



Understanding, Capturing and Fostering the Societal Value of Culture



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EXECUTIVE SUMMARY

This document provides an overview of the progress in the implementation of the online portal of the UNCHARTED project.

It constitutes a reference point for all necessary actions regarding the promotion of UNCHARTED's web presence.

It also aims to provide an overall description of the UNCHARTED project website, the content of its various sections, the technical infrastructures and related services of the website and of the project's blog on Digitalmeetsculture.net, and the promotional elements including the UNCHARTED logo, its tagline the website graphics and the layout of the various elements.

The current document is composed by this Executive Summary, eight chapters and one Annex.

The eight chapters are:

Chapter 1 *UNCHARTED visual identity* describes the UNCHARTED logo, branding and visual identity.

Chapter 2 *Website layout and structure* offers an overview of UNCHARTED's website layout and structure

Chapter 3 *Public area* illustrates the public pages

Chapter 4 *Reserved area* illustrates the repository and the calendar services of the project

Chapter 5 *UNCHARTED blog* illustrates the blog hosted on digitalmeetsculture.net magazine

Chapter 6 *Technical infrastructure* describes the technical infrastructure, the tools and the additional services that are embedded in the website, e.g. web feeds, analysis tools etc.

Chapter 7 *Editorial team* describes the workflow of the editorial team and the licence of the published contents

Chapter 8 *Conclusions* presents some final considerations and draws the direction for the evolution of the website

Finally, the Annex provides a list of the abbreviations used in the document and their meaning.

1 UNCHARTED Visual Identity

This project focuses on research and innovation actions and for this reason we do not anticipate featuring a lot of attractive multimedia content on the website. However, the aesthetics of the website is taken into account as a mean to attract the attention of the readers.

The concept behind the visual identity and proposed layout is to present to the visitor with an appealing website, independent of any images that may be included.

Graphic illustrations have been used as a simple and effective way to explain the aim and the mission of UNCHARTED to a wide audience, including scholars, researchers, cultural heritage institutions and general public.

The core aim of the visual identity is to develop an overall 'look-and-feel', a unique and easily identifiable brand to be consistently utilised across all platforms during dissemination. This includes the following elements:

- The UNCHARTED logo
- A tagline that encapsulate the 'UNCHARTED brand personality', summarising what UNCHARTED stands for in concise terms
- Templates for the webpages (home page; general page, events pages; blog pages; partners' page; contacts page, etc.).

1.1 UNCHARTED Logo

The colour pattern of the logo has been chosen to make it visible and attractive. The shape of the 'spiral' icon aims to evoke an in depth discovery of unknown valued of culture, valued that needs to 'uncharted'. All files using the UNCHARTED branding will be checked for compliance with the certified standards and will be reviewed to ensure data is of a high quality.



Figure 1 – UNCHARTED logo

1.2 UNCHARTED Tagline

Another important component of the UNCHARTED 'brand personality' is the UNCHARTED tagline, which summarises what UNCHARTED stands for in concise terms.

The chosen tagline is the full title of the project, i.e. *Understanding, Capturing and Fostering the Societal Value of Culture*.

These words were chosen carefully to highlight the fact that the overall objective of the project is to investigate values that need to be charted, discovered, studied from different points of view, which include societal and cultural research.

2 WEBSITE LAYOUT AND STRUCTURE

The domain name registered for the UNCHARTED website is:

- www.uncharted-culture.eu

The website is both the cornerstone of the project dissemination strategy - which is to promote the project activities and results to a wide audience - and the access point to the main outcomes. Furthermore, it serves as an internal collaborative space for the project's partners (reserved area).

2.1 Logic view

The implementation of the UNCHARTED website is based on a very simple logic and a fresh web design, which is uncomplicated and is intended to drive the user's attention on the main function of the portal.

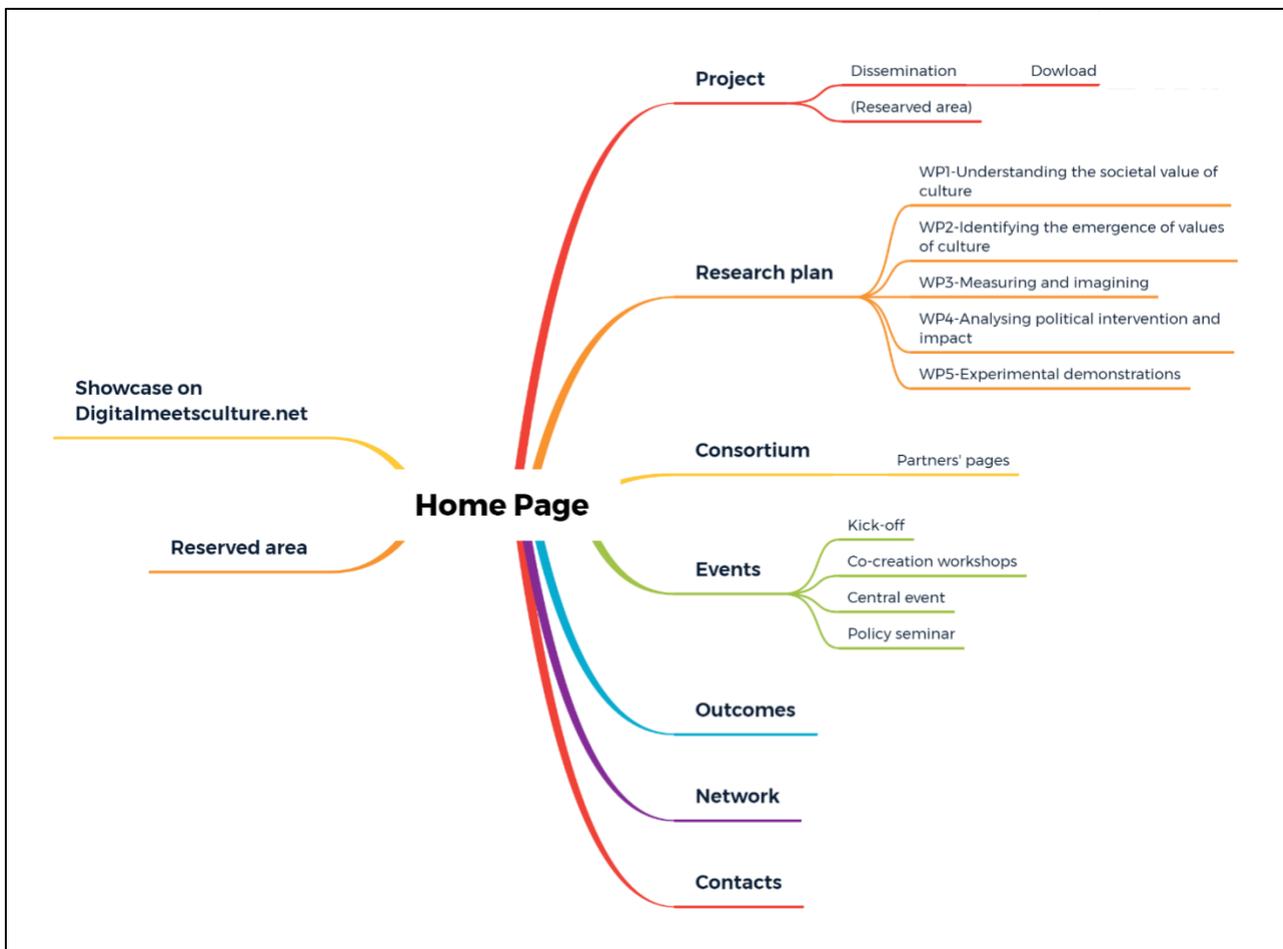


Figure 2 – UNCHARTED website logic view

3 PUBLIC AREA

3.1 Homepage

The landing page of the website is the access point from which all further navigation begins.

It is made of a sequence of horizontal strips, each one dedicated to the presentation of different elements of the project, plus an upper bar menu that give access to the various sections of the website.

The first strip is a carousel of pictures of the locations of the partners, from Barcelona, the site of the Coordinator, to Budapest, Coimbra, Bologna, Paris, Bø, Montpellier, London, and Pisa.

A central button provides the link to the 'Project' page to offer to the reader further general information about the project.

