

Deliverable 7 (WP6):***Plan for dissemination and exploitation including communication activities***

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Project 101129889 — PortADa

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1. Document Objective

The current communication, dissemination, and exploitation plan of the PortADa project provides a structured framework and guidelines for all visibility activities to be carried out throughout the project. It should be considered as **Deliverable 7**, which relates to **Work Package 6**, concerning “Dissemination, knowledge transfer, and public education”: and, more specifically, it is intended to complete **Task 6.5**. “Design a plan for exploiting the products and services developed in the project”. The objective of WP 6 is “to create a benchmarking study on how to disseminate the research. This includes carrying out an investigation into the best practices for communicating research results to a variety of audiences, especially in the fields of maritime history covered in this project”. (Grant Agreement p.7). This Plan is a product of the secondments carried out in February and March 2024 in Argentina, where a series of meetings were conducted with project participants and stakeholders in order to socialise the aims of the work package and this document, and to reach consensus regarding the contents of the same. The authors of this document are experts in communication and dissemination at the beneficiary Maritime Museum of Barcelona (with the support of project staff). As such, this plan contains a set of instructions and guidelines that guide communication, dissemination and exploitation activities, which project members will follow to efficiently carry out these activities. The document incorporates a series of suitable tools that will be used to effectively achieve the project's communication and dissemination objectives. Additionally, it includes a list of communication channels, types of activities, and proposed actions for communication and dissemination. It is important to note that this plan is a dynamic document that can be revised and adapted as needed to seize any opportunities that arise during the project.

2. Project Presentation

“Port Arrivals Data. Automatic data collection for a large-scale comparative history of 19th-century shipping: a Digital Humanities approach to maritime heritage (PortADa)” is an international cooperation project based on staff exchanges in the field of Digital Humanities funded by Marie Skłodowska-Curie Action Staff Exchange call of the European Research Executive Agency (REA) of the Horizon programme of the European Union (HORIZON - MSCA - SE 2022, Project 101129889)

Project Context

In the 19th century, during the transition from sail to steam, port cities were centres of imperial colonialism and capitalist configurations, linked by trade and maritime traffic to processes of globalization and the international division of labour. In these ports, the arrival of ships represented an economic, cultural, and political event. At the same time, the supply and distribution of cargo from these ships created internal networks based on local, regional, and river trade and traffic. Thus, news about the arrival of ships from distant ports and the sequence of port movements this implied held a privileged place in the local press of these port cities. From a historical perspective, the project focuses on the period of the "First Globalization" when the main transformations occurred in the transition from sail to steam (1850-1914) and in the ports of Barcelona, Marseille, Havana, and Buenos Aires, which present diverse profiles and played a crucial and different role in the international division of labour.

Project Objectives

PortADa has set the following objectives:

A. The development and sustainability of new and lasting research collaborations, by creating a team of around thirty digital humanists specialized in the application of computational methods to explore maritime and economic history for the project's development, and who can form an advisory group that can serve as an information resource to other academic institutions interested in digital transition and the creation, maintenance, and exploitation of their respective resources after the project is completed.

B. The generation of an open database with thousands of records related to 19th-century trade, containing information about ship arrivals at the ports included in this project, on which we can base new studies on economic, social, (geo)political, and cultural issues. This database will cover approximately 1.6 million ship entries over the six decades studied here (Barcelona 330,000, Buenos Aires 480,000, Marseille 540,000, Havana 242,000). The database will be available under an open license for other researchers, as well as a non-academic interested audience, to explore its content.

Innovative Techniques used in the Project

PortADa aims to deploy a **practical framework based on Digital Humanities**, which allows for the analysis of large volumes of information on 19th-century navigation. To achieve this, a suitable text corpus for analysis is needed, consisting of ship arrival information available in the press of the time, applying strategies, methodologies, software, and recently introduced procedures in the field of Humanities, and developing its own innovations to accomplish it.

The historical sources and the proposed digital processing method in PortADa constitute the main innovations of this project. The lists of ships arriving daily at the ports contain a complete record of the ships, cover a wide period, contain diverse and abundant information - including coastal trade - and, in general, allow scholars to describe and analyse maritime and port traffic in great detail.

There are tens of thousands of records, as thousands of ship entries were produced in each port every year. It is therefore a source that could only be manually exploited with great difficulty. PortADa proposes the use of available computer tools and the development of innovative technologies that facilitate the necessary automation to process the large amount of data required for the robust analysis proposed.

