

Communication dissemination and exploitation plan

Deliverable 14.2

Project information	
Project Acronym	COLOURS
Project Title	Collaborative On-cloud Lab for the conservation and digital restoration of ColOUred heritage collectionS
Grant Agreement Number	101233413
Call and Topic Identifier	HORIZON-CL2-2024-HERITAGE-ECCCH-01/ HORIZON-CL2-2024-HERITAGE-ECCCH-01-05
Funding Scheme	HORIZON Innovation Actions
Project Duration	36 Months [1 October 2025 – 30 September 2028]

Deliverable Information			
Work Package No	WP 14		
Del. Number	14.2	Del. Title	Communication dissemination and exploitation plan
Type	R — Document, report		
Dissemination Level	PU - Public		
Due Date	31.03.2026	Delivery Date	31.03.2026
Lead Beneficiary	6. FBC		
Contributors	1. CNR, 2. FhG; 3. FORTH; 4. NTNU; 5. FBA; 7. ECE; 8. ZVKDS; 9. BCS; 10. GMB; 11. MIC		

Document History

Version	Release	Summary of changes	Authors - Institutions
V.01	01.03.2026	First version	5. FBA
V.02	30.03.2026	Final Version	5. FBA; 1. CNR

Project Context

Project start date: 1 October 2025

Project Duration: 36 months

Project website: <https://colours-eccch.eu/>

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COLOURS Consortium

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3	FORTH	IDRYMA TECHNOLOGIAS KAI EREVNAS	Greece
4	NTNU	NORGES TEKNISK-NATURVITENSKAPELIGE UNIVERSITET NTNU	Norway
5	FBA	FUNDINGBOX ACCELERATOR SP ZOO	Poland
6	FBC	FUNDINGBOX COMMUNITIES SL	Spain
7	ECE	ERASMUS CENTRE FOR ENTREPRENEURSHIP BV	Netherlands
8	ZVKDS	JAVNI ZAVOD REPUBLIKE SLOVENIJE ZA VARSTVO KULTURNE DEDISCINE	Slovenia
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Abbreviations/Acronyms

BMC	Business Model Canvas
C&D&E	Communication & Dissemination & Exploitation
CA	Consortium Agreement
CHI	Cultural Heritage Institutions
CRL	Customer Readiness Level
GA	Grant Agreement
GPLv3	GNU Public License v3
GTM	Go-to-Market
IP	Intellectual Property
IPR	Intellectual Property Rights
KER	Key Exploitable Result
KPI	Key Performance Indicator
OC	Open Call
MVP	Minimum Viable Product
RTO	Research and Technology Organisation
TRL	Technology Readiness Level
WP	Work Package

Executive Summary

The primary objective of the exploitation and dissemination strategy designed for the COLOURS project (Collaborative On-cloud Lab for the conservation and digital restoration of Coloured heritage collectionS) is to elaborate and ensure a viable plan for the adoption of the project's results. To accomplish this, a comprehensive roadmap has been established to guide the consortium in the creation of a solid framework for communication, dissemination, and the sustainability of the developed results.

This document, Deliverable 14.2, defines the planned approach to be followed for the valorisation of project outcomes, outlining a strategy to promote market and community uptake successfully.

To initiate this process, the plan identifies the Communication, Dissemination, and Exploitation (C&D&E) activities required to engage relevant stakeholders effectively, including cultural institutions, researchers, technology providers, and policy actors. By defining clear target groups and performance metrics at early stages of the project lifecycle (M6), the consortium ensures that the developed tools are aligned with the actual needs of the cultural heritage sector.

Furthermore, this document serves as a monitoring and planning tool that uses Key Performance Indicators (KPIs) to track the effectiveness of outreach efforts. As the project progresses, this strategy will be updated to support the participating partners in validating their solutions, protecting their intellectual assets, and strengthening the conditions for the sustainable exploitation of the COLOURS platform beyond the end of the funding period.

Document Structure

To facilitate navigation, this deliverable is organised into distinct sections, each addressing a specific component of the overall Communication, Dissemination and Exploitation (C&D&E) strategy. The structure is outlined as follows:

Section 1: Introduction (Chapter 1) – Brief description of the deliverable content, outlining its objectives, methodology, and the overall approach of the C&D&E strategy.

Section 2: Communication & Dissemination Plan (Chapter 2) – Overview of the target audiences, key messages, channels, and tools to be used, as well as the planned dissemination activities across the project lifetime, including the role of the Community of Practice as the central engagement mechanism.

Section 3: Communication Implementation (Chapters 3–5) – Description of the operational communication framework, including visual identity, communication materials, dissemination channels, and the Community of Practice engagement strategy.

Section 4: Monitoring and Reporting (Chapter 6) – Overview of the processes and indicators used to track progress and assess the effectiveness of communication and dissemination activities.

Section 5: Exploitation and Future Strategy (Chapters 7–8) – Description of the structured exploitation roadmap, covering the Initial Assessment, Acceleration Programme, and Go-to-Market activities, together with the main conclusions and next steps arising from the C&D&E strategy, highlighting how progress will be tracked and reported through the subsequent deliverables D14.3 and D15.3.

1. Introduction

This document corresponds to the deliverable D14.2 Communication, Dissemination and Exploitation Plan. It lays out the communication, dissemination and exploitation tools, channels, messages, timings and objectives to provide a strong base and guideline for all consortium partners to achieve the highest level of impact possible for the project, during its duration and beyond.

The COLOURS Communication and Dissemination (C&D) strategy is built on a 360-degree, audience-centred approach that integrates all available channels, tools, and networks to maximise the project's reach and impact across its target audiences. The Community of Practice (CoP) sits at the strategic core of this framework, connecting dissemination efforts, exploitation activities, and stakeholder mobilisation into a coherent and mutually reinforcing system.

The C&D strategy is structured across four phases spanning the full project duration (M1–M36):

- Phase 1 — Awareness and Foundation (M1–M6): Establishing the project's identity, launching communication infrastructure, and mapping and onboarding the first CoP members.
- Phase 2 — Engagement and Open Call (M6–M18): Actively engaging stakeholders through the CoP, showcasing tools, and driving targeted dissemination around the COLOURS Open Call.
- Phase 3 — Results Showcasing (M18–M30): Spreading pilot results through online channels and CoP knowledge exchange sessions and continuing scientific dissemination.
- Phase 4 — Sustainability (M30–M36): Ensuring the long-term viability of the CoP through integration into the ECHOES Community and recognition of best-performing pilots.

Progress against the C&D strategy is tracked through a defined set of KPIs and reported in the deliverables D14.3 (M18) and D15.3 (M36).

To ensure that the conservation and preservation tools generated within COLOURS are finally adopted across the cultural heritage sector, a structured Exploitation Plan has been prepared. Annex I includes a figure describing the activities that will be performed from the exploitation's side in the project's exploitation roadmap, defining how the consortium will validate, protect, and sustain its Key Exploitable Results (KERs). It also includes the respective deadlines of each Work Package (WP), together with related WPs that are expected to provide relevant data to draft the final Go-to-Market plan.

• Phase 1: During the first half of the project (M1-M18, WP14), an **Initial Assessment** of the COLOURS solutions will be performed to assess the status of the developments, and the needs and objectives of the partners. The results and analysis of this assessment are presented in section 5.1 of this document. This assessment is followed by an **Acceleration Program**, where a series of surveys and workshops will be conducted to increase the initial Commercial Readiness Level (CRL) of the project technologies: the **Value Proposition** exercise will highlight the uniqueness of the COLOURS solutions, while the **User Persona and stakeholders mapping** analysis allows the precise identification of target customers and interested parties of the COLOURS technologies. These two steps will be followed by the **Open-Source Model Canvas**, drafted to provide a clear and concise overview of the COLOURS offering and the previous workshop results. This phase runs in parallel with the Open Call launched around M11 as part of WP11, where these definitions are tested in real-world scenarios with external pilots.

