Social cohesion, Participation, and Inclusion through Cultural Engagement

D8.1 Project Website

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SPICE consortium

No.	Short name	Institution name	Country
1	UNIBO	ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA	Italy
2	AALTO	AALTO KORKEAKOULUSAATIO SR	Finland
3	DMH	DESIGNMUSEON SAATIO - STIFTELSEN FOR DESIGNMUSEET SR	Finland
4	AAU	AALBORG UNIVERSITET	Denmark
5	OU	THE OPEN UNIVERSITY	United Kingdom
6	IMMA	IRISH MUSEUM OF MODERN ART COMPANY	Ireland
7	GVAM	GVAM GUIAS INTERACTIVAS SL	Spain
8	PG	PADAONE GAMES SL	Spain
9	UCM	UNIVERSIDAD COMPLUTENSE DE MADRID	Spain
10	UNITO	UNIVERSITA DEGLI STUDI DI TORINO	Italy
11	FTM	FONDAZIONE TORINO MUSEI	Italy
12	CELI	CELI SRL	Italy
13	UH	UNIVERSITY OF HAIFA	Israel
14	CNR	CONSIGLIO NAZIONALE DELLE RICERCHE	Italy

Executive summary

This document provides an overview of the SPICE website and a brief description of the web pages. The SPICE website is a multimedia public website, with blogs and wikis, downloadable public deliverables, publications, demonstrators and links to partner sites. There will also It also includes a 'members only' project archive and communications area.

Document History

Version	Release date	Summary of changes	Author(s) -Institution
V0.1	29/06/2020	First draft released	UNIBO
V0.2	01/07/2020	Revision by the partners	ALL PARTNERS
V1.0	02/07/2020	Final version	UNIBO

Table of Contents

Introduction

This deliverable document introduces the SPICE website. It briefly describes its homepage, its main sections and the related materials – logo, links to external services (e.g. social account and code repository), etc.

According to the development of the SPICE Project, the creation, maintenance, and evolution of the website is one of the dissemination activities planned for the whole duration of the project. In particular, SPICE will carry out a vigorous programme of dissemination of project results to the cultural heritage community and memory institutions, to the research community and to the general public through a process involving presentations, publications, conference papers and sessions, and participative workshops, showcases and demonstrations. The main part of these activities will be appropriately showcased in the website.

The project website (https://spice-h2020.eu) has been set up and will include cultural and multimedia content to reflect the diversity of research and case studies undertaken. The public will be kept informed about progress, events and results through the websites. We will set up and populate a social media presence on platforms including Twitter, Instagram and LinkedIn, which will be appropriately linked to the website. These platforms will also be used to syndicate content from the main website. Our web presence will also be used to give the public hands on experience of the interpretative and reflective activities developed and evaluated in the project.

In the following sections we introduce the logo of the project and the organisation of the website.

SPICE logo

During the application of the proposal, OU has created a logo that has been agreed by all the partners. The logo, shown in Figure 1, become the official logo of the project. Elements of the logo, like the coloured people styled with the character "i", have been introduced to recall a central aspect of the project, e.g. the involvement of people/citizens in the process.

Figure 1. The logo of SPICE.

A related logotype has been also created, i.e. the logo shown in Figure 1 accompanied by a descriptive text with the full title of the project. The logotype is shown in Figure 2.

Figure 2. The logotype of SPICE.

Project Website

The website of the project SPICE has been developed and released on 30 June 2020. The website is available at https://spice-h2020.eu and it is hosted on https://github.com/spice-h2020/spice-h2020.github.io, the GitHub Pages repository of the project. The technologies available on the GitHub Pages allow us to create templates for webpages (e.g. via Jekyll) and enable us to easily improve and extend the user interaction with the website using HTML5 and Javascript technologies.