In technological terms, the project provides **automatic transcription of existing digital resources and newly digitized ones** through replicable procedures and software for other ports, and chronologically expandable, in order to contribute to the general scientific objective of reconstructing global maritime traffic for the longest possible chronology. In some cases, digitization will not only serve the exploitation considered in this project but can also serve as a means of preservation and accessibility to digitized material.

International, Interdisciplinary, Intersectoral approach of the Project

PortADa arises from the need to better integrate the work of historians and technology experts in the development of computer tools for the advancement of digital humanities. Therefore, the project creates **mixed local working groups** (one for each port to be studied: Barcelona, Marseille, Buenos Aires, Havana) with a combination of specialists in maritime and port history, and in information technologies who are experienced in digital humanities. Each local team will address and solve the specific problems of their respective documentary sources. Computer developments aimed at solving specific problems will be shared among the different local teams. The establishment of workflows is carried out using agile methods, planning step by step the different phases of the project with continuous feedback systems. Secondly, to create highly significant collaboration opportunities, the project carries out a two-month "**summer school**" during each of the four years of the project. Summer schools will combine training, workshops, research collaborations, and group work to solve technological and historiographical problems.

Project Participants:

- Universitat de Barcelona, Faculty of Geography and History and Faculty of Education (UB);
- Consortium of the Royal Shipyards and Maritime Museum of Barcelona (MMB);
- Universidad Autónoma de Madrid (UAM), Madrid, España;
- Foundation for Research & Technology Hellas, Institute for Mediterranean Studies (IMS-FORTH) and Institute of Computer Science (ICS-FORTH), Greece;

- Universidad Nacional de Mar del Plata (UNMdP), Mar del Plata, Argentina;
- Universidad Nacional de San Martín (UNSAM), Buenos Aires, Argentina;
- Universidad Nacional de Entre Ríos (UNER), Concepción de Uruguay, Argentina;
- Matanza Riachuelo Basin Authority (ACUMAR), Buenos Aires, Argentina;
- Universidad de Ciencias Informáticas (ICS), Havana, Cuba;

3. Introduction to the Concepts of Communication, Dissemination, and Exploitation

The concept of "communication," as defined by the European Union, refers to efficiently informing, promoting, and transmitting the existence of the project, its characteristics, activities, and final results to citizens, stakeholders, and media through clear messages on appropriate channels. This is done with the purpose of being accountable and showcasing the progress of the projects and the good practices they generate throughout their development. The expected outcome is to establish connections with stakeholders, attract new contributions, gain recognition for the social value of the project in terms of prestige, and demonstrate the success of good practices in European and international collaboration contexts. This process is essential given its components of accountability, transparency, and good practice, as a project funded by European funds and material and technical resources from other public institutions.

The term "dissemination," as defined by the European Union, involves sharing the knowledge and advances we have acquired with relevant external audiences, enabling them to use or adapt them in their own work. Dissemination refers to a series of actions and strategies designed to effectively share information about the project's results with the aim of maximizing its impact on individuals, organizations, and scientific communities. This process is essential as it facilitates the transfer of project results and their use by an expert audience. In particular, dissemination facilitates knowledge transfer and encourages its use by colleagues in the research field and the scientific community at large. Research dissemination allows for sharing valuable knowledge and advances, contributing to scientific progress, and promoting collaboration, innovation, and informed decision-making. It also enhances the visibility and reputation of researchers and institutions, fostering engagement and potential partnerships. The dissemination process is one of the most important factors in ensuring that research findings, knowledge, and results are effectively shared with relevant stakeholders and the public.

The concept of "exploitation" has been used by the European Union as the concrete use of project results for commercial, social, and political purposes by third parties, leveraging the resulting products and services. In the case of PortADa, we will consider the possibilities for exploitation of the resulting processes developed during the project (as the products will be made available to both academic and general populations through open access creative commons licences). That said, the economic viability of exploitation will need to be considered, based on the project results.

4. Contractual Obligations of Partners Regarding Communication, Dissemination, and Exploitation

The obligations related to the communication, dissemination, and exploitation of the project results by its members are formally described in the Grant Agreement and are defined as follows:

- Promoting the action and its results by providing specific information to multiple audiences (including the media and the public) in a strategic, consistent, and effective manner (Article 17.1 of the Grant Agreement).
- Acknowledging EU funding in all communication, dissemination, and exploitation activities (including standards and intellectual property rights protection), as well as in all equipment, infrastructure, and significant results funded by the action, using the wording and criteria specified in the Grant Agreement (Article 17 and Annex 5).