• Phase 2: For the second half of the project (M19-M36, WP15), the objective is to further analyse the COLOURS solutions and acquire more data towards their successful commercialisation and to ensure their sustainability after the end of the project. This process will start with the preparation of an **Open-Source Strategy** to outline a roadmap to be followed for the successful engagement, licensing, governance, and sustainability of the COLOURS developments. To deeply understand the needs and leverage market expectations, a **Willingness to re-use Workshop** will be held with end users and to gather their feedback towards the COLOURS project. To finish this process, a **Business and Valorisation Model Canvas** will be prepared to solidify the previously prepared canvas with the results obtained in the previous steps. Together with the insights collected in WP15 from the Open Call results, the final **Go-to-Market** plan will be drafted.

Throughout the entire lifecycle of the project, a transversal "**Monitoring of results**" activity ensures that the KER development is continuously tracked, to adapt to partner needs or to execute required tasks to support them if needed.

These strategies will be followed during the full duration of the project (36 months) across WP14 and WP15, supported by the Open Call (OC) initiated in WP11 and the results of its analysis from WP13. The plans to be followed and their progress will be described through the following Deliverables:

- D14.2: Communication dissemination and exploitation plan
- D14.3: Communication dissemination and exploitation plan MidReport
- D15.2: COLOURS Toolkit Exploitation Plan
- D15.3: Communication dissemination and exploitation final plan

2. Communication & Dissemination Plan.

2.1 Purpose and Objectives

The Communication and Dissemination strategy within COLOURS aims to be a pillar in achieving the project's main objective: the development and adoption of innovative tools and methods for the documentation, analysis, and valorisation of cultural heritage across Europe. The Communication and Dissemination actions pursue this through two specific objectives: to establish a robust C&D strategy while involving target users in a diverse and geographically broad Community of Practice (CoP); and to reach users and stakeholders through related publications and events, and to initiate engagement with other EU initiatives.

The communication and dissemination strategy applies to the full duration of the project (M1-M36) and is structured in the following four phases:

An initial awareness and strategy-setting phase (M1-M6): dissemination efforts will focus on establishing the project's identity and raising awareness among all target audiences. This phase includes the launch of the project website and social media channels, the development of communication materials, and the mapping and onboarding of potential end-users into the Community of Practice.

- A strategic engagement and Open Call phase (M6-M18): with the first project outputs becoming available, dissemination actions will shift towards actively engaging potential end-users through the CoP and showcasing the tools' value proposition through demo workshops, scientific publications and event attendance. Clustering activities with other ECCCH initiatives will be reinforced. This phase also includes targeted dissemination actions to promote the COLOURS Open Call (launched in M14) to attract External Pilots. The strategy for the second period of the project will be updated and re-adapted, if needed, in the mid-term Communication and Dissemination Report (D15.3).
- A results showcasing phase (M18-M30): C&D efforts will focus on spreading the results of both internal and external pilots through online channels and CoP activities. Scientific dissemination will continue, focusing on results from the external pilots being tested within WP13. Knowledge exchange sessions within the CoP will be organised to share learnings between third-party projects and potential end-users.
- A sustainability phase (M30-M36): in the final stretch of the project, the attention will shift towards ensuring the long-term sustainability of the CoP by integrating it into the ECHOES Community and recognising the best-performing pilots through specific actions (e.g. awards, paid content, etc.), joining the European Horizon Booster and other actions to be defined depending on the impact of the activities carried throughout the project. All

C&D activities will be consolidated in the final Communication and Dissemination Report (D15.3).

The main objective of this plan is to ensure that all consortium members take a proactive role in maximising the outreach of the project. This is being achieved through participating, with the right messages and channels, in relevant workshops, conferences and other events, as well as publishing project results and articles in relevant media. All actions aim at achieving a well-designed European coverage where all stakeholders are addressed according to their needs and the most appropriate tools. This deliverable also covers the means used to track all activities and ensure compliance with the defined KPIs.

Consortium members are also required to attend events where project progress and results are presented, ensuring the possibility of networking with stakeholder groups of relevance at local, national and European levels. Communication and dissemination tools and materials will be made available and adapted as needed to adjust to the specific needs of each stakeholder group. In addition, dissemination and communication activities will be carried out in coordination with the ECHOES initiative and, where relevant, with other ECCCH-related projects, to maximise outreach and ensure alignment with the broader Cultural Heritage Cloud ecosystem. This includes participation in joint events, clustering activities, and initiatives where the presence of sister projects is encouraged, as well as the use of shared channels and platforms provided within the ECHOES framework.

This coordinated approach aims to increase the visibility and impact of project results, leverage synergies across projects, and benefit from the amplification effect of common dissemination channels and networks.

2.2 Target Audience

Six groups have been identified as the main target audiences of COLOURS and its potential impact. These diverse groups have specific interests and expectations, and thus, tailored messages have been prepared to capture their attention and engage them appropriately.

The COLOURS target groups are: (1) Cultural Heritage Institutions; (2) Cultural and Creative Industries & Professionals; (3) Scientific Community; (4) ECCCH and other relevant EU Networks & Initiatives; (5) Funders & Policymakers; and (6) General Public.

Individualised activities and messages are put in place to reach these six different audiences. Each target group presents specific needs and challenges to which COLOURS responds with a tailored value proposition, as summarised in Table 1 below. The table also indicates the preferred communication and dissemination channels for each group.

Target Group	Type of entities	Key needs	COLOURS value proposition	Preferred channels
Cultural Heritage Institutions	Museum curators & prof.	Collaborative decision-making, predictive tools, unified platforms	Digital tools for preserving and engaging with cultural heritage	CoP, website, newsletter, social media; industry media, EU/national museum networks (NEMO, ICOM, EMA); events; hands-on workshops & demos
Cultural & Creative Industries & Professionals	Conservators -restorers, curators, heritage experts	Reduce subjectivity, minimise risks, precision in restoration	Advanced digital tools for artefact restoration, minimising risks and ensuring integrity	CoP, website, newsletter, social media; industry media, EU/national conservator networks (ECCO, IIC, ICOM-CC); events; workshops, demos & webinars
Scientific Community	Heritage scientists, researchers, academia	Access to innovative tools, support cultural institutions	Open access toolbox for cultural heritage restoration & conservation	CoP, website; scientific publications & conference papers (JCH, npj Heritage Science...); open workshops with invited experts
ECCCH & EU Networks	ECCCH, ECHOES, Europeana, EOSC	Foster collaboration, modernise workflows	Complementary tools placing colour at the centre of an innovative digital framework	Clustering activities; joint coordination meetings; work cafés & online workshops; shared events & training for ECHOES community
Funders & Policymakers	EU/National authorities, Ministries of Culture	Foster investment in innovative CH tools	Knowledge and best practices in cultural heritage restoration & conservation	Policy briefs & recommendations; EU networks (CAE, EUNIC); promotion of Best-in-Class Pilots; policy round tables, industry media (e.g. Euroactiv)
General Public	Museum visitors, local communities	Immersive and educational cultural experiences	Showcasing the original vibrancy of digitally restored artefacts	Social media (Facebook, X, LinkedIn, YouTube); tier 1 national media, cultural or science section e.g. Newsweek, project website & newsletter; local cultural heritage events

Table 1: COLOURS Targets, needs, value propositions and main channels

To reach these objectives, intermediate audiences will also be approached. In particular, the Community of Practices (CoP) will serve as the primary space for stakeholders and potential users to meet, exchange with peers, share strategic advice, and develop new approaches. The CoP will be progressively built through a mapping and onboarding process, prioritising the most active and relevant actors in the cultural heritage ecosystem.

COLOURS will also actively seek synergies with key initiatives within the ECCCH ecosystem, clustering with sister projects and the ECHOES community, of which CNR, FORTH and FhG are already members. This will allow the project to leverage existing networks and extend its reach beyond the direct consortium.

2.3 Message-driven strategy

COLOURS' overarching communication message is:

'COLOURS: Bringing History Back to Life & Protecting Art From Fading Away. We are transforming cultural heritage restoration by providing a seamless, on-cloud digital framework. By integrating AI-powered analysis, predictive simulations, and collaborative hybrid spaces, our toolkit enables professionals to make confident, precise, and sustainable conservation decisions for artefacts like paintings (including frescoes), sculptures, and historic films and photographs, while strengthening public appreciation through immersive mixed reality experiences.'

