2025)
Produced by:	Beneficiary short name
Main author(s):	e.g. Name 1 (Organisation 1), etc.
Co-authors:	e.g. Name 1 (Organisation 1), etc.
Version:	Version number (e.g. v1.0)
Reviewed by:	e.g. Name 1 (Organisation 1), etc.
Approved by:	e.g. Name 1 (Organisation 1), etc.
Dissemination:	Public or Sensitive

Colophon

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3D-4CH is a Digital Europe project co-funded by the European Union under Grant Agreement n. 101195149.

3D-4CH - Online competence centre in 3D for Cultural Heritage
D6.1 - Communication, Outreach, Dissemination and Exploitation Strategy (CODE Plan)

1

3D-4CH - Online competence centre in 3D for Cultural Heritage
D6.1 - Communication, Outreach, Dissemination and Exploitation Strategy (CODE Plan)

2

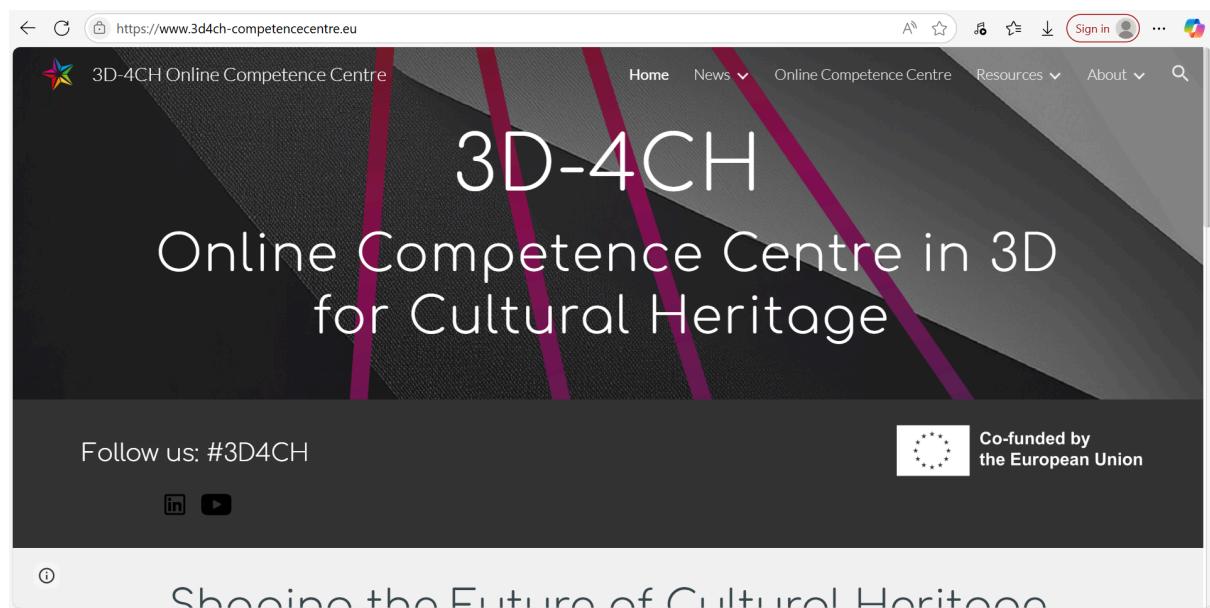
3D-4CH - Online competence centre in 3D for Cultural Heritage
D6.1 - Communication, Outreach, Dissemination and Exploitation Strategy (CODE Plan)

23

10.3 Presentation template



10.4 Project website

A screenshot of the 3D-4CH Online Competence Centre website. The header includes the logo, navigation menu (Home, News, Online Competence Centre, Resources, About), and a search bar. The main content area features the text "3D-4CH Online Competence Centre in 3D for Cultural Heritage". The footer includes social media links, a "Follow us: #3D4CH" message, and a "Co-funded by the European Union" logo.