- Disseminating the results in widely accessible databases or indexes (such as through open access portals or open data repositories) (Article 17 and Annex 5 of the Grant Agreement).
- Cooperating to enable the presentation, examination, publication, and defence of communications and theses that include the project results, subject to the confidentiality and publication provisions agreed upon in the Grant Agreement.

5. Communication Strategy

Objectives

The general purpose of communication is to inform key stakeholders about the objectives, progress, products, and results of the project, so that they are accessible to both these groups and the general public, and indirectly enhance the visibility of the project and ensure its sustainability once completed. Thus, the aim is to facilitate access to information generated by the project's activities through the various channels defined in the communication strategy, prioritizing digital environments, with the aim of creating links with stakeholders, attracting new contributions, obtaining recognition of the project's social value in terms of prestige, and demonstrating the success of good practices in European and international collaboration contexts

Target Audiences

The identified target audiences are:

- **General Public:** Non-expert individuals interested in maritime history and the areas of study covered by the project.
- **Press Media:** Generalist media, especially suited for conveying general content and promoting the social dimension of the project; and, specialized media, suitable for disseminating the scientific content and advances of the project.
- **Institutional:** Heritage facilities that safeguard sources whose management can benefit from the application of the project's methodologies and/or its results (archives and museums with collections related to the thematic, geographical, and chronological areas of the sources); public or private non-heritage institutions responsible for the preservation and dissemination of archives and/or collections from the same areas (e.g., Port authorities of the ports studied); public administrations to which the institutions participating in the project are accountable; and, non-governmental organizations, of a professional nature, linked to various cultural and heritage sectors (e.g., ICMM; ICA; ARMA; NEMO).
- **Academic:** Researchers and university lecturers in the fields of maritime history, economic history, colonial history, and other specialties that coincide in chronological and geographical areas; experts in mining, data processing, and management, and, research universities and organizations (e.g., CSIC, CNRS).

Communication Channels

A channel is a mechanism or platform used to effectively share or communicate information, ideas, or materials to a specific target audience. It serves as a method of distributing and propagating knowledge, research findings, or project outcomes to reach intended recipients.

- **Press Media:** Media communication plays a fundamental role in ensuring that products and services generated under the project reach the general public effectively and have a greater impact. This channel will be reserved for distributing information related to events, final products or results, and significant milestones of the project through press releases, reports, and/or interviews with team members.
- **Project website:** The PortADa project has its own website where all information related to the project itself (definition, objectives, scope, results), the participating teams, activities, products,

and services generated by the project (schedule of activities and events, database, publications) is compiled. PortADa may also have a presence on other websites of the institutions participating in the project (UB, MMB, UNSAM, UBA, UNMDP, CONICET, ACUMAR, FORTH, UAM, UCI).

- **Social media:** The project will have its own profile on social network X, with administrator role assigned to one person from each local node + communication team + project staff. In addition, content will be disseminated on the social media accounts of the institutions to which the project's research staff are affiliated.

Communication Materials

Communication materials encompass a wide range of resources and tools used to efficiently convey information about the project, an activity, or its results among the identified target audiences, adopting various formats according to specific objectives.

- **Logo**, which should be used in all dissemination and communication materials and activities, ensuring clear project identification. The application of this logo will comply with EU regulations in this matter (Grant Agreement, 17.2 Visibility — European flag and funding statement) and will consider coherence with other logos that may accompany it (e.g., logos of other co-organizing institutions of events).
- **Press Release.** The press release is a written communication addressed to the media with the purpose of conveying newsworthy information related to the project's development. Press releases will be published throughout the project and will be intended for the transmission of relevant and general information about activities, milestones, or results obtained. They will be available on the website, and each local node will transmit them to local media. The drafting of press releases is assigned to the project's communication team, consisting of one person representing each local node + WP5 coordinators. Press releases containing general content affecting the entire project will be distributed to the media in all territorial areas of the participating institutions. Those containing relevant information exclusively for local areas will be distributed by the responsible person of each local node. The selection criteria will be agreed upon by the project's communication team.
- **Information Brochures.** It is proposed to develop a project dossier, in print and/or digital format, with the purpose of having an introductory document for dealings in institutional and business environments. This dossier will contain concise information about characteristics, dynamics, objectives, and expected results. Given its characteristics, this material can also be used in other areas and activities as a tool to maximize understanding and dissemination of the project.
- **Videos.** Videos are multimedia materials that can showcase highlights of project events and activities. They are especially effective in capturing the audience's attention and conveying information attractively, especially in digital environments (social media). Regarding the content for videos, presentations at seminars and scientific meetings and interviews with team members are noteworthy.
- **Newsletter.** Newsletters are periodic publications distributed via email or the website to a specific audience. Their aim is to offer information and updated news on the project's progress and the participation of its members in scientific and academic meetings. The responsibility for writing newsletters is assigned to the project's communication team, consisting of one person representing each local node + WP5 coordinators + project staff. The newsletters will be published on the project's website and can also be distributed through the institutional communication channels of the project members. The assistance of stakeholders will be required to contribute the necessary materials by completing the forms designed for this purpose. Initially, the publication of two newsletters per year is planned (coinciding with the conclusion of the Summer School – May/June – and with the preparation of the next one – October/November). Eventually, this frequency may be modified if the flow of information requires it.