During the Consortium Meeting held in Florence in December 2025, a dedicated workshop on key messaging and visual communication was facilitated by the FundingBox team. Consortium partners were divided into working groups according to the project's main target audience typologies, each group tasked with developing tailored messages and visual ideas for their assigned stakeholder profile. The seven groups were:

- Cultural Heritage Institutions (CHIs) and Curators
- Cultural and Creative Industries and Professionals
- Scientific Community
- SMEs and Developers
- Funders and Policymakers at the EU and National Level
- General Public
- PERCEIVE Community

Each group worked on a structured Visual Brief addressing five key questions: the most compelling visual metaphor for their audience, the dominant key value to communicate (Collaboration, Precision, or Public Engagement), the use of text in

visuals, the most relatable artefact type as a centrepiece, and the preferred aesthetic treatment of the data or predictive outcome layer. Partners were also invited to provide sketches or reference images.

The outputs of this workshop form the basis of the project's target-specific communication strategy and key visual development. The following key messages were defined per target group, combining the workshop outputs with the project's overall communication framework:

- **Cultural Heritage Institutions (CHIs) and Curators:** The core message emphasises the Hybrid Collaborative Environment: a digital twin-based space for interdisciplinary teams that enables confident, data-driven restoration decisions without geographical limits.
- **Cultural and Creative Industries and Professionals:** The message focuses on Predictive Restoration Tools powered by AI, allowing professionals to forecast and simulate conservation strategies and minimise risk before touching the physical artefact.
- **Scientific Community:** The message highlights access to Advanced Digital Tools and alignment with Open Science policy, offering re-usability of validated heritage data, AI algorithms, and software to accelerate research.
- **SMEs and Developers:** The message centres on the opportunities for technological collaboration and integration within the ECCCH ecosystem, positioning COLOURS as a platform for innovation and scalable digital solutions in the cultural heritage sector.
- **Professionals in the Field of Restoration/Potential Applicants:** The message centres on the Financial Support to Third Parties (FSTP) opportunity through Open Calls, with up to €60,000 available to test the COLOURS toolkit in a real-world conservation project.
- **Funders and Policymakers at EU and National Level:** The message frames COLOURS as a Tech for Good initiative: a publicly funded project that uses deeptech to preserve cultural heritage and expand public access to Europe's collections online.
- **General Public:** The message focuses on Enhanced Public Engagement via Mixed Reality (AR/VR), offering enriched, immersive experiences where the original vibrancy of artefacts comes back to life.
- **PERCEIVE¹ Community:** The message emphasises Continuity and Advancement, the transition from the predecessor project to next-

¹ COLOURS is built upon the results of the PERCEIVE project (<https://perceive-horizon.eu/>), GA 101061157, a Horizon Europe research and innovation action focused on the study, preservation and understanding of colour in cultural heritage. COLOURS can

generation AI and digital tools integrated into the ECCCH platform, with access to new funding opportunities.

The project's communication is structured across three phases, each with a distinct message direction:

- **Phase I — Colours Are On! Revolutionising Heritage with Digital Tools:** Awareness and positioning, introducing the project, its tools, and its potential to target audiences.
- **Phase II — The Digital Lab is Open. Join the Community of Practice Shaping Restoration's Future:** Community activation, inviting stakeholders to engage with the CoP and connect with the project ecosystem.
- **Phase III — Take an Active Part in Defining How Modern Technology is Minimising Risk in Conservation:** Impact and adoption, driving broader participation and showcasing results from pilots and early adopters.

2.4 Key Performance Indicators (KPIs)

The following table summarises the key performance indicators defined for the COLOURS Communication and Dissemination strategy. These KPIs will be monitored and updated in the successive C&D reports (D14.3, M18; D15.3, M36).

TRANSVERSAL ACTIONS				
Activity	Partner	Month	Target	Status
Project website (under ECCCH)	FBC/ALL	M3-M36	~3,000 visitors (~10% of total impacts)	In progress
Community of Practice	FBC/ALL	M3-M36	~300 users (~1% of total impacts)	In progress
Social media (Facebook, X, LinkedIn, YouTube)	FBC/ALL	M3-M36	>2,000 followers on X/LinkedIn; >500 on others	In progress
Project video	FBC/ALL	M3	~300 YouTube views (~10% of website visitors)	In progress
Stakeholders reached	FBC/ALL	M3-M36	~30,000 (info gathered from partners & EU networks)	In progress

be considered a follow-up project, capitalising on the methodologies, tools and knowledge developed in PERCEIVE, while extending their application, integration and impact within the framework of the European Collaborative Cloud for Cultural Heritage (ECCCH).

Newsletter	FBC/ALL	Every 6 months	~200 registrations, 60% opening rate	In progress
EU initiatives clustering	FBC/FhG, CNR	M3-M36	~10 ECCCH-related initiatives to cluster with	In progress
COMMUNICATION ACTIONS Target 1: Cultural Heritage Institutions Target 2: Cultural & Creative Industries				
Activity	Partner	Month	Target	Status
Partners & EU networks	ALL	M3-M36	~20% of the 8,000 EU museums with coloured collections	In progress
Events attended	ALL	M3-M36	6 CH-related events (2 per year)	In progress
Tools hands-on workshops	FBC/Tools Owners	M3-M12	Online, recorded for unlimited on-demand viewing	In progress
Scenarios showcasing workshops	FBC/Pilots Owners	M3-M12	Online, recorded for unlimited on-demand viewing	In progress
Online demos	FBC/Tools & Pilots Owners	M13-M24	Online, recorded for unlimited on-demand viewing	Not yet active
Open Call InfoDays/Webinars	FBC/Tools & Pilots Owners	M21-M22	3 online events (~15-30 attendees per webinar)	Not yet active
Training activities with the ECHOES community	Tools Owners	M21-M22	7 training modules, 200 potential users trained	Not yet active
Success stories in real-world scenarios	Tools & Pilots Owners	M21-M22	10 real-world scenarios, 300 potential users reached	Not yet active
Best-in-Class Pilots videos/playbook	FBC/ALL	M25-M36	~300 YouTube views (~10% of website visitors)	Not yet active
DISSEMINATION ACTIONS Target 3: Scientific Community				
Activity	Partner	Month	Target	Status
Scientific publications	CNR/FhG, UOA, UNIBO	M3-M36	~9 publications (3 per year)	In progress

Scientific events	CNR/FhG, UOA, UNIBO	M3-M36	~6 events (2 per year)	In progress
DISSEMINATION ACTIONS Target 4: ECCCH & EU Networks				
Activity	Partner	Month	Target	Status
Joint coordination meetings	FBC/FhG, CNR	M3-M36	At least 6 joint events (2 per year)	In progress
Work cafés / online workshops	FBC/FhG, CNR	M3-M36	To be defined	In progress
Common training	FBC/FhG, CNR	M3-M36	To be defined	Not yet active
Shared events	FBC/FhG, CNR	M3-M36	To be defined	In progress
DISSEMINATION ACTIONS Target 5: Funders & Policymakers				
Activity	Partner	Month	Target	Status
Policy recommendations	ECE	M25-M36	~300 views (~10% of CH policymakers network members)	Not yet active
COMMUNICATION ACTIONS Target 6: General Communication				
Activity	Partner	Month	Target	Status
EC & public events	ALL	Continuous	3 EU events attended	In progress
General public (PR & social media)	ALL	Continuous	~2 events/PR/conferences or articles per partner	In progress

Table 2: COLOURS Key Performance Indicators

2.5 COLOURS Communication and Dissemination Approach

The COLOURS Communication and Dissemination (C&D) strategy is built on a 360-degree approach that integrates all available channels, tools, and networks to maximise the project's reach, relevance, and impact across its target audiences. Rather than treating communication as a linear broadcast activity, COLOURS adopts a dynamic, audience-centred framework in which the Community of Practice serves as the central engine of engagement, connecting dissemination

efforts, exploitation activities, and stakeholder mobilisation into a coherent and mutually reinforcing system.

While the foundational infrastructure, including the project website, social media channels, brand identity, and newsletter, was established during the early months of the project, the full operational phase of the C&D strategy begins at M6. From this point, all channels are active, the CoP entry funnel is live, and communication activities transition from setup to systematic execution.