The main goal of the website is to present the activities and outcomes of the project to a heterogeneous audience which includes researchers, scholars, and any person interested in cultural heritage collections and events, including (and in particular) citizens. As shown in Figure 3, the website footer provides quick links, contact and project information, and points to several external services that are used within the project for dissemination and to enable the sharing of relevant documents among partners. Even if the social accounts of the project – i.e. Twitter, Instagram, and LinkedIn – have not been set up yet, the website includes already buttons to reach them available in all the pages. In addition, there is a link to the official GitHub repository (https://github.com/spice-h2020) containing all the open source code that will be developed during the project, including the sources of all the webpages, images, and scripts.
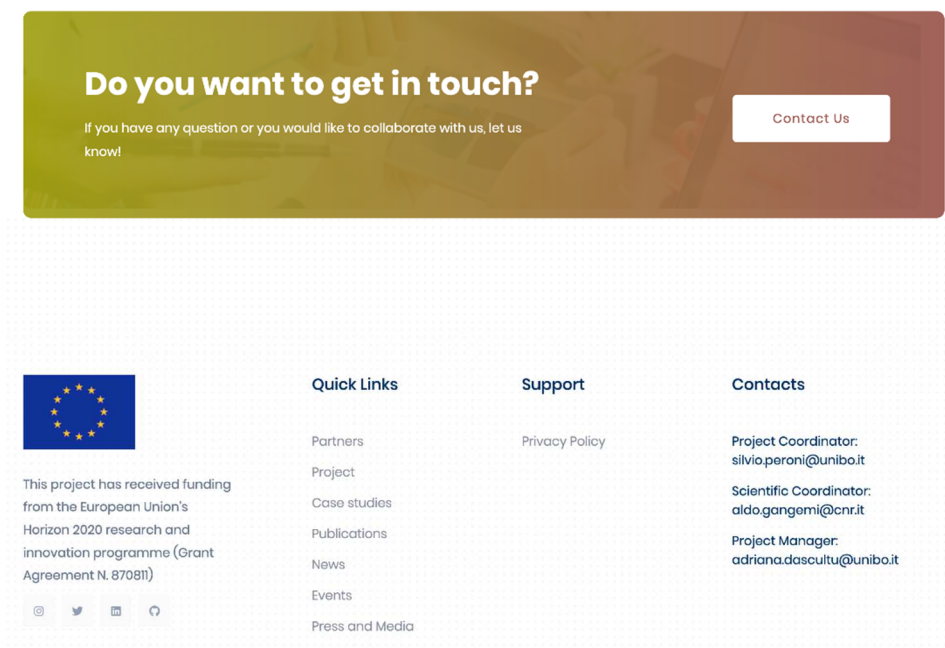

Figure 3. The footer included in all the pages of the website.

As shown in the screenshot of the menu in Figure 4, we have added an access point (i.e. the button "Member Area") to the reserved repository for partners we will use to share all the documents related to the project. The repository is handled by UNIBO using Microsoft SharePoint and will be available for the project partners during the lifetime of the project and beyond. The website is organised in four macro sections – "Home", "Partners", "Research", "Outreach" – that will be discussed in the following subsections.

Figure 4. The menu included in all the pages of the website.

Homepage

The homepage of the website is shown in Figure 5. It contains a clear and informative description of the aims of the projects and the intended the audience of its outcomes.

Figure 5. Homepage of the website (as of 2 July 2020).

It is organised in three main blocks – top, centre, and bottom:

1. The block in the top includes the full title of the project accompanied with a short text stating the funder organisation and the domain of interest of the project. These are followed by a clickable button that points to the page of the website which describes the project with more details – that is also available from the menu "Research" included in the menu shown in Figure 4.
2. The block in the centre includes the three main aims of the projects, as indicated in the Grant Agreement signed by the European Commission.
3. The block in the bottom includes a brief description of what the users will do by means of the technologies adopted in the project and developed by the partners, and it highlights the main people with whom we will interact with.

Partners

The webpage including the list of the partners is the first one in the menu (in Figure 4) after the homepage. The page, shown in Figure 6, lists all the institutions and companies that are part of the SPICE consortium and the third parties involved in the project, with their logo, acronym between squared brackets, and full name.

—— The consortium

Our partners

[UNIBO] University of Bologna

[Project coordinator]

[Aalto] Aalto University

[AAU] Aalborg University

[DMH] Design Museum Helsinki

[IMMA] Irish Museum of Modern Art

[GVAM] GVAM Interactive Guides S.L.

[OU] Open University

[PG] PadaOne Games

[CELI] CELI - Language Technology

[UCM] Complutense University of Madrid

[UNITO] CIRMA University of Turin

[FTM] Fondazione Torino Musei

[UH] University of Haifa and Hecht Museum

[CNR] Centro Nazionale delle Ricerche

—— The consortium

Third parties

Turin Institute for the Deaf

Figure 6. All the partners of the SPICE Project.

All the logos and partners' names in the page are clickable and point to the homepage of the related partner institution/company.

Research

The "Research" submenu is where we will collect all the material related to the research we will conduct within the project. Its appearance is shown inf Figure 7.
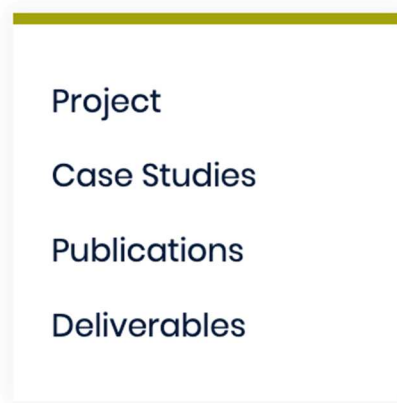

Figure 7. Sub-menu "Research" and its pages.