- **Social Media RRSS Content.** Content is disseminated on the project's own social media profiles (X network) and those of participating institutions, with the aim of actively engaging with the audience, sharing timely updates, and expanding the reach of project information, news, and activities. Content creation is assigned to the project's communication team, consisting of one person representing each local node, the WP5 coordinators, and project staff. This team will also design the editorial schedule (content, frequency) once it receives relevant information from local nodes through the information collection forms and will be responsible for informing all relevant stakeholders so that the message can also be disseminated through each project member's own networks.

Communication Activities

1. Maintain the Project Website.

A project website will be maintained, which will compile all information about the project: description, project team, progress, and results, etc. It will serve as the central hub for all interested parties to access information and stay up-to-date with the activities carried out.

Activity Timeline: Continuous updating during the project's development and maintenance and updating for the 10 years following the project's completion.

Target Audience: All targets.

Activity Channels:

- Project website.
- Websites of participating institutions.
- Social media of participating institutions in the project.

Activity Materials:

- Explanatory texts, news, photographs, videos.

2. Special Campaigns.

During the celebration of the Summer Schools of the project, special communication campaigns will be organized to publicize both the event itself, the work developed by the teams during its celebration, and the public events that complement the programs.

Schedule:

- I Summer School, Mar del Plata - Buenos Aires, Argentina, February – March, 2024
- II Summer School, Barcelona, Spain, January – February, 2025
- III Summer School, Rethink, Greece, January – February, 2026
- IV Summer School, Barcelona, Spain, January – February, 2027

Target Audience: all targets, with special attention to the media.

Activity Channels:

- Project website.
- Websites of participating institutions.
- Social media of participating institutions in the project.
- In-person and online events.
- Media outlets.
- Publications of general interest.

Communication Materials: Web content. Press releases. Videos. Social media content.

Activity Objectives:

- Raise awareness of the work and impact of PortADa.
- Meet transparency standards.
- Share project results with external entities and audiences.

Expected Outcomes of the Communications Strategy:

- Promotion of the project and its objectives.
- Communication of results as a good practice of transparency and accountability.
- Encouragement of acceptance of results and social return of the project.

6. Dissemination Strategy

Objectives

Dissemination objectives play a fundamental role in research activities and projects. They are designed to effectively share knowledge, results, and conclusions with the various target audiences defined in the project. By establishing well-defined dissemination objectives, projects can optimize their impact, ensure widespread use of results, and contribute efficiently to the advancement of science and society. The dissemination objectives of the project are:

1. Contribute to knowledge construction from an interdisciplinary and cooperative perspective, sharing the achievements of interdisciplinary team collaborations through the channels established in the dissemination strategy.
2. Promote transparency and participation practices by maintaining a permanent flow of information and especially promoting public presentations of the project and its results during the Summer Schools held at various locations. Promote the social use of products, tools, and methodologies generated during the project among cultural and educational institutions to share the knowledge gained.
3. Promote the social use of products, tools, and methodologies generated during the project among cultural and educational institutions to share the knowledge gained.