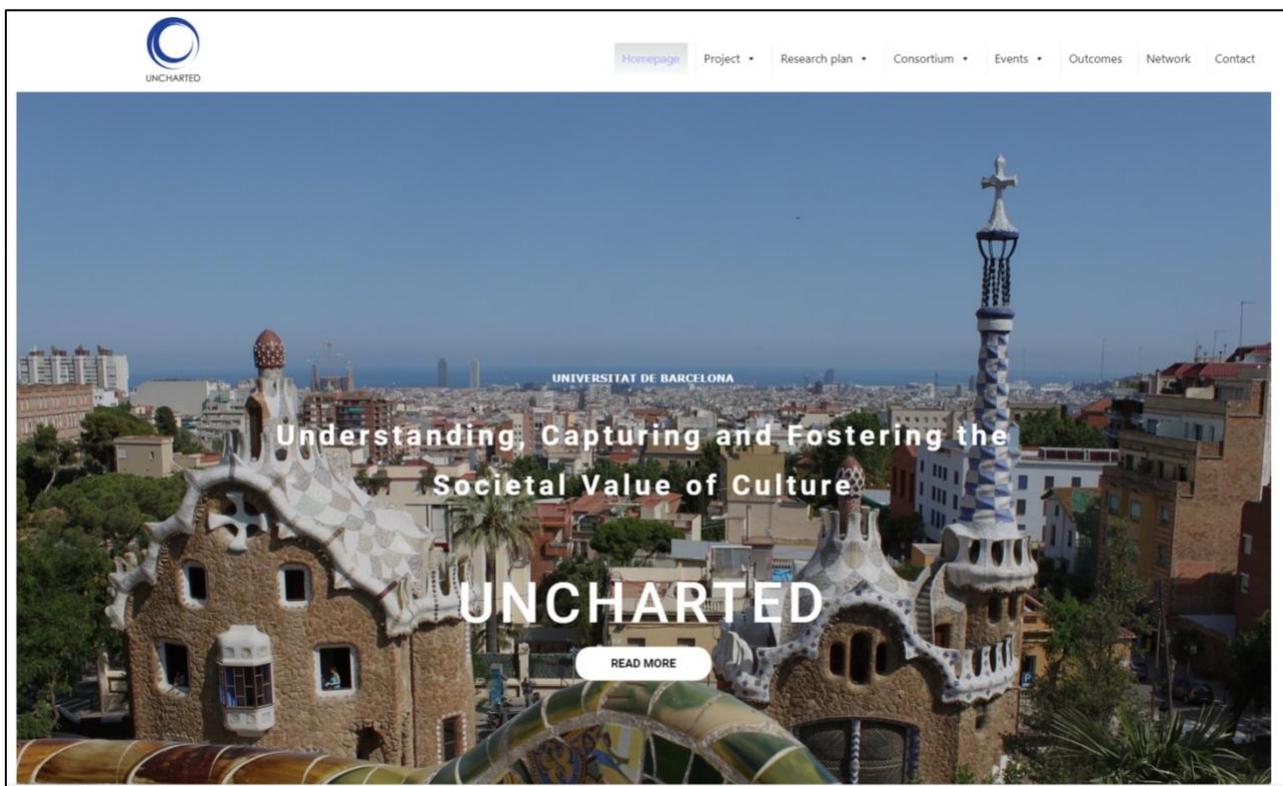


Figure 3 – Home page, first strip: Title and link to the project's presentation

Continuing to scroll down the website, the second strip provides a glance to the scope of the project.

WHY UNCHARTED?

We study the emergence of values connected with culture, their configuration and the political impulse that these values could deliver to the society.

In recent decades, with the growing emphasis on the creative economy, culture has tended to be increasingly seen in political circles under the exclusive lens of the economy and its contribution to it.

The UNCHARTED project aims to counteract this tendency, defining the social values associated with culture.



Courtesy of Promoter's Digital Gallery



Source of the image: <https://nationalzoo.si.edu/animals/giant-panda>

Figure 4 – Home page, second strip: UNCHARTED at a glance

The next strip indicates the areas of practice and the actors that will be studied in the project.

UNCHARTED focuses on the valuation practices of the actors involved in cultural life.

3 AREAS OF PRACTICES AND 3 TYPES OF ACTORS:

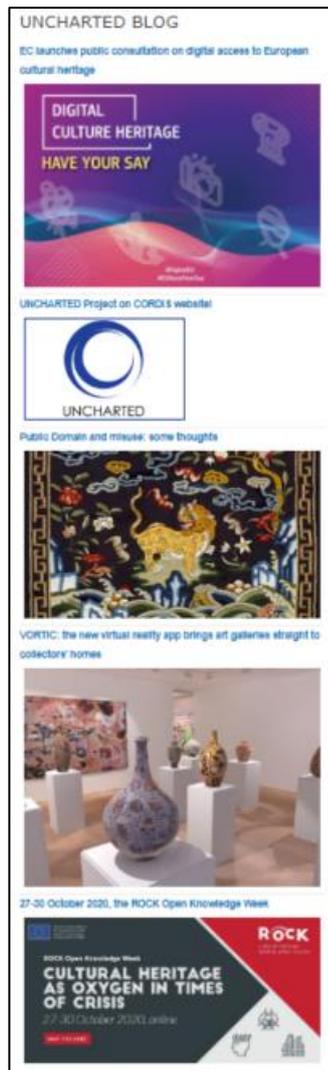
- CULTURAL PARTICIPATION
- CULTURAL PRODUCTION AND HERITAGE
- CULTURAL ADMINISTRATION

Figure 5 – Home page, third strip: Practices and Actors of the research

The fourth strip reproduces the link to the most recent news that are published on the project's blog.



Figure 6 – Home page, forth strip: News



The same news appear on a vertical strip, on the right side bar of the internal pages of the website.

On the internal pages, the 'search box' and the 'social media box' are positioned still on the right side bar, on the top of the news.

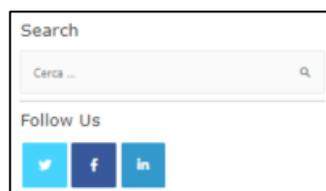


Figure 7– Right side bar of the internal pages

The fifth strip lists the partners that constitute the UNCHARTED consortium.

10 PARTNERS FROM 7 EU COUNTRIES

- UNIVERSITAT DE BARCELONA
- EOTVOS LORAND TUDOMANYEGYETEM
- CENTRO DE ESTUDOS SOCIAIS
- ALMA MATER STUDIORUM – UNIVERSITA DI BOLOGNA
- STIFTELSEN TELEMARSKFORSKING
- CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE – CNRS
- UNIVERSIDADE DO PORTO
- GOLDSMITHS’ COLLEGE
- UNIVERSITE PARIS 8 VINCENNES SAINT-DENIS
- PROMOTER SRL

Figure 8 – Home page, fifth strip: The Partners

The sixth strip provides the overview of the project’s workplan.

WORK PACKAGES

PROJECT MANAGEMENT AND ETHICS REQUIREMENTS COMPLEMENT THE WORK PROGRAMME OF UNCHARTED

<p style="text-align: center;">WP1 UNDERSTANDING THE SOCIETAL VALUE OF CULTURE</p> <hr style="width: 20%; margin: auto;"/> <p>WP1 carries out a first analysis about how the values of culture in Europe are constructed. Working on the base of the research literature and available information about the subject, the central objective is to examine the influence of a series of circumstances and key factors in shaping these values.</p> <p style="color: blue; font-size: small;">Read more</p>	<p style="text-align: center;">WP2 IDENTIFYING THE EMERGENCE OF VALUES OF CULTURE</p> <hr style="width: 20%; margin: auto;"/> <p>WP2 identifies the plurality of values that emerge in cultural practices (economic value linked to cultural innovation; public values like creativity, inclusiveness, tolerance and cohesion; or personal values like well-being or the promotion of identity and belonging). This plurality of values is studied in four fundamental arenas of cultural practice: cultural participation in live arts and culture, cultural participation through media, cultural production and heritage management, and cultural administration.</p> <p style="color: blue; font-size: small;">Read more</p>	<p style="text-align: center;">WP3 MEASURING AND IMAGINING THE PLURALITY OF VALUES OF CULTURE</p> <hr style="width: 20%; margin: auto;"/> <p>WP3 addresses the central challenge of understanding the tensions relating to how different actors in the cultural field (i.e. citizens, professionals, public administrators) construct, measure, compare and rank the values they attribute to culture.</p> <p style="color: blue; font-size: small;">Read more</p>
<p style="text-align: center;">WP4 ANALYZING POLITICAL INTERVENTION AND IMPACT ON THE PLURAL VALUES OF CULTURE</p> <hr style="width: 20%; margin: auto;"/> <p>WP4 addresses the central challenge of providing an assessment of the strategies and effectiveness of cultural policy and institutions in taking full advantage of the potential benefits of culture for society.</p> <p style="color: blue; font-size: small;">Read more</p>	<p style="text-align: center;">WP5 EXPERIMENTAL DEMONSTRATIONS</p> <hr style="width: 20%; margin: auto;"/> <p>WP5 validates the results of the research, in a number of concrete experiments and demonstrations carried out by citizens, professionals, administrator and policy makers, covering the four areas where the development of cultural values is studied in the project, namely: Live arts, Media, Cultural production and heritage management, Cultural information and administration.</p> <p style="color: blue; font-size: small;">Read more</p>	<p style="text-align: center;">WP6 COMMUNICATION AND DISSEMINATION</p> <hr style="width: 20%; margin: auto;"/> <p>WP6 has a twofold general objective: on one hand, it implements the tasks related to the dissemination and communication of the project, both internally, and beyond the consortium partners; on the other hand, it plans the exploitation of the project’s results for their longer sustainability and adoption.</p>

Figure 9 – Home page, sixth strip: The Workplan

The seventh strip indicates the list of the expected outcomes and the dates when these results are planned to be delivered.