10.5 Dissemination & Communication registry

3D4CH_Dissemination-Communication.xlsx

Start date	End date	Partner(s)	What / Activity name	Description (can be a link to a blog post done, short)	Link	Who/Target Audience reached
2 1/27/2025		TMO	Newsletter announcing project start	Newsletter blog post	https://us3.campaign-archive.com/?u=7e07	Research Communities
3 1/29/2025		TMO	Subpage 3D 4CH	Permanent subpage informing about the project	https://www.competence-centre-in-3d-for-cultural-heritage.eu/	Research Communities
4 1/30/2025		ATHENARC	Facebook page	Post informing about the project	https://www.facebook.com/AthenaRCanthi	Citizens
5 1/30/2025		ATHENARC	Subpage for 3D 4CH	Permanent subpage informing about the project	https://www.ilsp.gr/en/projects/3d-4ch/	Citizens
6 01/31/2025		TMO	LinkedIn	Post about kick off / project start	https://www.linkedin.com/feed/update/urn	Citizens
7 01/31/2025		TMO	Bluesky	Post about kick off / project start	https://bsky.app/profile/timemachine.eu/p	Citizens
8 01/31/2025		TMO	LinkedIn	Detailed post about 3D-4CH project	https://www.linkedin.com/posts/timemachine-15343316/news-activity	Citizens
9 01/30/2025		CARARE	News	News about 3D-4CH launch	https://www.carare.eu/en/news/shaping-th	Specific end user
10 01/30/2025		CARARE	Subpage 3D 4CH	Permanent subpage informing about the project	https://www.carare.eu/en/projects/	Citizens
11 01/31/2025		CARARE	Bluesky	Post about project start	https://bsky.app/profile/carare.eu/post/3l2g	Specific end user
12 01/30/2025		Arctur	Subpage 3D 4CH	Permanent subpage informing about the project	https://tourism4-0.org/t4-0-projects/3d-4ch	Citizens
13 01/30/2025		DP	LinkedIn	Project start	https://www.linkedin.com/posts/the-discovery-project-15343316/post-106461646	Citizens
14 4/2/2025		CARARE	Newsletter	Newsletter introducing project	https://mailchi.mp/2617b3fca161/carare-up	Specific end user
15 2/4/2025		IN2	IN2 Website news	News about 3D-4CH launch	https://in-two.com/post/106461646	Citizens
16 4/2/2025		CARARE	Facebook post	Post about project start	https://www.facebook.com/groups/carare/	Specific end user
17 2/4/2025		CARARE	LinkedIn	Post about project start	https://www.linkedin.com/feed/update/urn	Specific end user
18 02/13/2025		TMO	News post on TMO website	Event post on TMO website	https://www.linkedin.com/in/3d4ch-project/	Specific end user

3D4CH_Dissemination-Communication.xlsx

Contacted by (project partner)	Date of Contact	Type of communication channel (mailing list, newsletter, individual contact, etc.)	Outreach (number of recipients, if applicable)	Stakeholder group(s) (i.e. University, Museum, Training Centre, Policy Maker etc.)	Primary Field of Activits (i.e. Cultural Heritage, 3D tech, Education, tourism)	Country / Region
2 TMO	11.04.2025	Newsletter	2750 recipients	Cultural Heritage Institution	Cultural Heritage	International
3 TMO	07.04.2025	LinkedIn Post	1173 recipients	Cultural Heritage, Research	Cultural Heritage	International
4 TMO	16.04.2025	Repost on LinkedIn	1173 recipients	Cultural Heritage, Research	Cultural Heritage	International
5 TMO	07.04.2025	Bluesky Post	169 recipients	Cultural Heritage, Research	Cultural Heritage	International
6 AthenarC	14.04.2025	Facebook Post	211700 recipients	Cultural Heritage, Research	Cultural Heritage, Research	International
7 AthenarC	14.04.2025	LinkedIn Post	1720 impressions	Cultural Heritage, Research	Cultural Heritage, Research	International
8 AthenarC	14.04.2025	Individual contact	72 professors	Research Institutions, Universities	Research	Greece
9 EFHA	4/14/2025	Post on LinkedIn	291 impressions	Cultural Heritage Institution, Research	Cultural Heritage	International
10 EFHA	4/30/2025	Presentation at General Assembly	35 members	Cultural Heritage Institution, Research	Cultural Heritage	International
11 MCA	4/11/2025	Post on linkedin	143 impressions	Cultural Heritage Institution	Cultural Heritage	International
12 MCA	4/11/2025	Post on Bluesky	57 recipients	Cultural Heritage Institution	Cultural Heritage	International
13 ARCTUR	7.4.2025	direct email to employees of National	40 recipients	heritage professionals	Cultural Heritage	national
14 IN2	4/14/2025	re-post on LinkedIn		business partners	Research	International
15 IN2	4/17/2025	Post on LinkedIn		business partners	Research	International
16 IN2	22.04.2025	Email		1 Cultural Heritage Institution	Cultural Heritage	National
17 MCA	4/28/2025	Newsletter	240 recipients	https://mailchi.mp/3284775d1329/mc	Cultural Heritage	