Targets and Target Groups

The identified target audiences are:

Academic:

- **Researchers and university professors** in the fields of maritime history, economic history, colonial history, and other specialties that coincide in chronological and geographical areas.
- **Experts in data mining, processing, and management.**
- **Universities and research organizations** (e.g., CSIC, CNRS)

Institutional:

- **Heritage facilities** that house sources whose management can benefit from the application of project methodologies and/or results (archives and museums with collections related to the thematic, geographical, and chronological areas of the sources).
- **Public or private non-heritage institutions** responsible for the preservation and dissemination of archives and/or collections from the same areas (e.g., Port Authorities of the studied ports).
- **Public administrations** on which the participating institutions in the project depend.
- **Non-governmental organizations**, of a professional nature, linked to various cultural and heritage sectors (e.g., ICMN; ICA; ARMA; NEMO)

Press Media:

- **Specialized media**, suitable for disseminating project content and scientific advancements.

Dissemination Channels

- **In-person and online events.** The organization of various project dissemination events and scientific results is planned. As a general rule, these events will adopt a hybrid format (in-person and virtual) that will allow for broader and more diverse participation, given that, due to the project's characteristics, teams are territorially dispersed. The PortADa project plans to hold four Summer Schools (annual meetings of all project members to work together). During each of them, seminars are planned (dissemination and debate activities necessary to publicize progress and results), which may involve participation from invited experts from other projects. These events are primarily aimed at the academic community, but not excluding the other targets identified in the project. The organization of other events aimed at presenting the project, of an institutional nature, is also planned, especially directed at local institutions and organizations, with the dual purpose of accountability and consolidation of support they may provide.
- **Publications in academic and scientific journals.** The dissemination of PortADa results and research based on project data processing will be prioritized through the publication of works by team members constituting local nodes in accredited scientific and academic journals, all of which are peer-reviewed publications. As examples, we have identified the following: Darsana, International Journal of Maritime History, Journal for Maritime Research, Maritime Studies, Mariners' Mirror, History, The, Annales, Historia Social, Revista de Historia Industrial, Revista de Indias, Revista de Estudios Marítimos y Sociales, Journal of Global History, ...
- **Project Website:** The PortADa project has its own website where all information related to the project itself (definition, objectives, scope, results), the participating teams, and the activities, products, and services generated by the project (activity and event agenda, database, publications) are compiled. Eventually, PortADa may have a presence on other websites of the institutions participating in the project (UB, MMB, UNSAM, UBA, UNMDP, CONICET, ACUMAR, FORTH, UAM, UCI).
- **Non-scientific publications:** The project and its results may be of interest to popular magazines in the field of maritime history, culture, and heritage. These publications are aimed at a non-academic audience knowledgeable in the subject matter, which is why they may be particularly interested in PortADa and may act as influencers, increasing the project's social impact. Collaboration with such magazines will be based on the usual terms of open digital access. As examples, we can mention the following: Sapiens, ARGO, Historia y Vida, Desperta ferro, Arqueologia i història, La Aventura de la Historia, etc.

Dissemination Materials

- **Presentations and papers delivered at conferences and articles in scientific and popular science journals.** The project results and their application to various research and scientific works will lead to presentations at conferences, workshops, and other scientific events, given by members of the teams forming the local nodes. Likewise, articles will be produced for publication in accredited scientific journals, aimed at an academic audience, and eventually, articles for cultural dissemination publications may also be produced. All references and links to these materials will be compiled on the project website.
- **Newsletters.** Newsletters are periodic publications distributed via email or the project website to a specific audience. Their goal is to offer information and updated news on project progress and the participation of its members in scientific and academic events. The responsibility for writing newsletters is assigned to the project's communication team, consisting of one representative from each local team, the WP5 coordinators, and administrative staff. Newsletters will be published on the project's website and may also be distributed through institutional communication channels of project members. The assistance of involved parties will be required to contribute the necessary materials, through the completion of designed forms. Initially, the publication of two newsletters per year is planned (coinciding with the

conclusion of the Summer School and the preparation of the next one). Eventually, this frequency may be modified if the flow of information requires it.

- **Web and Social Media Content.** Content will be disseminated on the project's own social media profiles (formerly Twitter), as well as those of participating institutions, and on the project website. The purpose is to actively engage with the audience, share updates, and expand the reach of project information, news, and activities. Content creation is assigned to the project's communication team, consisting of one representative from each local team, the WP5 coordinators, and administrative staff. This team will also design the editorial schedule (content, frequency) once relevant information is received from local nodes through data collection forms, and will be responsible for informing all relevant stakeholders so the message can be disseminated through each member's own networks.
- **Informational Brochures.** It is proposed to create a project dossier, in print and/or digital format, to serve as an introduction for interactions in institutional and business environments. This dossier will contain concise information about the project's characteristics, dynamics, objectives, and expected results. Given its characteristics, this material can also be used in other contexts and activities as a tool to maximize understanding and dissemination of the project.
- **Videos.** Videos are multimedia materials that can showcase the highlights of project events and activities. They are particularly effective in capturing the audience's attention and conveying information attractively, especially in digital environments (social media). Regarding content, presentations at seminars and scientific meetings, as well as interviews with team members, are notable.