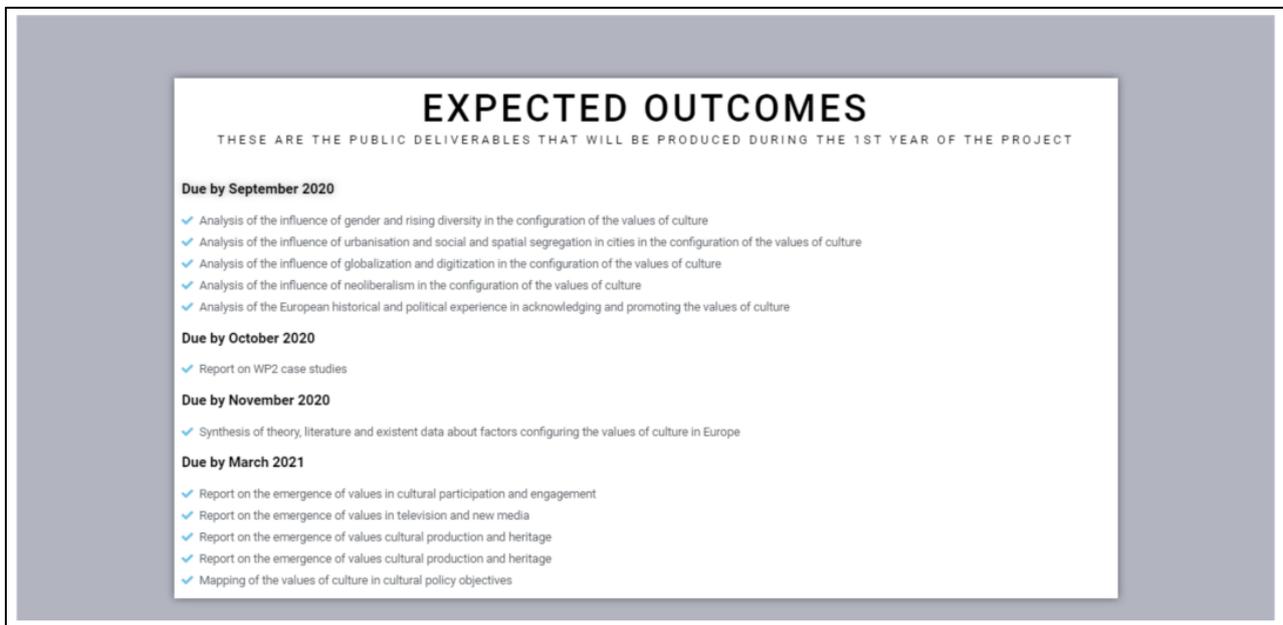


Figure 10– Home page, seventh strip: The Outcomes

The last eighth strip is the 'call for action'. It indicates the lifetime of the project and invites the reader to participate in its activities, by connecting on the social media or via email.

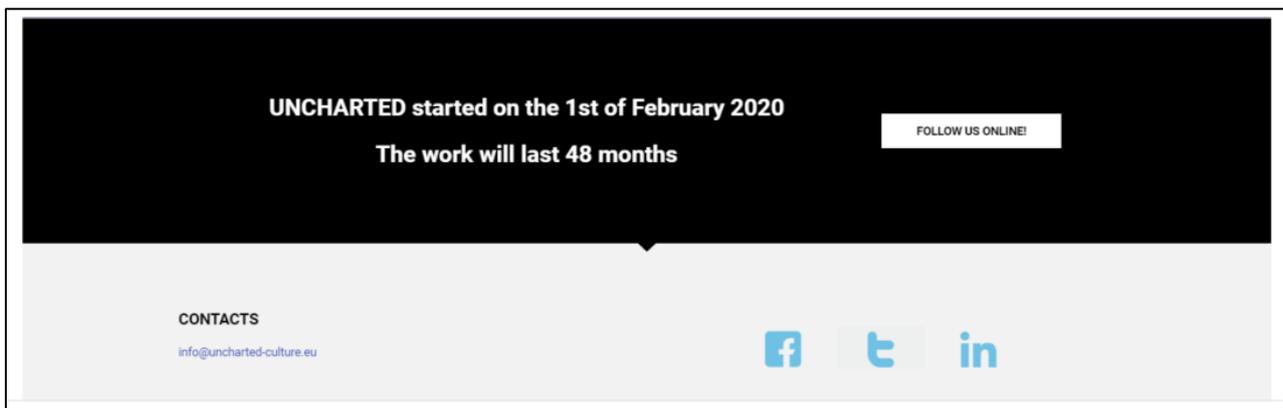


Figure 11 – Home page, eighth strip: The 'Call for action'

The Frequently Asked Questions (FAQ) area concludes the home page.

Two questions and corresponding answers are listed, which are connected with the 'call for action'.

More questions and answers will be added as long as the research plan is progressing.

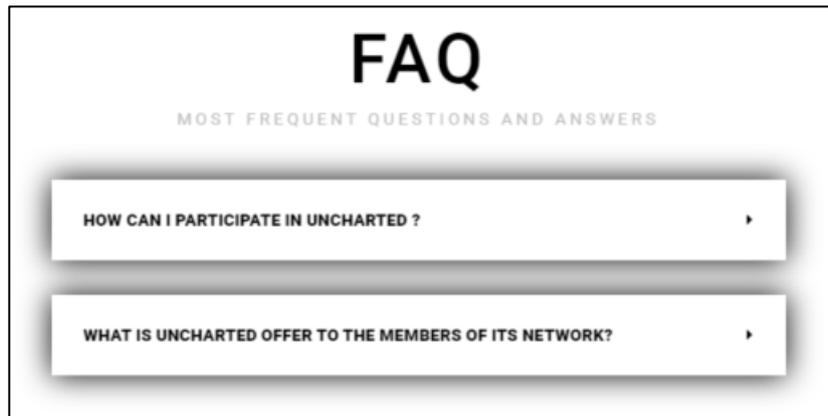


Figure 12 – Home page, FAQ area

The footer of the home page, as well as the footer of all the other pages in the website, contains the logos of the partners of the UNCHARTED consortium. Each logo is linked with the home page of the partner's website. Under the partners' logos, on the left side the emblem of the European Union is accompanied by the text that acknowledge the funding received by the project under the Horizon 2020 programme of the European Union, and on the right side it is present the logo of digitalmeetsculture.net, the online magazine that is the official media partner of the project and that operates the UNCHARTED blog.



Figure 13 – Footer

The eight strips, the FAQ area and the partners' logos in the footer aim to offer to the visitors a graphical and attractive overview of the project and its components.

For further information, the reader can use the links in the navigation bar.

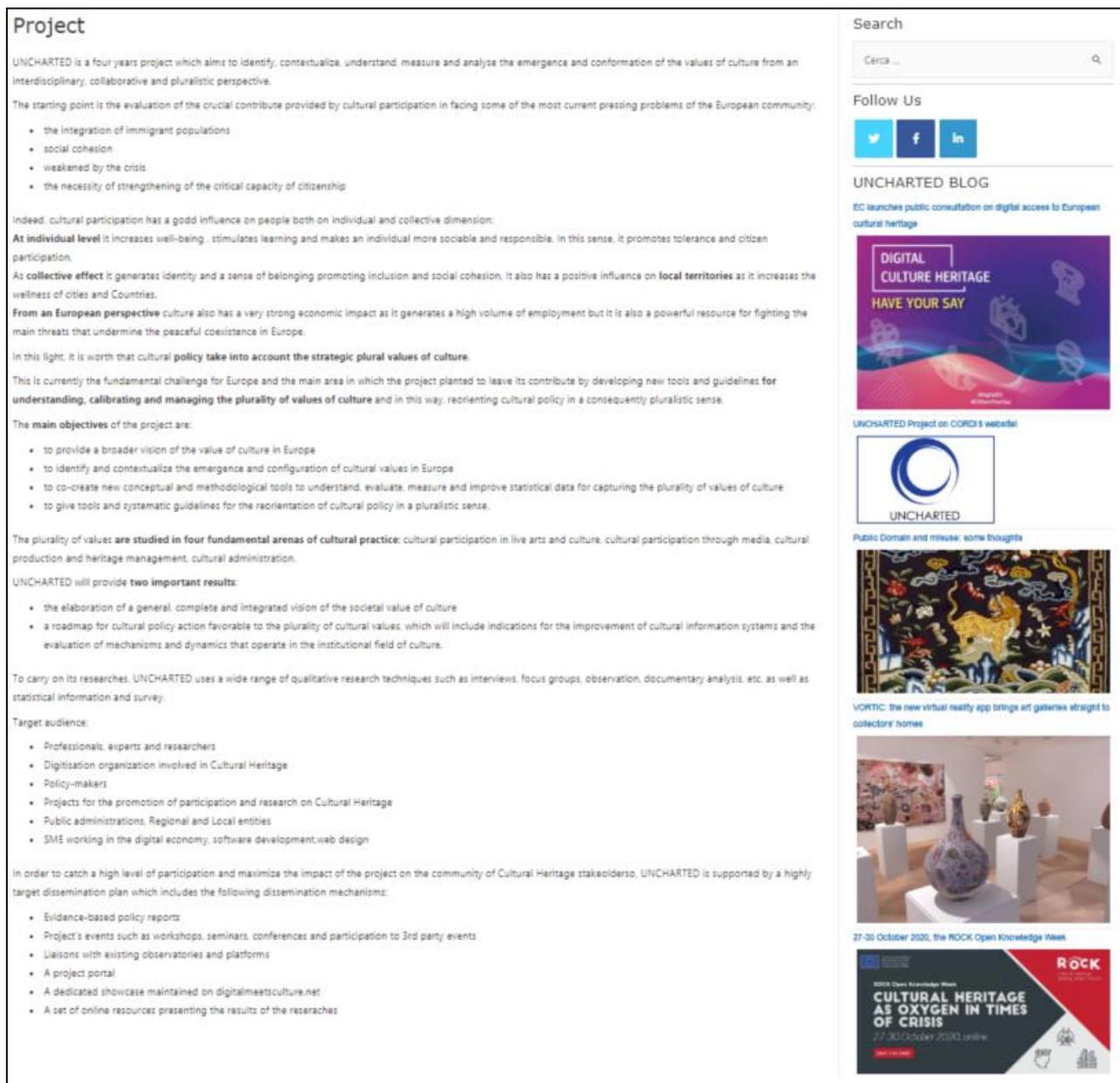
The horizontal navigation bar features the following menus:

- Project
- Research plan
- Consortium
- Events
- Outcomes
- Network
- Contact

3.2 Project

This menu reroutes to the sections of the website devoted to the description of the UNCHARTED project. It features the 'Project' page plus the following sub-sections:

- Dissemination
- Reserved area



The screenshot shows the 'Project' page layout. On the left, the main content area is titled 'Project' and contains several paragraphs of text and bulleted lists. The text describes the project's goals, such as identifying and contextualizing cultural values, and lists target audiences like professionals, policy-makers, and SMEs. On the right, there is a sidebar with a search bar, social media icons for Twitter, Facebook, and LinkedIn, and a 'Follow Us' section. Below that, there is a 'UNCHARTED BLOG' section featuring a post about 'DIGITAL CULTURE HERITAGE' with a colorful graphic and a photo of an art gallery. At the bottom of the sidebar, there is a 'Public Domain and misuse: some thoughts' section with a photo of a vase in a gallery.