The CoP as the Strategic Core

Unlike communication frameworks that treat community building as a secondary or parallel activity, COLOURS places the CoP at the centre of its C&D strategy. Every dissemination action, whether a social media campaign, a press release, a webinar, or a clustering activity, is designed to either feed into the CoP (attracting new members) or generate value from within it (activating and retaining engaged stakeholders). This is particularly relevant in the context of the Open Call, as CoP members represent a key pool of potential applicants: by engaging with the project early and developing a deep understanding of the COLOURS approach, tools and objectives, community members are expected to submit more aligned and higher-quality applications than those with no prior exposure to the project. This integrated model therefore ensures that the project's communication efforts compound over time, building an increasingly engaged and self-reinforcing community of professionals, researchers, and institutions — while simultaneously strengthening the quality and relevance of the Open Call pipeline.

The Inbound Marketing and Growth Hacking Framework

The COLOURS C&D strategy is structured following an inbound marketing methodology, adapted to the specificities of a Horizon Europe research and innovation project operating in the cultural heritage sector. Inbound marketing focuses on attracting stakeholders through relevant, valuable content rather than interruptive or purely promotional messaging. Potential community members discover COLOURS through channels such as the project website, social media, search-optimised content, partner networks, industry media and clustering initiatives, and are then guided through a structured conversion journey from awareness to active participation.

This inbound approach is operationalised through a growth hacking funnel, a methodology widely used in the innovation and startup ecosystem and adapted here to drive efficient, scalable community growth with a lean resource base. The funnel structures the C&D effort across four interconnected stages:

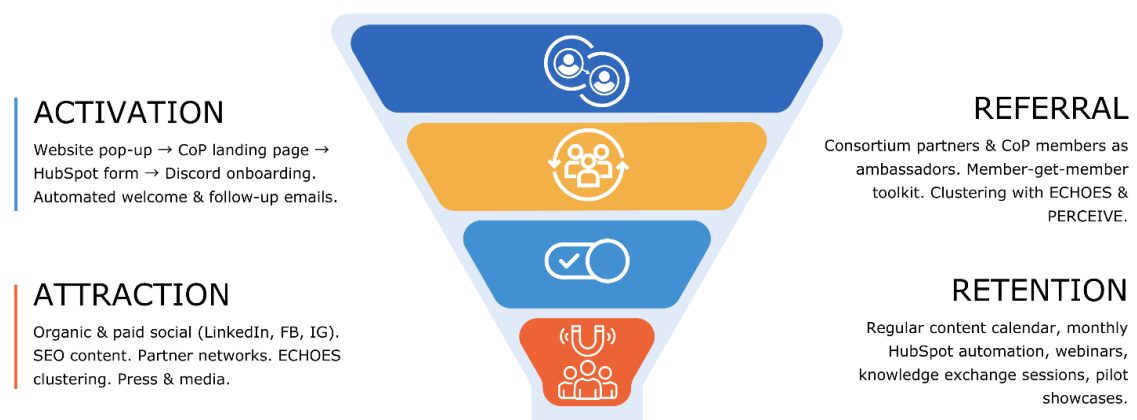


Table 3: COLOURS Growth Hacking Funnel

Attraction: The goal of this stage is to generate awareness and drive traffic towards the project's digital ecosystem, primarily the website and the CoP landing page. Key actions include organic and paid social media campaigns on LinkedIn, Facebook, and Instagram; search engine optimised content published on the project website and knowledge centre; outreach through partner and consortium networks; sponsored or earned content in relevant industry media, and clustering activities with ECHOES, PERCEIVE, and other relevant Horizon Europe initiatives. Paid campaigns are deployed strategically to accelerate reach at key project milestones, including the CoP launch and the Open Call dissemination phase.

Activation: Once a visitor reaches the project's digital ecosystem, the activation stage converts interest into 'membership'. This is achieved through a structured entry funnel: a website pop-up and dedicated CoP landing page present the community's value proposition clearly; a HubSpot registration form captures key member data in a GDPR-compliant manner; and an automated welcome email sequence onboards new members into the Discord community and introduces them to available resources and upcoming activities. HubSpot is used as the central CRM and marketing automation platform, enabling personalised, timely, and trackable communications from the moment a new member join.

Retention: Retaining members requires sustained delivery of value. COLOURS maintains engagement through a regular content calendar across all channels, monthly automated communications via HubSpot, periodic webinars and knowledge exchange sessions, and showcasing of project milestones and pilot results. Members are continuously reminded of the tangible benefits of participation, including matchmaking opportunities, access to resources, visibility, and training, ensuring that the CoP remains a relevant and active space throughout the project lifecycle.

Referral: The most engaged community members become advocates and multipliers. COLOURS leverages this through a member-get-member approach, equipping active members with communication toolkits and talking points to invite colleagues and peers. Consortium partners are similarly mobilised as ambassadors, extending the project's reach into their own professional and institutional networks. Clustering with ECHOES and other European initiatives further amplifies the referral effect by embedding COLOURS within the broader cultural heritage digital ecosystem.

Multichannel Architecture

The 360-degree character of the COLOURS C&D strategy is realised through the coordinated use of the following channels and tools:



Table 4: COLOURS 360° Channel Architecture

- **Owned channels:** Project website (colours-eccch.eu), CoP landing page, knowledge centre, newsletter (HubSpot), and YouTube channel serve as the primary repositories of project content and the main conversion surfaces for new community members.
- **Social media:** LinkedIn, Facebook, Instagram, and YouTube are used for both organic content dissemination and targeted paid campaigns. Each platform is used in alignment with its audience profile: LinkedIn for professional and institutional audiences, Facebook and Instagram for broader reach and visual storytelling, and YouTube for hosting video content, including the project video and future pilot showcases.
- **Community platforms:** Discord serves as the primary real-time interaction space for CoP members, enabling peer-to-peer exchange, project updates, and community management activities.

- **Media and PR:** Press releases, industry media outreach, sponsored content in relevant media, and event presence complement digital activities, targeting specialised cultural heritage, research, and policy media.
- **Clustering and partnerships:** Systematic coordination with ECHOES, the PERCEIVE network, FundingBox ecosystems, DIHs, and other Horizon Europe projects extends the project's reach beyond its own channels and embeds COLOURS within the wider European cultural heritage innovation landscape.

The C&D strategy described in this document is a living framework. It is designed to evolve in response to data, community feedback, and project milestones. Key performance indicators, including website traffic, social media reach, CoP membership growth, engagement rates, and Open Call applications, are tracked on a regular basis through HubSpot analytics and platform-native tools, enabling continuous optimisation of channel mix, messaging, and resource allocation. A mid-term review of the strategy is planned for M18, with a final assessment and updated plan at M36.

2.6 Communication Governance and Partner Contribution Workflow

FundingBox (FBC), as WP14 lead, holds overall responsibility for the coordination, production, and publication of all communication and dissemination activities within COLOURS. A monthly C&D coordination meeting is held with the consortium to review ongoing activities, align on upcoming milestones, and collect partner inputs. Between meetings, communication and document sharing takes place through the consortium's SharePoint platform, which serves as the central repository for all C&D materials, trackers, and toolkits.

Partner contribution

Partners are expected to contribute to the project's communication activities on a rolling basis throughout the full project duration. The frequency of contributions is not fixed, as it depends on each partner's activity cycle. However, partners are asked to log and share any relevant dissemination action as it occurs, including event attendance, scientific publications, media appearances, or other outreach activities. To support this, a shared Events and Publications Tracker will be maintained on the COLOURS shared platform, where partners can record their activities and planned activities. This tracker will feed directly into the project's KPI monitoring and successive C&D reports.

A monthly Social Media Calendar will also be shared via the COLOURS shared platform, providing partners with advance visibility of planned content across all project channels. Partners are actively encouraged to suggest content, flag upcoming results or milestones, and supply materials that the FBC team can adapt

for publication. A dedicated column in the calendar is reserved for partner suggestions, with a recommended lead time of two weeks before the intended publication date. Partners are also asked to amplify key posts through their own channels.

To further support independent dissemination, a set of ready-to-use Partner Toolkits will be available on SharePoint, covering the main project milestones: CoP members, Open Call promotion, and key project results. Each toolkit includes messaging guidance, visual assets, suggested social media posts, and email templates for direct outreach.