Dissemination Activities

1. Creation of the Project Website:

The project will maintain a website to compile all information related to it, including description, project team, progress, results, etc. This website will serve as a central hub for all interested parties to access information and stay updated on project activities.

Timeline: Continuous updates during the project development and maintenance for 10 years after project completion.

Target Audience: All identified targets.

Distribution Channels: Project website, participating institutions' websites, and social media channels of participating institutions.

Materials: Explanatory texts, news, photographs, videos.

Activity Objectives:

- Raise awareness about the project, its progress and results (including publications), and the activities being conducted.
- Promote the use of results and methodologies in other projects.
- Meet transparency standards.

2. Special Campaigns:

Special communication campaigns will be organized during the project's Summer Schools to promote the event itself, the work carried out by teams during the event, and any public events included in the programs.

Timeline:

- I Summer School: Mar del Plata – Buenos Aires, Argentina, February-March, 2024
- II Summer School: Barcelona, Spain, January-February, 2025
- III Summer School: Rethimno, Greece, January-February, 2026
- IV Summer School: Barcelona, Spain, dates to be determined, 2027

Target Audience: All identified targets, with special attention to academic and institutional audiences, and the media.

Distribution Channels: Project website, participating institutions' websites, social media channels of participating institutions, in-person and online events, media, historical dissemination publications.

Dissemination Materials: Web content, press releases, videos, social media content.

Activity Objectives:

- Share project results with external entities and audiences.
- Raise awareness of PortADa's work and impact.
- Meet transparency standards.

3. Participation in National and International Conferences:

Members of the local teams will participate in national and international conferences to present the PortADa project and/or research based on the data and information generated in the project.

Timeline: April 2024 – December 2027. Project participants have or will propose sessions and/or papers at the following congresses (with more to be added in upcoming years):

- Sixth International Conference of the Mediterranean Maritime History Network, Rethimno, Greece (May 2024)
- Fifth International Congress of the Latin American and Iberian Social History Association, Castellon, Spain (September 2024)
- Seventh International Congress of the Association of Caribbean Economic History, Mexico City, Mexico (November 2024)
- Fourth National Congress of the Cuban Society of the History of Science and Technology, Havana, Cuba (November 2024)
- Fourteenth International Congress of the Spanish Association of Economic History, Las Palmas, Spain (January 2025)
- Fifteenth European Social Science History Conference, Leiden, the Netherlands (March 2025)
- [Spanish] Contemporary History Association, Valencia, Spain (July 2025)

Target Audience: Academic audiences.

Distribution Channels: Project website, participating institutions' websites, social media channels of participating institutions, specialized publications.

Dissemination Materials: Conference presentations, academic papers, articles in scientific and popular science journals.

Expected Results:

- Knowledge dissemination.
- Distribution of results in the academic sphere for application in other projects.
- Facilitating contacts with stakeholders.
- Promoting the project methodology as a model of good practice.

Activity Objectives:

- Share project results and research based on them.
- Promote the use of results and methodologies in other projects.
- Meet transparency standards.

4. Project Closing Event/Campaign:

A presentation of the final project results, specially designed for the academic audience, will be organized during the Barcelona 2027 Summer School. Subsequently, a presentation of the project's

database and its various uses for non-strictly academic interests, but for dissemination purposes, will be conducted.

Expected Results:

- Knowledge dissemination.
- Distribution of results in the academic sphere for application in other projects.
- Facilitating contacts with stakeholders.
- Promoting the project methodology as a model of good practice.

Activity Objectives:

- Share project results and research based on them.
- Promote the use of results and methodologies in other projects.
- Meet transparency standards.

Expected Outcomes of the Dissemination Strategy:

- Promotion of the project and its objectives in academic and scientific communities.
- Communication of results as a good practice of transparency and accountability.
- Encouragement of the use of results and academic outputs of the project.
- Promotion of the replication of the methodology based on established tools and techniques.

7. Exploitation Strategy

The main objectives of the PortADa project, as outlined in Section 2 of this document, are the creation of an international team of digital humanists specialized in the application of computational methods to explore maritime and economic history, and the creation of an open database with information on ship arrivals at the ports included in this project during the period 1850-1914.