Figure 14– 'Project' page

The Dissemination sub-menu links to a page dedicated to illustrate the dissemination channels operated by the project.

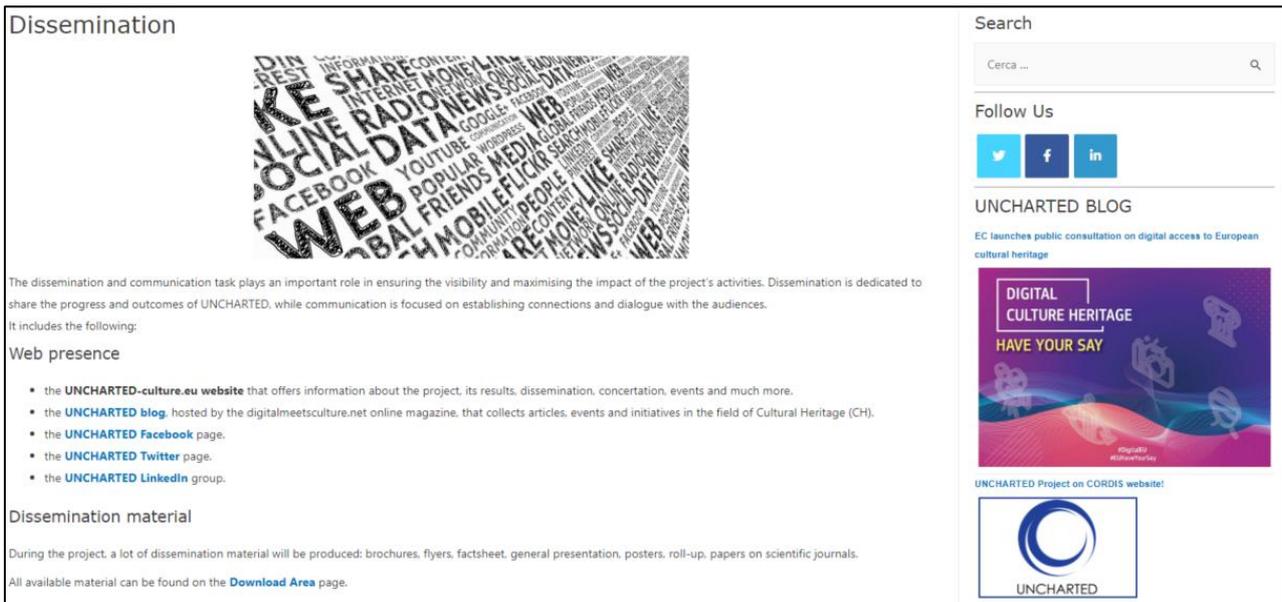


Figure 15– ‘Dissemination’ page

The ‘Dissemination’ page provides also the access to the ‘Download’ page where the public dissemination materials are available to be downloaded, including public deliverables (such as the present one), publications and other significant written material related to the UNCHARTED project.

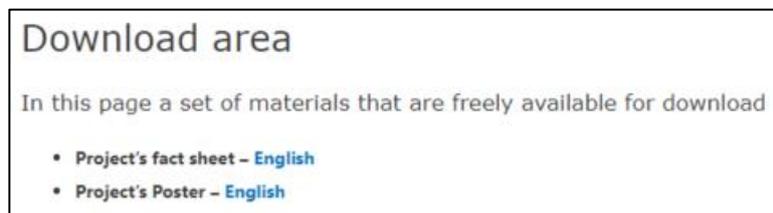


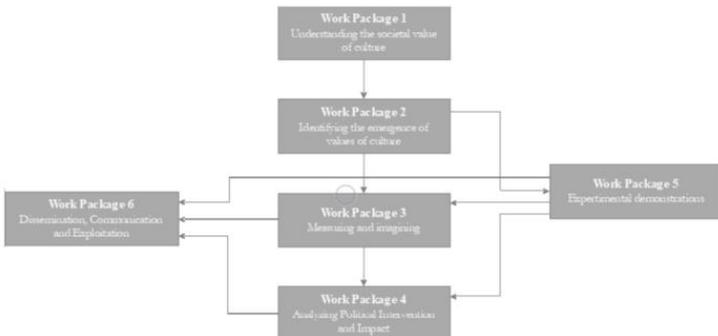
Figure 16 – Download area

3.3 Research plan

This menu reroutes to the sections of the website devoted to the description of the UNCHARTED work packages related the research plan.

Research plan

INTRODUCTION TO THE PROJECT'S WORK PROGRAM



UNCHARTED is a four years project which responds to the H2020 "Transformations" call: The societal value of culture and the impact of cultural policies in Europe. Taking into consideration the characteristics and the goal of the call it aims, on one hand, to identify and contextualize the emergence and conformation of the values of culture in Europe from an interdisciplinary and pluralistic perspective. On the other hand, the project pretends to provide analytical and methodological tools to understand, measure and analyse the value of culture in Europe from a pluralistic sense.

In order to achieve the objectives, the work has been divided into eight work packages, each of them with a coordinator responsible for the tasks and deliverables associated with it. The scientific work packages of UNCHARTED are 1-4; while work package 5 is related with the validation of the results of the research. Work package 6 develops and implements UNCHARTED dissemination and communication strategy, work package 7 oversee the coordination and management of the project and work package 8 sets out the 'ethics requirements' that the project must comply with.

WP 1 and 2 have an exploratory character, as befits the circumstance of working on an almost uncharted terrain. They contemplate a wide range of research techniques, mainly qualitative (interviews, focus groups, observation, documentary analysis, etc.), but also statistical information bases and survey quantitative data when required. For the rest, the work has an eminent comparative character throughout its development and an important participatory component of co-creation with stakeholders.

Work Package 1: UNDERSTANDING THE SOCIETAL VALUE OF CULTURE
 Work package 2: IDENTIFYING THE EMERGENCE OF VALUES OF CULTURE
 Work package 3: MEASURING AND IMAGINING
 Work package 4: ANALYZING POLITICAL INTERVENTION AND IMPACT
 Work package 5: EXPERIMENTAL DEMONSTRATIONS

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Public Domain and misuse: some thoughts



VORTIC: the new virtual reality app brings art galleries straight to

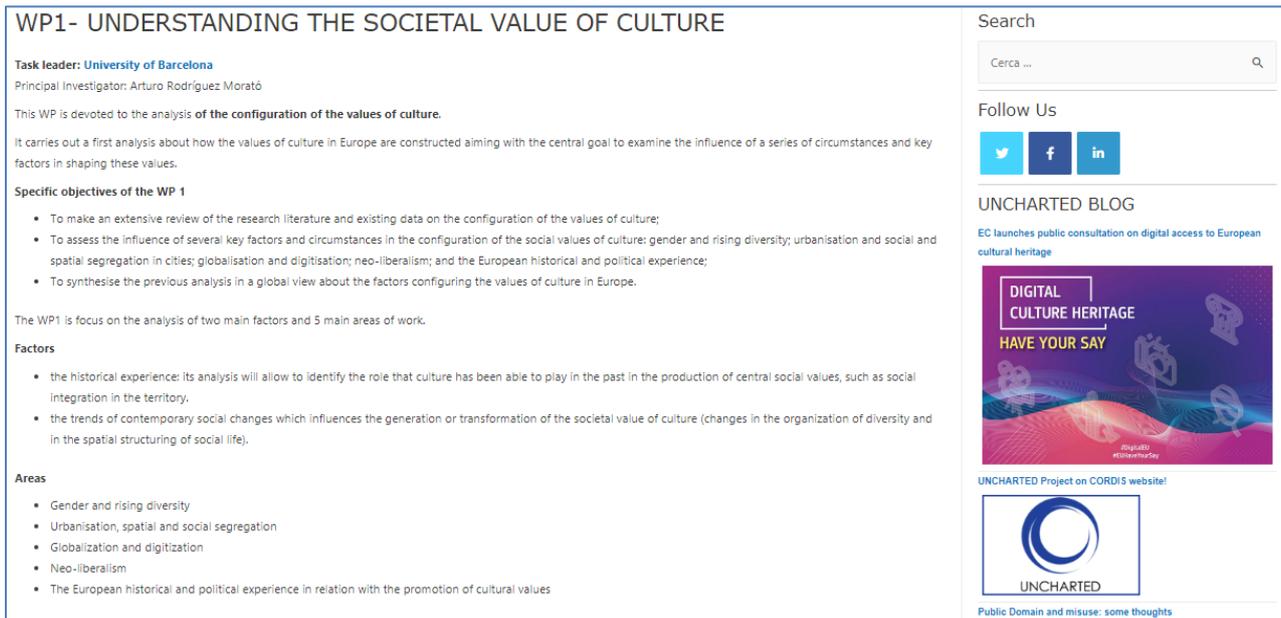
Figure 17– 'Research plan' page

It features the overview of the Research plan plus the link to the following sub-sections:

- Work Package 1: UNDERSTANDING THE SOCIETAL VALUE OF CULTURE
- Work package 2: IDENTIFYING THE EMERGENCE OF VALUES OF CULTURE
- Work package 3: MEASURING AND IMAGINING
- Work package 4: ANALYZING POLITICAL INTERVENTION AND IMPACT
- Work package 5: EXPERIMENTAL DEMONSTRATIONS

Each sub-section corresponds initially to one page that illustrates the state of the art in the corresponding work package. The sub-sections, initially composed by one 'research page' each, are expected to be extended with more information as long as they are produced in the frame of the investigation.