10.6 Communication kit for WP2 Survey





10.7 Project roll-up



10.8 Project bookmarks



3D 4CH
Competence Centre

Co-financed by the European Union

**SURVEY
OF TARGET GROUPS
OF THE 3D ONLINE
COMPETENCE CENTRE**

**SURVEY
OF TRAINING
COURSES, MATERIALS
AND CURRICULUM**

DRAFT

JOIN THE CONVERSATION



10.9 Communication kit for WP5 Survey



10.10 Stakeholder Panel Overview



Stakeholder Panel: Role and Activities

The Stakeholder Panel (SP) consists of representatives from national or regional administrations, Cultural Heritage Institutions (CHIs), Universities, SMEs and NGOs from across Europe (including the EC member states, third countries participating in the Digital Europe programme including Ukraine, and neighbouring countries).

Purpose of the stakeholder panel

The SP plays a crucial role in providing insights to 3D-4CH and its Advisory Board (AB) about the needs and requirements of cultural heritage institutions and other potential users of the Competence Centre's services. The SP members represent different regions across Europe and different sectors (museums, libraries, archives, galleries, heritage organisations, universities, companies, governmental and non-governmental organisations).

Members will support the project by:

- Contributing to surveys initiated by the project to
 - define the needs and requirements of cultural institutions and other stakeholders in their network from the Competence centre
 - assess the deployment of 3D, virtual worlds, augmented and extended reality (VR, AR and XR) in cultural heritage.
- Testing and evaluating services as these are developed by the Competence Centre giving feedback to the project and its AB.
- Supporting communication and knowledge sharing by helping the project to reach out to cultural heritage institutions and other stakeholders in their network (whether by country, region or specialism) and by:
 - Disseminating news and information from the project about services, tools, training and capacity building opportunities
 - Sharing and exchanging knowledge with the project and its AB about the take up of 3D technologies by CHIs and other stakeholders in their network.
- Supporting the delivery of training and capacity building in the CH and related education sectors and.
 - Fostering the take up of services and training opportunities from the Competence Centre by CHIs and educational institutions in their countries.
- Promoting the use and re-use of 3D digital assets in cultural heritage, education, tourism and conservation by:
 - Sharing knowledge about standards and frameworks that facilitate access and re-use
 - Helping to foster interdisciplinary collaboration and interoperability of CH digital assets which enable their use in domains such as tourism and education.



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10.11 Advisory Board Overview



Advisory Board: Roles, Activities and Governance

The 3D-4CH Advisory Board (AB) comprises of scholars, experts and leaders in the field of 3D and representatives of European CHIs.

Purpose of the advisory board

Scientific support

The AB plays a crucial role in ensuring the scientific integrity of the 3D-4CH Competence Centre. It acts as a sounding board and guides the project management team in making informed decisions about the approaches and methodologies planned for the Competence Centre helping to ensure alignment with the evolving trends and needs in the cultural heritage sector.