The database will be available and will contribute to the viability of **new historical research** based on the data contained in the database, applying perspectives of much greater scope than before, given the possibility of massive data processing. The final destination of these works developed in the academic field are scientific journals, international scientific conferences and forums, and the teaching carried out.

Among the variety of possible analyses, progress in the study of subjects such as the **evolution of maritime traffic** in each port and the position of each of them in the international division of labour will be especially relevant. In this way, international trade between these ports and the local and regional networks that each of these maintained can be reconstructed in unprecedented detail, facilitating the configuration of circuits, connections, and cargo flows. The reconstruction of historical series for maritime traffic in these ports is a necessary step to develop the new statistical series required to understand maritime transport networks, on a global scale, during the 19th century.

The information included in the arrival notices published in newspapers will provide abundant and useful data to detail **changes in the typology of ships**, to understand when different sailboats were used, and under what circumstances old navigation methods remained unchanged. This understanding of technological change should allow for a better interpretation of the slow process of steam power implementation, associating the characteristics of each ship with the routes travelled and the duration of the trips, an excellent indicator of technological change.

The analysis of the names of captains and masters at the helm of the ships arriving at the ports allows us to delve into social and labour history, through the **reconstruction of professional trajectories** on

a large scale, improving understanding of the social mobility of this group, the changes that occurred with the introduction of steam technologies, and the differences between regions and countries.

Some of the digital humanists trained during the project will establish an ongoing team, with knowledge and experience, which will be able to advise institutions and guide projects similar to PortADa. This is particularly interesting because it combines the technological solutions applied in PortADa and the experience gained by the project researchers during the four years of collaborative work. As such, this team could contribute to the **sustainability and replicability of the methodological model**. A decision has not been made regarding the possible economic exploitation of their skills and know-how: that will be considered throughout the project based on the results obtained and the economic viability of such exploitation. In any case, the dissemination of results related to lessons learned and reports on best practices through the team will be generally made available to:

- **Hybrid research groups**, consisting of digital humanists and IT specialists who intend to apply the PortADa model to the study of other ports or the treatment of data with similar characteristics, referring to other themes where feasible.
- **Document management centres** (archives and libraries) holding these sources, which aim to improve services to their users through consultation tools that allow for massive data processing. For example, in heritage facilities, especially museums, there is expected to be a direct application in the documentation of collections, as the maritime collections of some centres can benefit from relevant information about the context or history of the objects they hold (depictions of ships, portraits of shipowners and captains, etc.). Promoting access to the database as part of the services offered to the general public, providing guidance on its use, and making use of the content of PortADa (both direct - database - and indirect - scientific and popular publications) will improve the discourses and messages conveyed by heritage centres in their activities: permanent and temporary exhibitions, educational and outreach activities, dissemination publications, etc.

8. CDE Governance

To manage the communication, dissemination and exploitation actions, the PortADa project establishes a governance system for dissemination and communication. The team responsible for the communication and dissemination actions described in WP5 of the project is composed of the project's administrative staff and technical staff from the Maritime Museum of Barcelona.

The content creation for dissemination materials will be handled by a member of each of the local teams that make up the project, who will provide the necessary information about actions undertaken by their respective working group. The collection of this information, carried out through the forms designed for this purpose, will be reviewed and completed by the communication team. Once the dissemination materials are developed, they will be validated by the project's management. Overall coordination and monitoring of procedures, as well as the collection of information for subsequent impact assessment, will be the responsibility of the project staff, consisting of a person in charge of logistical coordination and project monitoring functions.

9. Monitoring and Evaluation

The reports prepared will assess the effectiveness of the communication, dissemination, and exploitation strategies, as well as the results of the various scheduled activities, focusing on the efforts of partners to promote the project through the various defined communication channels. The established monitoring indicators are:

- Website metrics and usage of the database generated by the project.
- Number of scientific articles selected in major conferences and journals.
- References to the PortADa project in other projects, research, or studies.
- Number of news articles or mentions in external channels.

For monitoring web and/or social media actions, the following tools will be used: Hootsuite, which allows access to various social networks from a single account, scheduling selective distribution of information, and monitoring the reaction and impact on followers (posting updates, reading responses, scheduling messages, viewing statistics, etc.), and especially collecting data and creating reports of social media profiles. It will help determine which posts are popular and what type of content users should publish, track the best times and days to share content, see how people react to content and react accordingly, create a clear and engaging vision of the project and showcase efforts to a wide audience across multiple platforms, as well as see how many people react, share, and like the shared content.