Partners role in the Community of Practice

Partners are expected to engage with the COLOURS CoP not only as promoters, but as active members. This includes participating in community events and knowledge exchange sessions, contributing to discussions on Discord, and helping to onboard relevant contacts from their professional and institutional networks. Partners' visible presence and expertise within the CoP strengthens its credibility and signals to external members that the community is grounded in genuine professional commitment.

3. COLOURS VISUAL IDENTITY

3.1 Brand Guidelines

The visual identity of a European project is fundamental: it is the recognisable face of the project and its work. More than a name, a design or a symbol, a brand helps to identify a project and distinguish it from other initiatives. A strong and consistent brand can elevate the perceived quality of the project and generate recognition among its target audiences.

A well-applied visual identity allows COLOURS to:

- Promote stakeholder recognition across the cultural heritage community
- Enhance credibility in the project's actions and results
- Ensure a sense of quality and reliability in all communication materials
- Inspire a sense of belonging among consortium members, end-users and the wider CoP

The COLOURS visual identity was developed during the first months of the project and is built around a central element: a multi-segmented colour wheel representing the project's core focus on colour as a key element of cultural heritage. The upper right segment of the symbol breaks down into digital pixels, symbolising the digital transition that COLOURS is driving in the heritage sector, which is a bridge between the traditional and the contemporary.



Figure 1: COLOURS logo

To ensure quality and consistency across all materials produced within COLOURS, a [Brand Book](#) has been designed and shared with the consortium. This document defines the visual identity requirements of the project and includes guidelines on the following elements:

- **Logo use guidelines:** the COLOURS logo combines the ECHOES symbol with the project wordmark. The ECHOES symbol must be used consistently across all communication and dissemination materials, both online and offline, with the sole exception of social media.

- **Primary colours:** the primary palette is built around dark blue (#30316d), light blue (#428fd2), magenta (#cc3366) and white (#ffffff), which together ensure a strong and cohesive brand presence.
- **Secondary colours:** a complementary palette (including amber, teal, orange and blue tones) may be used in supporting elements such as backgrounds, graphics and visual accents, without replacing the primary tones in key identity elements.
- **Typography:** Verdana is the brand's primary typeface, chosen for its legibility and versatility across digital and print environments. It should be applied hierarchically across headings, subheadings and body text.
- **Imagery:** the visual style is built on clean, minimalist compositions combining sculptures and art pieces with a pixelated layer of colour — creating a striking contrast between the traditional and the contemporary.
- **Background and logo variations:** positive and negative versions of the logo are available to ensure legibility across light, dark and coloured backgrounds.



Figure 2: COLOURS Brand book

This Brand Book, together with the present Communication and Dissemination Plan (D14.2), constitutes the basis and reference framework for the development of any communication and dissemination activity within COLOURS.

3.2 Communication Materials and Toolkit

A comprehensive set of communication materials is being developed to support the visibility and dissemination of the COLOURS project across all channels and stakeholder touchpoints. These materials are designed to ensure brand consistency, facilitate partner engagement, and provide ready-to-use resources that lower the barrier for active dissemination across the consortium and beyond. Materials are developed in two categories: project communication assets and partner-facing toolkits.

- **Newsletter:** The COLOURS newsletter is currently being set up as a key owned communication channel, managed through HubSpot. It serves as a regular touchpoint with the project's community of practice members,

subscribed stakeholders, and broader audiences interested in the project's developments. The newsletter will cover project milestones and updates, tool development progress, Open Call announcements and deadlines, event invitations and recaps, partner highlights, and curated content relevant to the cultural heritage conservation field.

- **Status:** In progress. The newsletter infrastructure is configured in HubSpot and will be operational as part of the full C&D launch at M6. To measure the success of this action, the following key performance indicators will be analysed: Number of subscribers (target: growth aligned with CoP membership milestones); Open rate; Click-through rate (CTR); Number of issues published per reporting period.
- **Communication Materials:** The following print and digital communication materials are currently in development:
 - **Project Brochure:** A professional brochure presenting the COLOURS project, its objectives, tools, target audiences, and key results. Designed for distribution at events, partner meetings, and digital download via the project website. Available in both print-ready and digital formats.
 - **Roll-Up Banner:** A roll-up banner for use at conferences, workshops, exhibitions, and project events, featuring the project's key visual identity and core message.



Figure 3: COLOURS roll-ups

- **Posters:** A set of project posters adaptable for different contexts, including scientific conferences and cultural heritage events.



Figure 4: COLOURS Poster

- General Project Presentation (PPT): A standardised PowerPoint presentation providing a comprehensive introduction to COLOURS, its objectives, consortium, tools, WPs, and dissemination opportunities. This serves as the baseline presentation template for partners to use at external events and meetings, ensuring consistent and accurate messaging across the consortium.

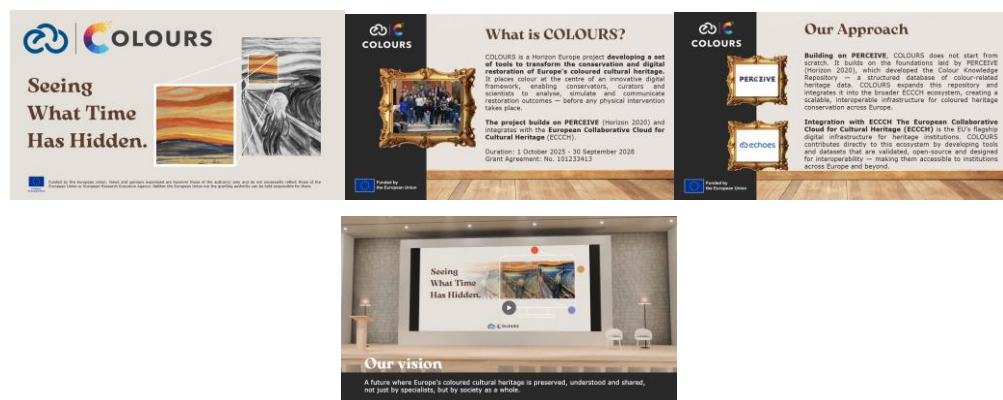


Figure 5: COLOURS General Project Presentation

Status: All materials listed above are currently in production and will be available to partners and stakeholders as of M7.

- **Target Group-Specific Communication Toolkits:** To maximise the reach and effectiveness of the project's dissemination efforts, COLOURS is developing a set of structured communication toolkits tailored to different use cases and audiences. These toolkits empower partners and external stakeholders to disseminate the project independently and consistently, without requiring significant additional effort on their part.

- General Dissemination Toolkit (for Partners and External Stakeholders): A ready-to-use toolkit designed for consortium partners and engaged external stakeholders who wish to actively promote COLOURS within their own networks. It includes:
- Events Toolkit: A dedicated toolkit for use at conferences, workshops, fairs, and project events, containing: The general project presentation (PPT) in editable format; Printable poster and roll-up banner files; A QR code linking directly to the CoP registration page, for on-site community recruitment; A corporate slide to invite event attendees to join the CoP; Promotional materials and project merchandise where applicable. Partners are encouraged to use this toolkit systematically at any event where COLOURS may be relevant, and to notify the communication team in advance so that participation can be tracked and amplified through the project's own channels.
- Social Media Toolkit: A toolkit specifically designed to facilitate coordinated social media activity across the consortium, including: Ready-to-share post templates for key project milestones, events, and announcements; Suggested hashtags, mentions, and tagging guidelines to maximise reach and interconnection between partner accounts; A Social Media Profile Directory listing the institutional and personal social media profiles of all consortium partners, enabling easy tagging, resharing, and interaction between partners and facilitating cross-promotion; Guidelines on optimal posting frequency, formats, and platform-specific best practices.

Tailor-Made Materials on Request: Partners may at any time request tailor-made communication materials adapted to their specific institutional context, target audiences, or dissemination needs.

