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Media Pack

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1 Introduction

This document outlines and describes the media pack developed under the Work Package 6 of the Europeana Food and Drink project. The primary aim of this work package is to improve the awareness of Europeana's scope and its potential for developing creative and commercially viable applications by both re-using digital cultural content relating to food and drink and connecting with core audiences throughout Europe.

The present document and the respective materials are directed primarily at organizations participating in the Community Engagement pilot events. Thus, the following conclusions are based on and reference the "*Europeana Food and Drink Community Engagement Strategy*" (D5.1).

This document will be continuously updated and complemented as the media pack is developed further during the course of the project.

2 Background

The overall aim of the Europeana Food and Drink project is to connect people and develop sustainable partnerships between cultural institutions and creative industries (or food and drink industries) by developing new ways of opening up opportunities for business around the food and drink heritage. The project will achieve this by demonstrating that digital content related to food and drink, and available through Europeana can provide opportunities for innovative and commercially viable applications and services developed in partnership with creative industries. For this purpose nine business partnerships (clusters with representatives of both cultural and creative institutions) have been established, each of which will focus on the creation and incubation of a commercial application or product using content sourced mainly through Europeana. Furthermore the Public Engagement Strategy will build an audience share for the applications mentioned above in order to demonstrate to the creative industry partners the social and economic potential of collaboration with the culture sector.

3 Chosen approach

Engagement with cultural heritage seems to be more successful when developed around participatory relationships with already interested audiences. This is, in fact, a long-term process that requires establishing significant trust within a community¹. The proposed Europeana Food and Drink community engagement methodology would be implemented in *three phases*, the first of which concerns contacting, initiating and building relationships with “external” ambassadors who agree to support the marketing of the project, as well as identifying appropriate and willing local communities with archival collections. The second phase will primarily concentrate on the preparation and ingestion of relevant collections. Based on the knowledge generated in the previous phases the third phase will address a broader audience and invite further communities to contribute. The first and third phases in particular will require consolidated marketing activities.

¹ „D5.1 Europeana Food and Drink Community Engagement Strategy”

4 Promotional activities and materials

4.1 Media pack

To approach the communities of interest effectively we need to differentiate between the levels of engagement. In the first proposed community engagement phase local ambassadors need to be identified and chosen to champion the Europeana Food and Drink project. For this purpose the project partners may use the *branding pack* available and specified in *D6.9 Europeana Food and Drink Branding Pack (Culture Sector)*, which has been designed to support the local partnership promotional activities (examples of the marketing materials are given in the appendix of this document). This branding pack is directed to a broad audience and was developed with the intention of raising awareness of the project's mission and to initiate first contacts with stakeholders of interest, independent of the targeted group. The contacts initiated with the help of these materials will require individual mentoring and follow-up actions, depending on the type of collaboration planned.

Once identified, the ambassadors will act as “multipliers” and take care of engaging and involving further communities with a long and deep relationship on a specific topic. This could result in active contribution to promoting the planned crowdsourcing events, finding and reaching out for appropriate groups or individuals by mobilising their networks and promoting the project effectively. In order to facilitate the work of the ambassadors, *dedicated training and support materials* will be provided by the WP 5 leader (as part of *D5.3 Community Engagement Training & Support materials*).

As the level of engagement increases, further promotional materials tailored for a specific event or activity run with the help of the ambassadors might need to be provided in the course of the project, to ensure appropriate publicity and effective approaching of the targeted groups. In this case the work package leaders of WP5 and WP6 will need to provide feedback on the ambassadors' activities and adapt the existing materials, or develop additional ones according to the needs and actions planned.

4.2 Marketing channels

Providing and making available appropriate marketing channels to the whole crowdsourcing project is at least as important as the provision of appropriate materials. It will not only add value to the dynamic of the entire process, but also encourage further communities to participate.

One of the central working tools and the starting point of the community engagement work is the crowdsourcing platform, where the relevant content provided by the targeted community will be uploaded, organised and presented. At the same time this platform could be used as one of the marketing channels showcasing examples, inspiring and encouraging other people to share their memories and collections on a specified topic with the aim of triggering engagement of further communities.

A wide promotion of all relevant community engagement activities via the established communication channels of the Europeana Food and Drink project (website, blog, social media) will be complemented by additional channels actively targeting the desired audience (e.g. associations, heritage centres, and other relevant groups). It is important to emphasize the strong regional or local character of the community engagement activities. Therefore it is especially important to reach channels with local cover and / or those specific for the targeted community.

5 Labelling the resulting products



Figure 1:
"Supported by"
logo (as per D6.8)

The "Supported by" logo has been developed with the aim of ensuring a clear reference to the Europeana Food and Drink project as the central development platform of all commercial applications and products developed by the project. All applications and products developed within the project (also within the community engagement activities run under Europeana Food and Drink) *must* be visibly labeled with the "Supported by" logo as specified in the *D6.8 Europeana Food and Drink Promotional Pack and Brand Materials*.

6 Appendix

Examples of the branding materials specified in the *D6.9 Europeana Food and Drink Branding Pack (Culture Sector)*



Figure 2: Posters



Figure 3: Postcards



Figure 4: Bookmarks



Figure 5: Web banners