The second tool used will be Google Analytics, a specific tool for evaluating the project's website. The four key points reported by the Google Analytics platform are:

- Audience (who visits the website)
- Acquisition (how they arrive at the website)
- Behaviours (what they do once on the website)
- Conversions (subscribe to a newsletter, fill out a form, download content, etc.).

All communication and dissemination activities that occur throughout the project, with the possibility of extending the evaluation beyond, will be recorded using communication activities forms, dissemination activities forms, and forms to report the respective impacts.

10. Conclusion

This document – which constitutes Deliverable 7 – responds to Task 6.5 of Work Package 6 “Dissemination, knowledge transfer, and public education”. The aim of Task 6.5 is to “Design a plan for exploiting the products and services developed in the project” (Grant Agreement p.7). This plan has laid out the overall philosophy and strategy for communicating, disseminating, and exploiting the results of the PortADa project – for the benefit of participating institutions, the general public, and related scientific communities. More precisely, this Plan outlines specific strategies for communication, dissemination, and exploitation. Additionally, it identifies a series of target audiences and channels for best reaching them. Finally, it includes a variety of tools for efficiently and effectively reporting such activities in accords with the governance guidelines established herein.

11. Annexes

A. Communication Activities Form

B. Dissemination Activities Form

C. Communication Impact Form

A. Communication Activities Form

** Indicates that the question is mandatory*

Reporting by*: Please write your name _____

Your email address*: _____

Reporting on behalf of... *: Please add your institution name

Reporting of a Communication Activity

Communication Activity Name*: _____

Description*: _____

Who? Target audience* (Select an option)

- ☐ Citizens
- ☐ Civil society
- ☐ EU institutions
- ☐ Industry business partners
- ☐ Innovators
- ☐ International organization (UN body, OECD, etc.)
- ☐ Investors
- ☐ Local authorities
- ☐ National authorities
- ☐ Regional authorities
- ☐ Research communities
- ☐ Specific user communities

How? Communication channel* (Select an option)

- ☐ Event (conference, meeting, workshop, internet debate, roundtable, group discussion...)
- ☐ Exhibition o Interview
- ☐ Media article
- ☐ Newsletter
- ☐ Press release
- ☐ Print materials (brochure, leaflet, poster, sticker, banner, etc.)
- ☐ Social media
- ☐ TV / Radio Campaign
- ☐ Video
- ☐ Website
- ☐ Other

Outcome* **Brief description of the event, the dates and the outcomes:**

Status* (Select an option)

- ☐ Cancelled
- ☐ Delivered
- ☐ Ongoing
- ☐ Postponed

B. Dissemination Activities Form

**Indicates that the question is mandatory*

Reporting by*: Please write your name _____

Your email address*: _____

Reporting on behalf of... *: Please add your institution name

Reporting of a Dissemination Activity

Dissemination

Activity

Name*: _____

What? Type of dissemination activity* (Select an option)

- ☐ Conference
- ☐ Education and training events
- ☐ Meeting
- ☐ Clustering activities
- ☐ Collaboration with EU funded project
- ☐ Other scientific collaboration
- ☐ Other scientific cooperation
- ☐ Other

Who? Target audience* (Select an option)

- ☐ Citizens
- ☐ Civil society
- ☐ EU institutions
- ☐ Industry business partners
- ☐ Innovators
- ☐ International organization (UN body, OECD, etc.)
- ☐ Investors
- ☐ Local authorities
- ☐ National authorities
- ☐ Regional authorities
- ☐ Research communities
- ☐ Specific user communities
- ☐ Other

Status* (Select an option)

- ☐ Cancelled
- ☐ Delivered
- ☐ Ongoing
- ☐ Postponed

C. Communication Impact Form

**Indicates that the question is mandatory*

Reporting by*: Please write your name

Your email address*: _____

Reporting on behalf of... *: (Please add your institution name)

Reporting of a Communication Impact

Type of media (Select an option)

- ☐ Agencies
- ☐ Blogs
- ☐ Portals
- ☐ Digital press
- ☐ Print press
- ☐ Radio
- ☐ TV
- ☐ Social networks

Media Name: _____

Date: _____

Language:

Title: _____

Description:

Reference to Project Activity:

File/URL: _____