3.3 First Project Video

Colours' first project video ([available here](#)) has been designed and published. It is available on the Colours channels (featured on the website and hosted in the project YouTube channel) and has been shared across the project's social media channels (Facebook, Instagram, and LinkedIn). Colours will also create short videos over the project development that will be disseminated through social media, in order to ensure the visibility of the project in a more engaging manner. For that, partners may be asked for raw footage and audio-visual resources. These videos will be used online and presented during events and meetings with stakeholders. Partners are welcome to suggest ideas for short videos depending on their needs.



Figure 6: COLOURS First Project Video

4. COMMUNICATION & DISSEMINATION STRATEGY

4.1 Communication and Dissemination Channels

4.1.1 Project Website (ECCCH Framework)

The COLOURS project website is publicly accessible at www.colours-eccch.eu. It serves as the primary online hub for all project-related information. It is hosted under the common ECCCH initiative web ecosystem, in line with the requirements of the HORIZON-CL2-2024-HERITAGE-ECCCH-01 call topic.

The website was designed and launched in M3, ahead of the project's official kick-off milestone, ensuring early online visibility for the project. It is built around a clear and accessible structure covering the following sections:

- Home: presenting the project's core mission, revolutionising heritage restoration through AI-powered analysis and collaborative digital tools and providing an immediate entry point for all audiences.
- About: including dedicated pages for the project description and the consortium members.
- The Cultural Heritage Cloud: introducing the ECHOES-ECCCH ecosystem and COLOURS' role within it.
- News & Updates: regularly updated with project news, events and milestones.
- Contact: providing a direct communication channel with the project team at hello@colours-eccch.eu.

The Colours website is regularly updated by FBC, the WP14 lead, in coordination with all consortium partners. All public deliverables, communication materials and project results will be progressively made available through the website as they are produced.

The website complies with GDPR requirements, including a cookie consent management system and a published Privacy Policy. In line with Horizon Europe requirements, the EU emblem and funding statement are prominently displayed, and the website clearly identifies COLOURS as part of the ECCCH initiative.

The project is also present on the following social media channels, managed in coordination with the website: LinkedIn, Facebook, Instagram and YouTube. As noted in the next section.



Figure 7: COLOURS Website

4.1.2 Social Media

Facebook: The Colours project Facebook page ([Colours – EU Project](#)) was created in M3 and has been actively managed since M5. By M6, the page has reached 43 followers and accumulated 1,930 views. The page serves as a key channel for sharing project updates, publications, and dissemination activities with a broad audience.



Figure 8: COLOURS Facebook Profile and analytics

Instagram: The Colours project Instagram account ([colours_eu](#)) was created in M3 and has been actively managed since M5. By M6, the account has reached 32 followers. The account is used to share visual content related to the project's activities and dissemination efforts, reaching a wider and more diverse audience.

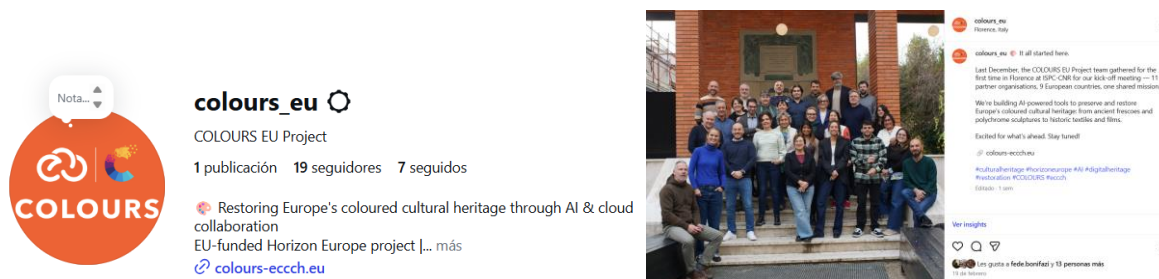


Figure 9: COLOURS Instagram Profile

LinkedIn: The Colours project LinkedIn page ([colours-eccch](https://www.linkedin.com/company/colours-eccch)) was created in M3 and has been actively managed since M5. By M6, the page has reached 116 followers, garnered 65 reactions, and accumulated 2,198 impressions. LinkedIn serves as the primary channel for reaching professional and academic audiences, including researchers, policymakers, and cultural heritage stakeholders.

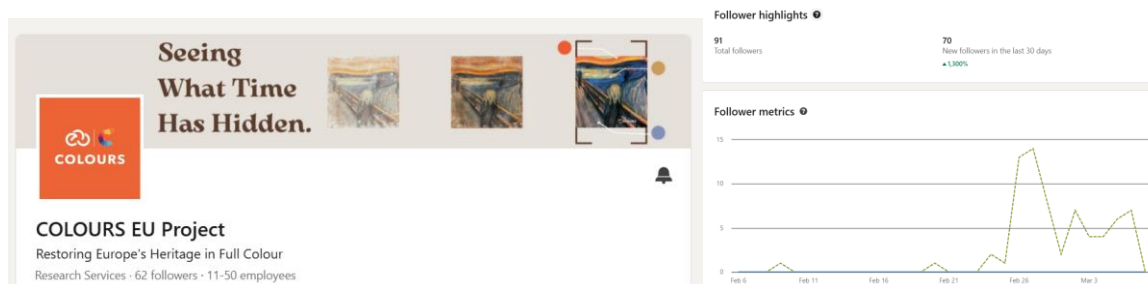


Figure 10: COLOURS LinkedIn Profile

YouTube: The Colours project YouTube channel ([Colours EU](https://www.youtube.com/channel/UC0L0URS_EU)) was created in M3 and has been actively managed since M5. By M6, the channel has reached 10 subscribers and hosts 1 video, which has accumulated 70 views so far. The channel serves as the main repository for the project's audio-visual content, including the first project video.



Figure 11: COLOURS YouTube Profile

4.2 Liaison with Other EU Projects and Initiatives

Active liaison with other European projects and initiatives is a key component of the COLOURS dissemination strategy, enabling the project to amplify its reach, avoid duplication of efforts, and position itself within the broader European agenda on digital cultural heritage. At this stage, all liaison activities are at an informal or planned level.

- **ECCCH** — European Collaborative Cloud for Cultural Heritage: As the overarching European infrastructure within which COLOURS operates, the ECCCH is the most structurally significant liaison for the project. COLOURS will actively leverage the ECCCH ecosystem for cross-dissemination, joint events, and clustering activities, and will pursue the long-term integration of the COLOURS CoP into the broader ECCCH community as part of the project's sustainability strategy.
- **COLOURS** is in close connection with ECHOES sister projects coordinated by CNR, including PlaceMusXR and StratiGraph, as well as with Textiles. Indeed, the use of the common frameworks ATON for some selected tools further facilitates collaboration and supports the integration of project results within the ECCCH ecosystem. These links could enable coordinated dissemination activities and participation in joint initiatives.
- **PERCEIVE**: As the direct predecessor project, PERCEIVE represents a unique continuity narrative and a primary source of initial CoP members. Liaison focuses on cross-dissemination through the PERCEIVE network and channels, leveraging existing relationships and accumulated visibility to accelerate COLOURS' community growth from the outset.
- **Other Horizon Europe Projects in the Cultural Heritage Domain**: COLOURS will systematically identify and engage with other relevant Horizon Europe projects in areas such as digital twins, AI for heritage, spectral imaging, and open science. Liaison will take the form of mutual cross-dissemination, participation in joint clustering events, and coordinated outreach to shared target audiences.

All liaison activities are coordinated by the FundingBox team in collaboration with the project coordinator. Partners are encouraged to flag relevant projects or networks within their own institutional ecosystems and to notify the communication team of any joint dissemination opportunities.

5. COMMUNITY OF PRACTICE ENGAGEMENT STRATEGY

This section presents the initial engagement strategy for the COLOURS Community of Practice (CoP). It outlines the foundational framework that will guide the community's development throughout the project.

While the strategy has been designed and progressively refined during the first months of the project, the CoP will begin its operational phase as of M6. From this point, the engagement activities, onboarding flows, and communication channels described in this section will be actively implemented and progressively scaled in line with the project's milestones and dissemination objectives.

5.1 CoP Purpose, Definition and Governance

The COLOURS Community of Practice is defined as a group of stakeholders, both individuals and organisations, who share a common interest in the conservation and restoration of cultural heritage and interact through multiple channels. Its core purpose is to support the digital transition of conservation and restoration practices by connecting professionals around the project's integrated tools for colour analysis and restoration, tailored to diverse artefacts, including polychrome sculptures, paintings, frescoes, textiles, and historic films and photographs.