As an example, the following figure represents the content of the page associated with WP1.



The screenshot shows the 'Work Package 1' research page. The main heading is 'WP1- UNDERSTANDING THE SOCIETAL VALUE OF CULTURE'. Below this, it lists the task leader as the University of Barcelona and the principal investigator as Arturo Rodríguez Morató. The page describes the WP's focus on the configuration of cultural values in Europe and lists specific objectives, factors, and areas of work. On the right side, there is a search bar, social media follow buttons for Twitter, Facebook, and LinkedIn, and a blog section titled 'UNCHARTED BLOG' featuring a post about digital access to European cultural heritage with a graphic that says 'DIGITAL CULTURE HERITAGE HAVE YOUR SAY'.

Figure 18 – ‘Work Package 1’ research page

Similar pages exist for the each work package of research, namely WP1, WP2, WP3, WP4 and WP5.

Each research page provides information about:

- Task leader, whose name is linked to the corresponding page in the UNCHARTED website
- Specific objectives of the research

Any other information connected with the investigation conducted in the corresponding work package is provided in the research page, or maybe be added with more pages, downloadable resources, links, etc., as long as the project progresses.

3.4 Consortium

This menu reroutes to the sections of the website devoted to the description of the UNCHARTED partners.

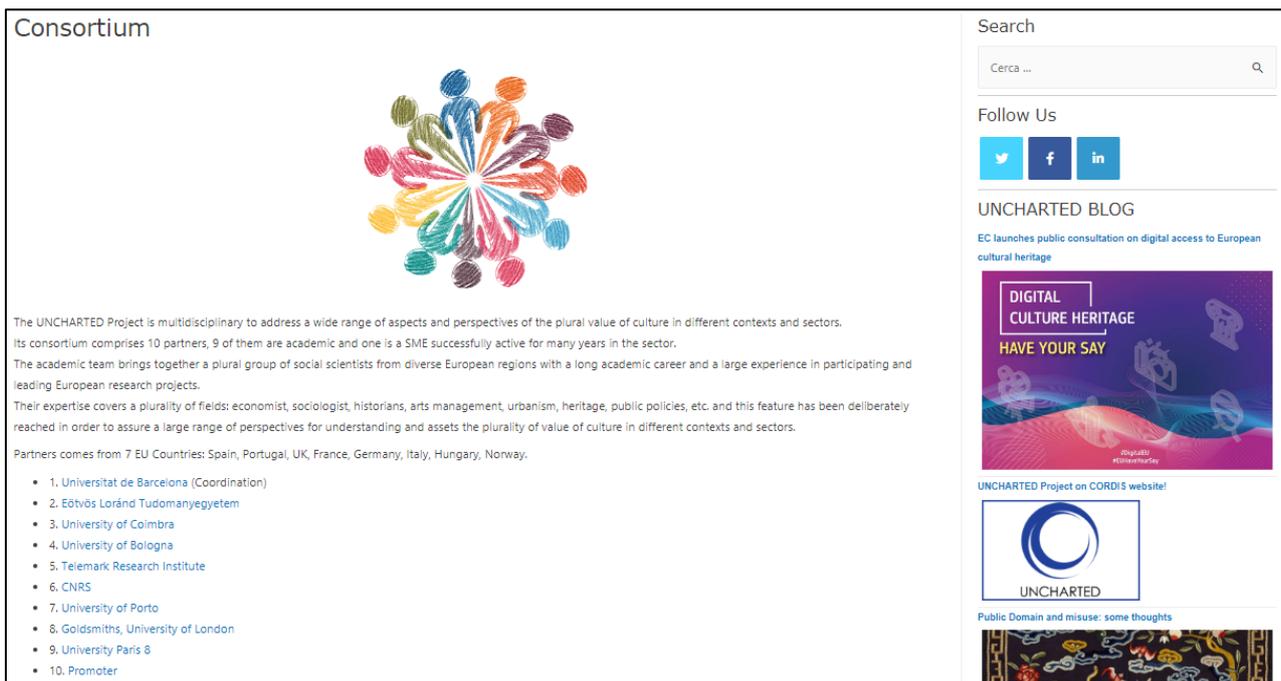


Figure 19 – ‘Consortium’ page

The Consortium page features the overview of the Consortium as a whole, plus the link to the sub-sections dedicated to each partner:

- University of Barcelona, the Coordinator
- ELTE University, Budapest
- University of Coimbra
- University of Bologna
- Telemark Research Institute
- CNRS, Montpellier
- University of Porto
- Goldsmith University of London
- University Paris 8
- Promoter

and the link to the page dedicated to the Advisory Board.

Each sub-section corresponds initially to one page that will be updated and enriched if more information are provided by the partners about their activities, personnel, expertise, etc..

As an example, the following figure represents the content of the page associated with the University of Barcelona.

University of Barcelona, ES



The Universitat de Barcelona was founded in 1450 and is ranked the first Spanish university in scientific quality and productivity. Degrees are offered in 73 different areas of teaching with numerous postgraduate and doctorate programs as well as continuing education courses.

Key personnel

 **Arturo Rodriguez Morató** is Full Professor of Sociology and Director of the Center for the Study of Culture, Politics and Society at the University of Barcelona. Former Vice President for Research of the International Sociological Association (2006-2010) and Former President of its Research Committee on Sociology of the Arts (1998-2002). He was Director of the First ISA Forum of Sociology in 2008. He has been Visiting Scholar at the EHESS and the Maison des Sciences de l'Homme in Paris, at the New School for Social Research in New York, and at the University of Cambridge (UK). He has been Principal Investigator of several funded research projects within the Spanish National Plan of R+D+i. From 2015 to 2017 he has been Coordinator of the project CulturalBase funded by the EU H2020 Programme. He has published extensively on cultural policy, cultural occupations, urban culture and cultural sociology. Lately he has co-edited a special issue of the *International Journal of Cultural Policy* (24, 5, 2018), and now is co-editing a book on *Sociology of the Arts in Action – New Perspectives on Creation, Production, and Reception* (Palgrave, forthcoming).

 **Matías I. Zarlenga** holds a PhD in Sociology from University of Barcelona (UB) and graduated in Sociology at the University of Buenos Aires (UBA). He also has a MA in Art History from the University of San Martín (UNSAM) as well as in Visual Arts and Education from University of Barcelona. He participated as a researcher in various accredited projects related to the sociology of culture in the Gino Germani Research Institute (IGG) at University of Buenos Aires. He worked as Associate Professor at the University of Barcelona and was Postdoctoral Researcher at Cultural Base Project. Currently he works as Professor and Researcher at the University of Tres de Febrero (Argentina). He also works as Collaborating Researcher at the Centre for Studies on Culture, Politics and Society (CECUPS) of the University of Barcelona. His research interests include Sociology of Art and Culture, Urban Sociology and Urban Cultural Policies. Today his research focuses on the analysis of urban cultural dynamics and policies. His publications include papers in local and international journals and book chapters on issues related to urban cultural creativity, cultural districts, cultural-led urban regeneration policies, etc.

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Figure 20 – Example of partner’s page: University of Barcelona, the Coordinator

Each partner’s page provides a very short introduction to the institution with the link to the partner’s website, followed by the biographies of the key people and their pictures. The same partners’ pages can be reached following the link in the Consortium page or via the sub-sections of the Consortium drop-down menu.

Similarly, the page of the Advisory Board can be reached via the link on the Consortium page of via the sub-section menu of the Consortium drop-down menu.

The following figure illustrates the Advisory Board page.

Advisory Board

The general management structure includes seven work packages, a project Coordinator and work package leaders, as well as an Advisory Board and a bridging partner.

An external Scientific Advisory Board (SAB) will be in charge to monitor the scientific quality and consistency of UNCHARTED research outputs, and to review and discuss the deliverables produced.

The SAB will provide recommendations and suggestions to the consortium with the aim of enhancing the overall research strategy.

Six internationally renowned scholars, specialized in the fields of sociology of culture, cultural economics and cultural policies, will integrate the Board to provide support and advice on scholarly aspects concerning both theoretical and methodological dimensions of the project.

Advisory Board members

Name	Institution	Discipline, Area of Expertise	Country
Professor Irrike Hanna Meinhof	Southampton University	Linguistic, Ethnography, Cultural Studies	UK
Professor Michèle Lamont	Harvard University	Sociology of Culture	USA
Professor Philip Schiesinger	School Of Culture And Creative Arts, Centre For Cultural Policy Research, University Of Glasgow	Cultural Policies, Media and Communication, Digitalization	UK
Professor Kate Oakley	School Of Culture And Creative Arts, Centre For Cultural Policy Research, University Of Glasgow	Cultural policies, cultural Industries,	UK
Professor Helmut Anheier	Centre for Cultural Policy, Hertie School of Governance	Sociology and Political Sociology, non-profit organizations	DE
Professor Michael Hutter	WZB Berlin Social Science Center	Economy, Cultural economy, Social Science	DE

Professor Ulrike Hanna Meinhof – Modern Languages Institute, School of Humanities, University of Southampton.