Providing expertise

AB members are experts in their fields who use their knowledge and experience in the adoption of next-generation technologies for digital cultural heritage including the use of 3D digitisation, artificial intelligence (AI), extended reality (XR) and virtual worlds. They will assist the project management team in exploring new opportunities, in overcoming challenges and in ensuring diversity in perspectives.

Supporting project goals

The AB will advise on critical decisions that contribute to 3D-4CH meeting both its project goals and its longer-term mission. The AB will also support project goals by:

- **Fostering collaboration and partnerships** with international organizations and institutions. AB members have extensive networks and connections and can support the project management team by introducing new contacts, facilitating knowledge exchange and fostering opportunities for collaboration. In this way the AB will help drive forward the mission of the Competence Centre on a global scale.
- **Working closely with the Stakeholder Panel** to engage with representatives of key stakeholders to obtain vital feedback and insights for both the project and the AB. In this way helping to ensure the effectiveness and real-world relevance of the Competence Centre's services.
- **Assessing the Competence Centre's impact and usage patterns** to help ensure that they fulfill the actual needs and requirements of cultural heritage and other stakeholders. By giving feedback, the AB will help the project to improve its products and services, and prioritize programmes that benefit the greater cultural heritage community.
- **Supporting communication and knowledge sharing** between stakeholders and the Competence Centre, ensuring that the voices and perspectives of CHIs and other stakeholders are heard and considered in decision-making.
- **Promoting a collaborative, transparent, diverse and gender-balanced culture** to help strengthen the relationship between the Competence Centre and its stakeholders and to build mutual understanding and trust.



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10.12 Press Release



Transforming Cultural Heritage: The 3D-4CH Project Unveils Europe's Online Competence Centre in 3D

[13 February 2025] – The 3D-4CH Online Competence Centre in 3D for Cultural Heritage project, co-funded by the European Union, is set to revolutionize the preservation, digitization, and accessibility of cultural heritage through advanced 3D technologies, artificial intelligence (AI), and extended reality (XR). Over the next three years, this initiative will establish a fully online Competence Centre for 3D Cultural Heritage, enabling institutions, researchers, and the public to explore and protect Europe's rich and diverse heritage like never before.

Funded under the Digital Europe Programme, 3D-4CH directly aligns with key objectives such as enhancing digital skills, strengthening data infrastructures, and accelerating the digital transformation of cultural heritage institutions (CHIs). The project will empower CHIs by providing training, tools, and a collaborative platform, ensuring that cultural treasures are safeguarded, studied, and made accessible for future generations.

Fulgencio Sanmartín, 3D-4CH Project Officer, underscores the vital role of the Digital Europe Programme in advancing 3D upskilling: "The reconstruction and reopening of Notre Dame have shown that 3D technology is not only beneficial but essential. We must systematically safeguard all cultural heritage at risk by digitizing it in 3D - making the process more efficient, accessible, and widely adopted."

A Vision of Excellence

The 3D-4CH Competence Centre will address critical challenges in cultural heritage digitization through four core pillars:

1. Training and Capacity Building – Offering interactive online courses, in-person workshops, and seasonal schools, the centre will equip cultural professionals with cutting-edge skills and certifications in 3D digitization and AI applications. Training materials will be made available in six different languages, including Ukrainian, ensuring broad accessibility.
2. Advanced Tools and Services – Providing access to state-of-the-art technologies, best practices, and digital tools, the centre will support CHIs in preserving and managing digital heritage assets.
3. 3D Deployment and Innovation – Developing high-quality 3D cultural assets, enhancing existing datasets, and ensuring metadata and sustainable archiving standards are upheld.
4. Research and Development – Driving technological progress through collaborations with leading European and Ukrainian researchers to explore innovative solutions in 3D documentation, AI-enhanced analysis, and immersive storytelling.

Spearheading Digital Transformation in Cultural Heritage
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Building on the foundations of influential EU-funded projects and leveraging European research infrastructures such as the Common European Data Space for Cultural Heritage,