Members of the CoP are considered active stakeholders or potential users involved in the conservation lifecycle of coloured collections. This includes conservators, curators, heritage scientists, museum professionals, researchers, and institutional representatives engaged in knowledge exchange, strategic collaboration, and challenge-solving within the field.

The governance of the CoP is structured around clearly defined roles and responsibilities for community management, including a designated Community Manager who acts as organiser, convener, and knowledge broker. Interaction rules and participation guidelines are established to ensure a functional, inclusive, and productive community environment. The CoP is managed and coordinated in close collaboration between the project coordinator and the FundingBox team.

5.2 Value Proposition

The COLOURS CoP Value Proposition is developed across multiple layers, recognising that different audiences require tailored messaging:

Project-level Value Proposition addresses the general benefits of the COLOURS project for the broader cultural heritage ecosystem, emphasising innovation, digital capacity building, and European collaboration.

Community of Practice Value Proposition focuses on the specific benefits of joining and actively participating in the CoP. Members gain access to:

- **Visibility:** Participation in project events (as speakers or co-organisers), dedicated social media posts, and newsletter highlights.
- **Knowledge:** Access to cloud-based resources, case studies, best practices, interviews, insight articles, and curated content.
- **Matchmaking:** Connections with partners, key stakeholders, experts, and researchers through community activities, events, and dedicated matchmaking sessions.
- **Training:** Webinars, workshops, and knowledge exchange sessions linked to the project's tools and results.
- **Perks:** Recognition, project merchandise, exclusive project updates, and community rewards for active participation.

KER-level Value Proposition is developed in coordination with the Exploitation Leader of the project, linked to the Key Exploitable Results as they are consolidated throughout the project.

Solution-level Value Proposition targets potential end users and early adopters, focusing on the practical advantages of adopting the COLOURS tools once they reach sufficient maturity.

The Value Proposition is validated continuously through questionnaires, partner workshops, and direct feedback from community members, ensuring it remains relevant and compelling across different stages of the project.

5.3 Communication Platforms and Tools

The CoP operates through a multi-channel communication ecosystem designed to reach and engage diverse stakeholder profiles:

- **Website (Entry Point):** A dedicated CoP landing page on the COLOURS website serves as the primary entry point, featuring the community's purpose, benefits, member organisations, and a registration form. A pop-up invitation to join the CoP will also be visible throughout the website.
- **Discord:** The primary digital interaction space for day-to-day community engagement, discussions, resource sharing, and announcements. Access is facilitated through a short visual onboarding guide to simplify the joining process.
- **Email (HubSpot):** Email communication is managed through HubSpot, covering the CoP newsletter, automated welcome messages, follow-up emails, and regular project updates. All members who register via the HubSpot form agree to receive project-related communications for the duration of the project.

- **Social Media:** The project's social media channels (LinkedIn, Facebook, Instagram, and YouTube) are used to amplify community content, promote events, and attract new members through both organic and paid campaigns.
- **Industry Media:** Showcasing the project and its leaders, e.g. through a key opinion leaders campaign showcasing internal experts talking about their experience working in the project - this can be sponsored + announcements about the relevant project activities, press conference organise at the final event or other relevant milestones.
- **Webinars and Virtual Events:** Online events are hosted regularly to showcase tools, share best practices, facilitate knowledge exchange, and maintain active engagement with geographically dispersed members.

The communication strategy is adapted according to audience type: institutional stakeholders and professional networks are primarily engaged through LinkedIn and email, while early adopters and more technically engaged profiles may interact more actively through Discord and webinars.

5.4 Ecosystem Mapping and Stakeholder Identification

A systematic mapping process identifies the initial members and the broader stakeholder landscape. The main sources of contacts include:

- Project consortium members and their extended professional networks.
- The ECHOES community and the PERCEIVE network.
- FundingBox networks and partner ecosystems.
- Cultural heritage institutions, sector associations, and umbrella organisations.
- Digital Innovation Hubs (DIHs), European platforms, and relevant Horizon Europe projects.
- Professional networks of conservators, curators, researchers, and museum professionals.

Member data is stored in a centralised CRM system (HubSpot), ensuring GDPR-compliant data collection, management, and sharing procedures. Key data collected includes name, organisation, country, role, and area of expertise, enabling geographic mapping and targeted engagement. Data sharing protocols with ECHOES and project partners are defined in accordance with applicable data protection regulations.

5.5 Onboarding Strategy

Onboarding is conceived as a continuous process rather than a one-time action, ensuring sustained engagement from the moment a new member joins the CoP.

Entry Funnel:

1. A website pop-up and dedicated landing page invite visitors to join the CoP.
2. A simple HubSpot registration form collects key member information and includes a disclaimer confirming consent to receive project communications.
3. New members receive access to the Discord community, supported by a short visual guide.
4. An automated Welcome Email is sent immediately upon registration, including an explanation of how the CoP works, a summary of available resources and upcoming activities, recommended first actions, and a more detailed interest form to better understand each member's needs and collaboration interests.
5. A Follow-Up Email is sent two to three weeks after registration, encouraging members to introduce themselves on Discord, participate in an upcoming event, and share initial impressions through a brief poll.
6. Automated monthly communications through HubSpot maintain sustained engagement with reminders, updates, and calls to action.

Entry points into the CoP also include project events, where a dedicated corporate slide and QR code invite attendees to join the community on the spot.

5.6 CoP Implementation Phases

The COLOURS CoP strategy follows a deliberate three-phase approach aligned with the project's work plan:

Phase 1 — Foundation, Mobilisation and Onboarding: This phase establishes the core structure of the CoP, defines its value proposition, maps the initial stakeholder ecosystem, and launches the first onboarding activities. Key outcomes include an operational entry funnel, active communication platforms, a mapped stakeholder database, and the recruitment of the first community members. Outreach combines personalised invitations to mapped stakeholders, activation of consortium networks through a dedicated communication toolkit, and paid and organic social media campaigns.

Phase 2 — Activation and Testing: This phase focuses on actively engaging initial members — particularly early adopters — and building momentum through valuable content and structured interactions. Key activities include hosting knowledge-sharing webinars and workshops, launching showcasing sessions presenting the project's tools and pilot scenarios, updating the Value Proposition based on tool development progress and Tech Transfer team input, and

communicating the Open Call for external pilots within the CoP. The Tech Transfer team conducts interviews with technology providers and early adopters to collect commercial and technical feedback, producing fact sheets, testimonials, and best practice materials.

Phase 3 — Impact, Sustainability and Broad Adoption: This phase drives long-term adoption and integrates the CoP into the broader ecosystem, targeting the wider professional community beyond early adopters. Key activities include dissemination through face-to-face and online events, social media campaigns using content generated during Phase 2, newsletter showcasing of project results, connection with sister initiatives and the ECHOES CSA, and use of the knowledge centre as a resource hub with clear calls to action. The Tech Transfer team focuses on technology uptake in close collaboration with the Exploitation Manager.

5.7 Measurement and Reporting

The performance of the CoP is tracked through a structured set of Key Performance Indicators (KPIs) and qualitative feedback mechanisms:

Quantitative KPIs:

- Total number of CoP members.
- Number of active members within a given reporting period.
- Engagement rate (event attendance, survey completion, forum activity).
- Recruitment funnel metrics (outreach to registration conversion).
- Social media reach and impressions linked to CoP content.

Qualitative measures:

- Member surveys and feedback forms at key intervals.
- Impact stories collected from members showcasing knowledge exchange or tool adoption outcomes.
- First impressions polls after onboarding.

Member data and engagement metrics are managed through HubSpot, with Discord activity tracked and integrated where possible. Regular reporting on CoP performance is shared with project stakeholders on a periodic basis, providing evidence of community growth, engagement quality, and contribution to the project's broader impact goals.