Modern Languages is one of the UK's leading research and teaching institutes for the study of languages and cultures. Research in Modern Languages is focused in three interconnecting strands of study which combine arts and humanities with the social sciences, and cut across the traditional language divides of most modern language departments. These comprise: (1) the study of the languages and linguistics of different European countries with a strong emphasis on ethnography, discourse analysis,

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Figure 21 – ‘Advisory Board’ page

The page provides a synthetic table with the list of the members of the Board, the institutions to which they are associated, the discipline and the area of expertise that they represent and the country where they work. After the table, the biographies of the six members are provided.

3.5 Events

This menu reroutes to the sections of the website devoted to the description of the events that the UNCHARTED project will organise.

Events

The project started with the [kick-off meeting](#) among the UNCHARTED partners, held in Paris on the 7th of February 2020.

The program of the public events that will take place during the UNCHARTED project includes:

- [Two co-creation workshops](#) (in Porto and in Barcelona)
- [One central event](#) (in Paris) that will combine a public [conferences](#) and a [co-creation workshop](#)
- [One policy seminar](#) (in Brussels)

These public events will be the occasion to provide demonstrations, to exhibit posters and to present the most relevant research results of UNCHARTED.

In addition, UNCHARTED participates to the initiatives organised by linked third parties.

This is, for example, the case of the publication of the UNCHARTED poster in the [online poster gallery](#) of the REACH Social Platform on Participatory Approaches in Culture and Social Innovation.

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Figure 22 – ‘Events’ page

The page provides the link to the kick-off meeting held on the 7th of February 2020 to inform the visitors about the actual start of the project, even if this was a meeting among the partners, not aiming to communicate and disseminate project’s information to its audiences.

All the presentations delivered at the kick-off meeting are available for the partners’ use in the Reserved area.

The following figure illustrates the page dedicated to the kick-off meeting.

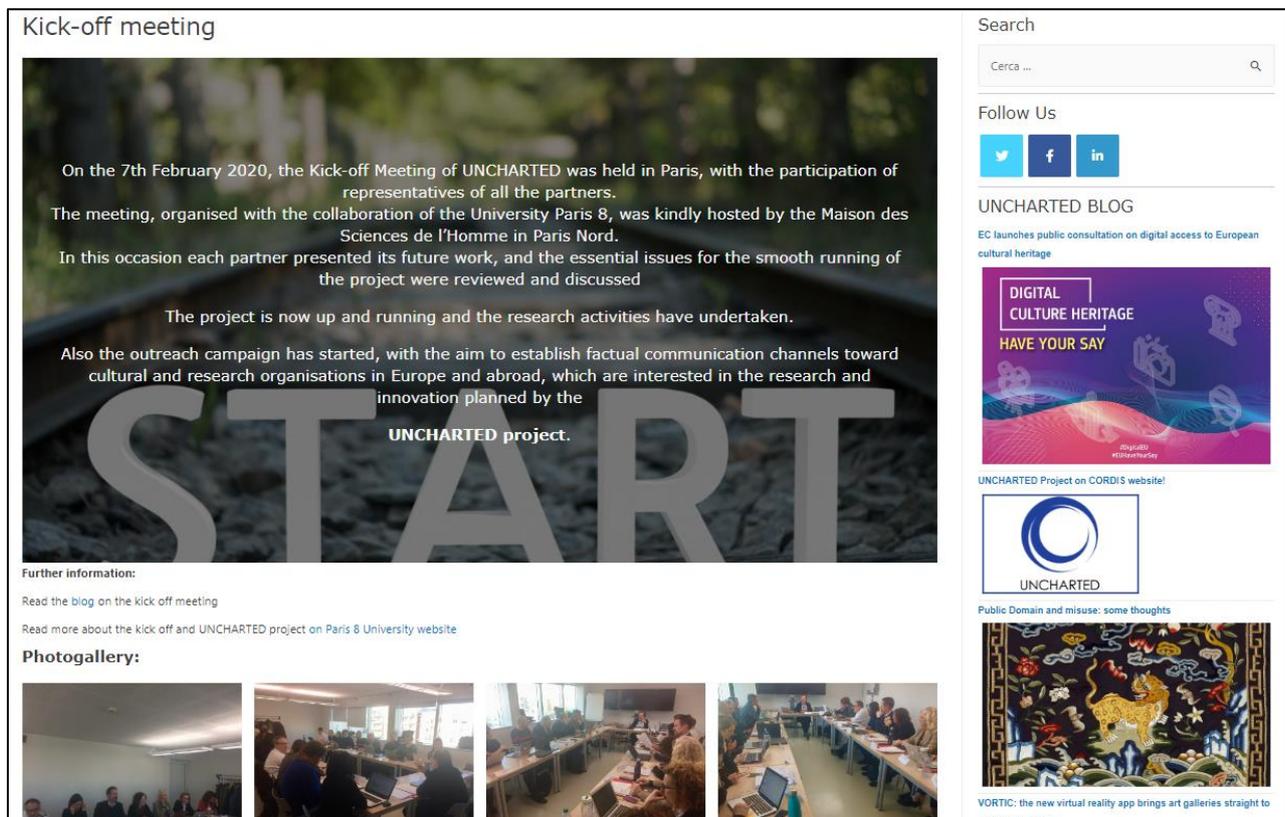


Figure 23 – ‘Kick-off meeting’ page

The following public events are planned along the project:

- Co-creation workshops, in Porto, in Barcelona and in Paris
- Central event in Paris
- Policy seminar in Brussels

One page is dedicated to each event. The content of the page is updated and enriched with more information and resources when the organisation of the events approaches. Outcomes of the discussion at the event are published and made available as downloadable files.

3.6 Outcomes

The ‘Outcomes’ page provides an initial list of the outcomes that are foreseen to be produced by the project.

The following figure illustrates the initial configuration of the ‘Outcomes’ page.



Figure 24– ‘Outcomes’ page

The page is updated with more information and linked resources as long as the project progresses and produces the expected results.

3.7 Network

A network of associated partners is planned to be built by the project.

The ‘Network’ page is updated with more information as long as the network is created and specific pages are created for each Associate partner.

The following figure illustrates the initial configuration of the ‘Network’ page.

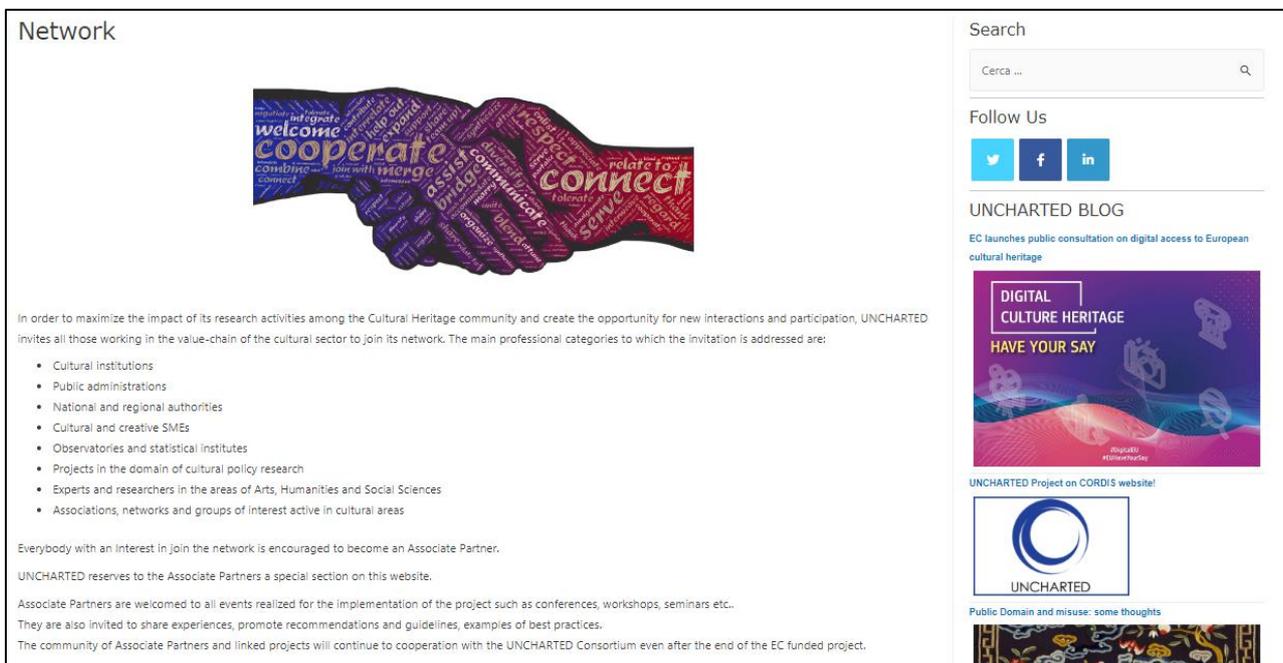


Figure 25 – ‘Network’ page

3.8 Contacts

A simple page provides the names and the link to the email addresses of the coordinator, the technical coordinator, and the services associated with the implementation and maintenance of the website.

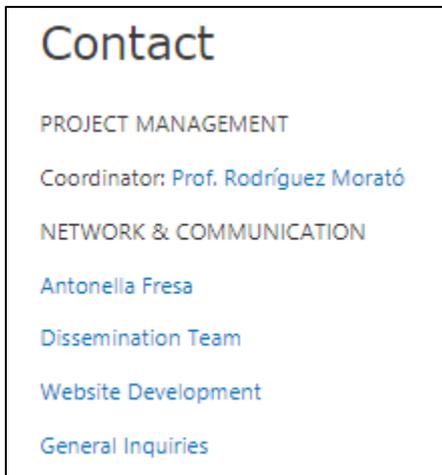


Figure 26 – ‘Contacts’ page

Two functional email addresses have been created:

- dissemination-uncharted@promoter.it
- info@uncharted-culture.eu

The former is used by the project’s partners to send their contributions for further publication on the website.