As of 2 July 2020, it contains links to three distinct pages:

1. "Project" is the page where we provide a more detailed description of the SPICE project. It includes an introduction with a description of its objectives, methods, and technologies, a short text introducing the case studies of the project (which are fully described in another page), and the structure of the work packages organisation of SPICE [WP1-WP9].
2. "Case Studies" is the page which describes the five case studies related to project. The case studies, organised by country, cover the need of particular kinds of people when interacting with the cultural heritage objects available in museums, i.e. senior citizens and families living far from the museum (Finland), groups who are less able to visit the museum physically (Ireland), children (Spain), deaf people (Italy), and members of religious and secular communities (Israel).
3. "Publications" lists all the articles and papers published on the topics of the project and written by any partner institution of the consortium.
4. "Deliverables" lists all the public deliverables of the project to make them available to all.

In the future, we plan to extend the available pages under the submenu "Research" to address specific aspects related to the research conducted within the project.

Outreach

The "Outreach" submenu is where we will list news, events, press and media related to the project. Its appearance is shown in Figure 8.
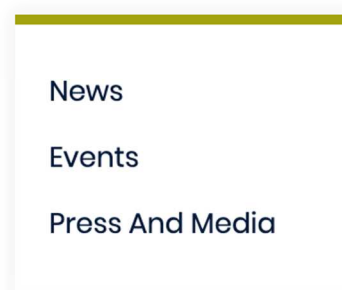
Figure 8. Sub-menu "Outreach" and its pages.

As of 2 July 2020, it contains links to three distinct pages:

1. "News" contains the news about the project, listed from the most recent one.
2. "Events" lists, from the most recent one, all the events (workshops, conferences, etc.) to which the project partners have participated or will participate in the future.
3. "Press And Media" contains links to news press and other media about the project, which can have been written by the partners or by external people and made available in their own space.

All the pages mentioned above are accompanied by a box, shown in Figure 9, which enables a visitor to subscribe to the newsletter of the project. The newsletter organisation and structure is currently in preparation and will be made available soon on the website.
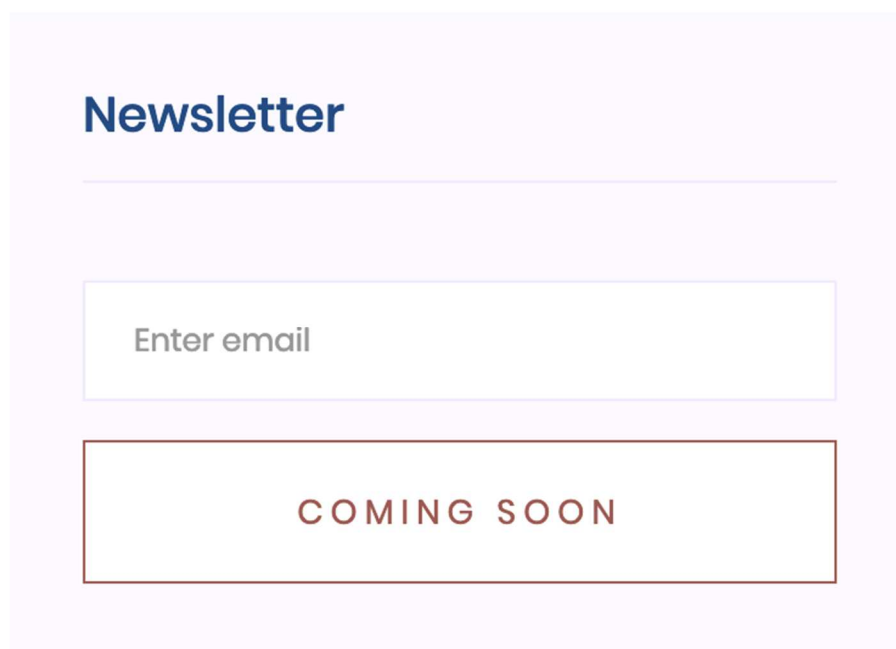

Figure 9. The box for subscribing to the newsletter (which will be activated soon).

Conclusions

In this document, we have outlined the project website as of 30 June 2020. It includes the main structure of the organisation of the information about the partners, the research related to the project, and the related outreach activities.

We use Google Analytics (already active on the website) to monitor the number of visitors and page visited, as well as other data such as the duration of the visits, the most visited pages, the average time spent on the website, and the geo-located data on the visits.

As a final remark, we want to clarify that the website may evolve according to the needs of the project. For instance, we may add new sections and links to address specific needs in terms of communication and dissemination, and we may plug scripts and applications into the website to support activities concerning the case studies of the project.