The latter is used by the visitors of the website to send their comments to the project. The email box is read by the dissemination team established at Promoter and public information published in the form of a post on the UNCHARTED blog.

4 RESERVED AREA

A specific section of the portal is reserved for the UNCHARTED partners, the EC Project Officer and the reviewers. Access to this section requires the entry of a username/password.

This reserved area will be used to:

- Store and retrieve useful documents and information that constitute the knowledge base of the project e.g. working documents, contracts, templates, confidential deliverables, information about the project and review meetings, etc.
- Plan activities through the use of an embedded Google Calendar

The following sections describe the information and services that are currently hosted in this private area. Additional services (such as a wiki or other collaborative tools) could be installed and integrated in the reserved area if requested.

4.1 The UNCHARTED Repository

The Project repository stores all the documentation with restricted circulation, such as:

- Grant Agreement and all the official documents exchanged with the EC to set up and start the project
- Deliverables submitted to the EC
- Information related to the project meetings, e.g. presentations shown during the meetings, agenda, minutes, etc.
- Administrative documents (e.g. periodic reports, review reports)
- Document templates such as those prepared for deliverables and presentations
- Any other document determined to be useful for the project partners.

The repository is accessed via a user-friendly interface that allows simple, fast and secure access to large volumes of data.

The navigation tree contains one folder for each Work Package, each of which is managed and maintained autonomously by the corresponding WP leader. The other folders are managed and maintained by WP6 Leader.

The following figure illustrates the top-level folder of the repository.

Repository

You are in top level folder

Set filter list ✓

File name ^

🔒 Consortium Agreement	abc ✕
🔒 Deliverables	abc ✕
🔒 Grant Agreement	abc ✕
🔒 Meetings	abc ✕
🔒 Templates	abc ✕
🔒 WP1 UNDERSTANDING THE SOCIETAL VALUE OF CULTURE	abc ✕
🔒 WP2 IDENTIFYING THE EMERGENCE OF VALUES OF CULTURE	abc ✕
🔒 WP3 MEASURING AND IMAGINING	abc ✕
🔒 WP4 ANALYZING POLITICAL INTERVENTION AND IMPACT	abc ✕
🔒 WP5 EXPERIMENTAL DEMONSTRATIONS	abc ✕
🔒 WP6 Communication and Dissemination	abc ✕
🔒 WP7 Project management	abc ✕
🔒 WP8 Ethics Requirements	abc ✕

Create new folder: +

Upload file: No file chosen +

Figure 27 – The UNCHARTED top-level folder of the partners’ Repository

4.2 The UNCHARTED Calendar

The UNCHARTED reserved area embeds a Google Calendar to offer an easy access point to important professional events related to the project. Its main purpose is to have a general overview of the planned meetings/skype calls etc. and to plan the project’s activities without any overlap.

Google Calendar is a free time management web application that will help the consortium’s partners to share events of common interest.

All the users authorised to access the reserved area can view the Google Calendar, but only the dissemination team at Promoter has the permission to create new events.

The following figures shows the view of the Calendar during February 2020 when the kick-off meeting was held.

Calendar

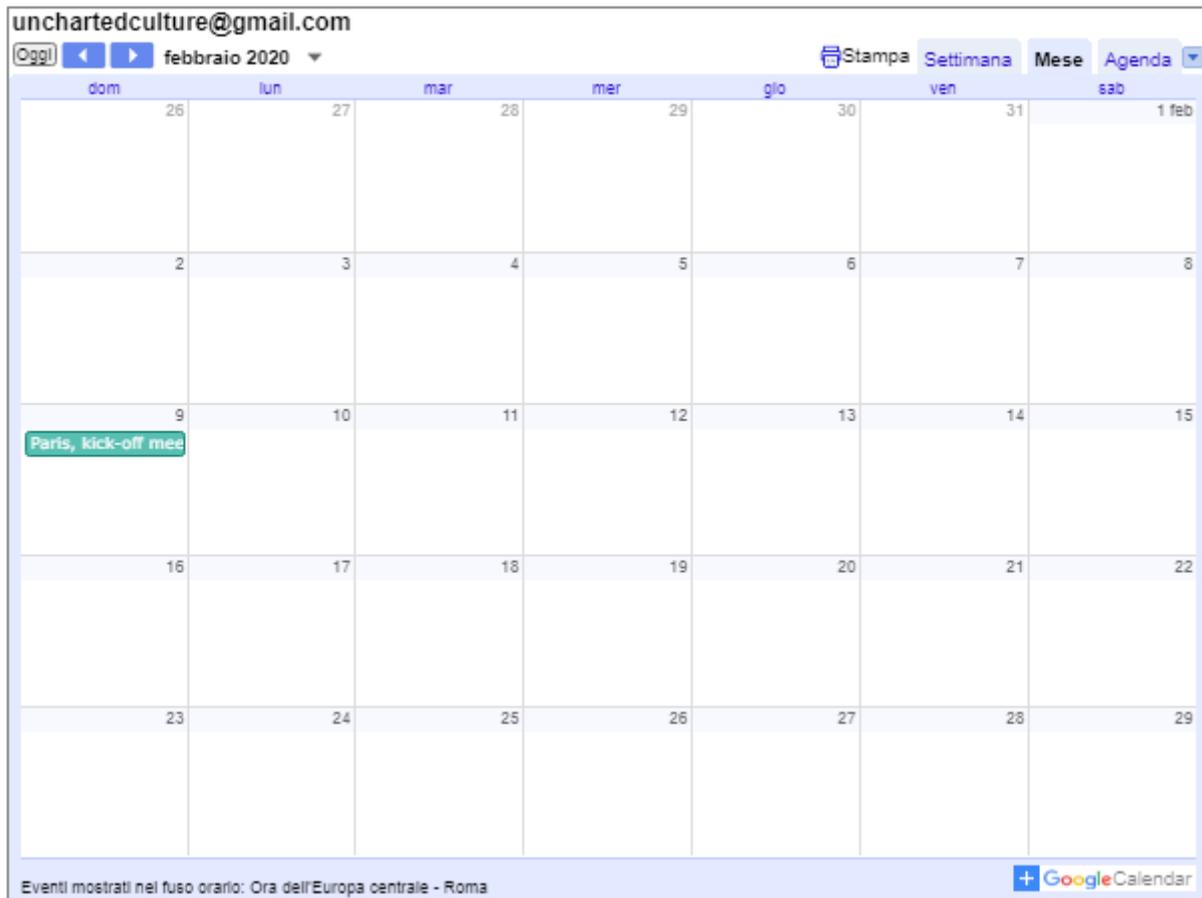


Figure 28 – The UNCHARTED Calendar

5 UNCHARTED BLOG

The project blog is hosted on Digitalmeetsculture.net, which is the official media partner of UNCHARTED project.

Digitalmeetsculture.net is an interactive online magazine dedicated to the theme of digital technologies applied to cultural heritage and the arts. A rich archive of articles, information and events about projects and initiatives in the field of digital cultural heritage makes Digitalmeetsculture.net valuable both as an information tool and as an advertising showcase, with a sharp focus on a selected, high-profile audience. The portal is gaining significance in the global digital cultural heritage community; it already receives c 25,000 visitors per month. The visibility that it offers to a selected and interested audience is an added value in terms of dissemination and advertising of UNCHARTED activities and results.

The UNCHARTED blog is accessible at

<https://www.digitalmeetsculture.net/projects/uncharted-culture-blog/>

The blog is organized in three columns:

- The central frame contains the main content related to news concerning UNCHARTED project
- The left side column features contacts, list of the latest news, upcoming events and the list of the most popular tags of UNCHARTED in Digitalmeetsculture.net
- The right side column contains the partners' logos linked with the respective websites

The blog has three menu bars to provide access to the main pages and functions:

- The first menu bar positioned at the top of the page recalls the main menu bar of the UNCHARTED website, giving access to the related website sections
- The second menu bar gives access to the blog home and to the reserved area
- The menu bar at the bottom of the page provides access to website home, blog home, reserved area and contacts page of the project's website

The blog home page contains a general presentation of the project, followed by a series of articles related to the project activities and partners, including interviews, chronicles of project's meetings and so on. This includes news about the main project's activities, outcomes and appointments, information about events organised by UNCHARTED, third party events where UNCHARTED is present and other events that are of interest for the UNCHARTED community.

The main objective of the blog is to provide a constantly living page, combining information from within the project with the discussion on the themes of the values of culture occurring outside the project, and to redirect traffic to the official project's website.

All the latest news and the upcoming events relevant to the project are published on the blog and automatically featured via RSS on the website's pages. This increases the communication of the project to a larger audience, both professional and general public.

The following figure illustrates the blog page on digitalmeetsculture.net.



Figure 29 – Blog on digitalmeetsculture.net

Clicking on the summary of the news, the actual article is shown.

The following figure illustrates as an example the article of the blog that announces the publication of UNCHARTED on the CORDIS service of the EU.

Wednesday, 01 July 2020

WEBSITE PROJECT NETWORK RESEARCH PLAN CONTACTS



BLOG HOME RESERVED AREA

Username:
Password:
LOGIN

MEDIA PARTNER
DIGITAL CULTURE

RELEVANT NEWS from Digitalmeetsculture



2 July 2020, 14.00-15.00 CET
The ICCROM webinar "Heritage and Sustainability in Post COVID-19 World – Building Back Better"

Electronic Imaging & the Visual Arts
EVA 2020 Florence
VIDEO – CONFERENCE
20 July 2020
PROGRAM



Video Conference 20 July 2020
REACH Project presented at EVA 2020 Florence

DIGITAL CULTURE HERITAGE
HAVE YOUR SAY

UNCHARTED Project on CORDIS website!

The EU research service for EU funding projects
Posted on: 14 June 2020

[Share / Save](#) 

[Leave a comment](#)

European Commission | **CORDIS** | EU research results

English 

HOME RESULTS PAGES RESEARCH PAGES MAGAZINES NEWS & EVENTS PROJECTS & RESULTS ABOUT US

HORIZON 2020 UNCHARTED: Understanding, Capturing and Fostering the Societal Value of Culture

[Fact Sheet](#)

"What is the social value of culture? While culture is increasingly being viewed from an economic perspective, there is much more at stake. Focusing on the valuation practices developed by different actors involved in the cultural sector, the EU-funded UNCHARTED project will identify Europe's plurality of cultural values attached to specific cultural products, productions, services, activities and sites. It will consider the multiplicity of agents and the diversity of evaluation practices. Led by the University of Barcelona and involving 10 research partners based in France, Hungary, Italy, Norway, Portugal, Spain and the United Kingdom, the project will focus on the valuation practices of the various actors involved in cultural life, from the audience and visitors to the artists to experts and politicians."

With this presentation the UNCHARTED project is now mentioned in the CORDIS webpage dedicated to EU projects. CORDIS, the Community Research and Development Information Service, is the European Commission's primary source of results from the projects funded by the EU's framework programmes for research and innovation.

Its main mission is to bring research results to professionals in the field to foster open science, create innovative products and services and stimulate growth across Europe.

CORDIS has a rich and structured public repository with all project information held by the European Commission such as project factsheets, participants, reports, deliverables and links to open-access publications.
[Link to UNCHARTED presentation on CORDIS webpage](#)

Leave a Reply
You must be [logged in](#) to post a comment.

CONTACTS

PROJECT MANAGEMENT
Coordinator: [Prof. Rodríguez Morató](#)

NETWORK & COMMUNICATION
[Antonella Fresa](#)

Dissemination Team
[Website Development](#)

Project website: www.uncharted-culture.eu



UNIVERSITAT DE BARCELONA



ces
Centre for Social Studies
University of Coimbra



Telemarksforsking

Figure 30– Post on the blog of UNCHARTED on digitalmeetsculture.net

6 TECHNICAL INFRASTRUCTURE

The UNCHARTED website is structured according to the navigation sitemap described in paragraph 2.1 (see Figure 2). The content is periodically updated to reflect the ongoing activities and on the basis of input from the partners.

The UNCHARTED website is W3C compliant and it is smartphone and tablet ready thanks to the responsive web design solution that has been adopted.

The website is connected with the project blog, which is continuously updated. An automatic mechanism based on RSS feeds has been implemented to capture, format and display the latest news and the upcoming events from the blog on the website home page. Clicking the title of an event or news redirects the visitor to the blog.

The UNCHARTED blog is implemented with WordPress Content Management System, an open source blog tool and publishing platform licensed under the GNU General Public License (GPL).

6.1 Social networks integration

UNCHARTED opened its accounts on the following networks:

- Facebook
- Twitter

Furthermore, a LinkedIn group has been created, named 'UNCHARTED CULTURE Network'.

UNCHARTED blog and UNCHARTED website are linked with the social media channels of the project.

With regard to the link between the UNCHARTED blog and the social media, the blog allows for easy one-click sharing, bookmarking, and emailing of articles and pages through the provision of a large variety of services. In particular, AddThis is the add-on tool that has been integrated to make sharing and bookmarking simple, and to place all of the leading web 2.0 social networking, bookmarking, blogging, and e-mail services at the immediate disposition of users. Visitors to the UNCHARTED blog can bookmark an item using Facebook and Twitter services. Bookmarking is available on each blog page (news, events, etc.). Visitors that have logged in to digitalmeetsculture.net can also leave a comment about the news that is sent to the Editorial Team for further processing.

The following figure shows the icons of the sharing and bookmark services of the UNCHARTED blog.



Figure 31 – Social media links on UNCHARTED blog

The UNCHARTED website provides in each webpage the link to the UNCHARTED accounts on the social media channels of the project and to the LinkedIn group.

The following figure shows the icons provided in the webpages of the UNCHARTED website.

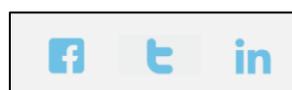


Figure 32 – Social medial on UNCHARTED website

All the news published on the UNCHARTED blog are automatically forwarded to the UNCHARTED accounts on Facebook and Twitter.

6.2 Web feeds



Every page on the UNCHARTED blog has an associated RSS feed¹ that a reader can subscribe to.

This feed has been implemented to keep interested users updated on the project and automatically inform them about news and dates.

The RSS feed mechanism is used by the UNCHARTED website to show the news that are published on the UNCHARTED blog. In this way, the two online instruments, namely the website and the blog hosted by digitalmeetsculture.net are always aligned and updated synchronously.

6.3 Analysis of statistics

Statistical operations are implemented with Google Analytics, a very popular web analytics solution that gives rich insights into website traffic and marketing effectiveness. It allows for Advanced Segmentation, Custom Reports, Advanced Analysis Tools, Analytics Intelligence, Custom Variables, and Data Exports.

Google Analytics can track visitors from all referrers, including search engines, display advertising, pay-per-click networks, e-mail marketing and digital collateral such as links within PDF documents.

The service offers the following specific statistical insights:

- Number of visits and number of unique visitors
- Visit duration and last visits
- Authenticated users and last authenticated visits
- Days of week and rush hours (pages, hits, KB for each hour and day of week)
- Domains/countries of visitors
- Host list, last visits and unresolved IP addresses list, most viewed, entry and exit pages
- Browsers used
- Robot visits
- Search engines, key phrases and keywords used to arrive at site
- Number of times site is added to the user's 'favourites' bookmark.

¹ <http://feed2.w3.org/docs/rss2.html>, <http://feed2.w3.org/docs/rss2.html>

7 EDITORIAL TEAM

An editorial team has been established at Promoter for the management and curation of the project website and blog. The Editorial Team is composed of the following members:

- Technical Coordinator and WP6 leader Antonella Fresa, responsible for the monitoring of activities
- Webmaster Nicola Alfarano, in charge of the technical maintenance of the website and blog
- Graphic designer Situ Xiaochun, in charge of the graphic design and implementation
- Organisation Manager Pietro Masi, in charge of checking and validating the content
- Editor Elisa Debernardi with the kind contribution of Elena Pardini and Francesca Melani, in charge of editing and updating the content of the website and all the news, events and articles published in the blog

The editorial team works during the whole execution of the project to maintain and update the layout and the content of the website and of the blog. It publishes regularly reports and articles about relevant initiatives and outcomes related to the project.

The content to be published on the website and on the blog is provided by all partners who send their contributions to the editorial team.

As long as research results are produced in the project, specific management about the publication of the related information in the Public area are agreed between the editorial team and the Coordinator. Full information and deliverables are published in the Reserved area as a reference for the partners.

7.1 Intellectual Property Rights

The UNCHARTED project is the sole responsible party for content published on the website.

The UNCHARTED website does not represent the opinion of the European Commission.

The text of the UNCHARTED public web pages is licensed under a Creative Commons Attribution 4.0 (CC by-sa) license².

It must be noted, however, that the rights on images and videos published on the website are dependent upon the respective attributions of each content provider and may not fall under the above CC license. Each image has a specific caption with all relevant information.

All other specific content may be licensed differently according to agreements with single authors.

² <https://creativecommons.org/licenses/by-sa/4.0/>

8 CONCLUSIONS

This deliverable presents the UNCHARTED website and the work carried out to develop it.

The work included the definition of the project's visual identity, the implementation of the project's website, the set-up of the editorial process and the creation of its blog.

It has to be noted that the current release of the deliverable presents the first stage in the development of the website. As indicated in the Grant Agreement:

"This deliverable describes the UNCHARTED portal. The first release of the portal will be online at month 6, including the public website and the restricted area for partners. The portal will be continuously maintained and updated through the project lifetime, and improved, integrating links to services and content produced by the other WPs."

Actually, the website was online in February 2020, since the very start of the project.

It was presented at the kick-off meeting, discussed and approved by the partners.

The public version of the website was publicly promoted at month 3 of the project and the blog started to be operative.

The following three months, until month 6 of the project, were used to review and improve aesthetics, functionalities and contents of the various sections.

The general structure of the website is confirmed, even if its content is constantly and timely updated.

The enrichment of the information provided on the website continues along the whole project's lifetime and in this light the webpages and the published contents may change to take into account new requirements.

For the duration of the project's life, the editorial team will continue to:

- Constantly update the content of the website
- Publish news and events related to the project's themes in a timely fashion
- Make project deliverables and other documentation available for the project's audience in the Public area and for the use of the partners in the Reserved area

At the end of the EC funding period, the partner Promoter is committed to keep the website accessible online for at least three years after the conclusion of the project.

ANNEX – ABBREVIATION

CC – Creative Commons, licenses for free content distribution

CNRS - National Centre for Scientific Research in France

EC – European Commission

ELTE - Eötvös Loránd Tudományegyetem, University in Budapest

EU – European Union

FAQ – Frequently Asked Questions

GPL - GNU General Public License, licenses for free software distribution

RSS - Really Simple Syndication, standard protocol for the distribution of contents on the Internet

W3C – World Wide Web Consortium

WP – Work Package