5.8 CoP Sustainability and Long-Term Integration

The long-term sustainability of the COLOURS CoP is ensured through its planned integration into the ECHOES Community, which provides a natural continuation

space for members beyond the project's lifetime. Additional sustainability mechanisms include:

- Invitation for members to join related large-scale communities, such as the FundingBox DeepTech community and other relevant European initiatives.
- Sharing of potential funding opportunities among CoP members to foster continued collaboration after the project ends.
- Upload of project tools and results to technology matchmaking platforms such as TechFinders.
- Definition of a Business Model for open-source tools developed within the project, ensuring continued accessibility and adoption.
- Sustained connection with ECCCH, Europeana, EOSC, and other relevant European ecosystem initiatives through boundary-spanning activities.

The CoP is designed not only as a project engagement instrument, but as a lasting professional community that continues to generate value for the cultural heritage conservation field beyond the COLOURS project lifecycle.

6. MONITORING AND REPORTING

Efficient monitoring and reporting of all communication and dissemination activities is essential to track progress against the project's KPIs and ensure accountability. For this purpose, a dedicated reporting process has been established within the consortium. Partners are required to regularly update a Partners Reporting Dashboard provided by FundingBox and hosted on SharePoint, indicating for each activity: partner name, date, location, type of activity, estimated audience reached, and evidence of the activity (e.g., link, photograph, news piece, or screenshot). To facilitate reporting, a Google Form is prepared and shared with partners on a quarterly basis, allowing for a streamlined and standardised data collection process.

As the leader of WP14 and responsible for Communication and Dissemination, FundingBox will coordinate and oversee this process, sending monthly reminders to partners to report activities carried out in the previous month. The dashboard is designed to capture the exact information required for mandatory project reporting procedures, ensuring that all data is audit-ready and aligned with EC requirements.

A formal review of progress against KPIs is conducted at key project milestones, with mid-term and final assessments planned at M18 and M36, respectively.

7. CONCLUSIONS AND NEXT STEPS

This Communication and Dissemination Plan establish the strategic and operational framework that will guide all C&D activities throughout the COLOURS project (M1–M36). It defines the project's target audiences, key messages, communication channels, visual identity, community engagement strategy, and monitoring mechanisms.

At M6, the project has completed its foundational phase. The core communication infrastructure is in place: the project website is live, social media channels are active and growing, the Brand Book has been developed and shared with the consortium, the first project video has been published, and the Community of Practice framework has been designed and is ready to enter its operational phase.

Looking ahead, the following actions constitute the immediate next steps for the C&D activities of COLOURS:

- **Community of Practice launch:** The CoP entry funnel, including the dedicated landing page, HubSpot registration form, Discord community, and automated onboarding email sequence, will be fully activated as of M6, marking the transition from setup to active community building. The first outreach campaign targeting mapped stakeholders will be launched in parallel.
- **Communication materials:** The project brochure, roll-up banner, posters, and general project presentation are currently in production and will be made available to all partners as of M7. The General Dissemination Toolkit, Events Toolkit, and Social Media Toolkit will follow, equipping the consortium with the resources needed for systematic and consistent dissemination.
- **Newsletter:** The COLOURS newsletter will be launched as part of the M6 C&D operational rollout, with the first issue targeting CoP members and subscribed stakeholders.
- **Key visuals:** The visual brief outputs collected during the Florence Consortium Meeting workshop are currently being processed by the communication team. Target group-specific key visuals will be finalised and integrated into the project's communication materials and social media strategy.
- **Liaison and clustering:** Outreach to ECCCH sister projects, the PERCEIVE network, and other relevant Horizon Europe initiatives will be intensified, with the goal of establishing at least the first joint dissemination actions before M12.
- **Partner activation:** The consortium will be mobilised through the communication toolkits and regular reporting reminders to ensure that all

dissemination activities are systematically tracked and contribute to the project's KPIs.

This plan is a living document. It will be reviewed and updated at M18 in the mid-term Communication and Dissemination Report (D14.3), incorporating lessons learned, updated KPI data, and any strategic adjustments required in light of project progress and community feedback. A final consolidated report will be produced at M36 (D15.3).

8. Exploitation plan

While communication and dissemination activities generate awareness, the Exploitation Plan is specifically designed to ensure that the technologies developed within COLOURS do not remain isolated academic exercises and are successfully integrated into the daily workflows of conservators, heritage scientists, and cultural institutions.

For this reporting period, an initial assessment of the COLOURS results has been performed, to help define the future steps to follow towards its final release status, according to their development requirements and the expectations of the partners working with them.

To ensure the successful execution of the Exploitation Plan, a set of KPIs has been defined to track and monitor the process of the tasks performed for the contribution of the technology's development towards their final user adoption.

Key Activities	Related KPI	Expected Number	Achieved Number	Expected Delivery Date	Final Delivery Date
Assessment Results	Survey Answers	8	10	M3	M6
Value Proposition	Fact Sheets	10	-	M8-M9	-
User Persona	Personas identified	2	-	M10	-
Open-source Model Canvas	Canvases	10	-	M16	-
Willingness to re-use Workshop	Workshops	1	-	M24	-
Business & Valorisation Canvas	Canvases	10	-	M30	-
Go-to-Market Plan	Plan for all developments	1	-	M33	-

Table 5: COLOURS Exploitation Plan internal KPIs

8.1 Initial Assessment

To evaluate the status of the COLOURS solutions, a survey has been conducted through Google Forms. The objective is to define the correlation between partners and their developed solutions, to properly identify the ownership and who will exploit each solution. Additionally, the survey also aims to evaluate the market, sustainability, and technical level and needs for the solutions to be performed during the project's execution. The data from the 10 technologies has been analysed via Google Sheets and Microsoft Excel, to identify common trends among partners, with the objective of customising the following steps of the Exploitation Plan to project requirements. This process has been iterated with other partners involved in the execution of tasks in this WP, to align future activities, avoid redundant studies, and fulfil partner expectations. The full survey is included in Annex 2.

The following subsections show the results of the initial assessment and the detailed analysis of each of the addressed elements.

8.1.1 COLOURS solution ownership list

The initial assessment served to clarify the relationship between the partners and the KERs, as well as to identify any newly emerging ones. The COLOURS solutions are classified under 3 main KERs, already defined under the COLOURS Grant Agreement (GA). Each KER describes a potential use case scenario, on which different tools (listed as sub-KERs²) can be included. These sub-KERs are used transversally across the various use case scenarios.

The complete list of solutions, along with the institutions in charge of their development and exploitation is attached below. The main developer and exploitation entities are the ones listed first for each solution, but the relationship between developers and exploitation entities will be further explored in upcoming activities of the Exploitation Plan:

KER	Sub-KER	Developer entities	Exploitation entities
	KER1.1: MuLax visualisation tool	CNR, FhG, FORTH, NTNU	CNR, FhG, FORTH, NTNU

² Some tool names reported in this deliverable may differ from those indicated in the Grant Agreement (Annex 1). Since the proposal phase, the development of tools has evolved, leading in some cases to renaming, consolidation of functionalities into single tools, or refinement of their scope. These changes do not affect the objectives or expected results of the project, which remain fully aligned with the Description of the Action.

KER1: Collaborative Decision-Making for Museum Artifact Restoration Toolkit to support interdisciplinary decision-making in conservation and digital restoration of museum artifacts, including sculptures, paintings, frescoes, textiles, and historic films.	KER1.2: ATON framework	CNR, FhG, FORTH	CNR FhG, NTNU, FORTH
	KER1.3: Colour Knowledge Repository	FORTH	FORTH
	KER1.4: neg2pos	NTNU, FhG	NTNU
	KER1.5: Codesign Tool	CNR, FhG	CNR
KER2: Simulation and Predictive Restoration Toolkit for restoration strategy simulation.	KER2.1: Light damage estimator tool and Time Slider tool	FORTH, NTNU	FORTH, NTNU, CNR
	KER2.2: ATON framework	CNR, FhG, FORTH	CNR FhG, NTNU, FORTH
	KER2.3: Colour Knowledge Repository	FORTH	FORTH
	KER2.4: Echoes of Loss	CNR, NTNU	CNR
	KER2.5: Codesign Tool	CNR, FhG	CNR
KER3: Restoration Advanced Toolkit.	KER3.1: Deep de-greening tool (for autochromes)	FhG	FhG
	KER3.2: doLCE 2.0 - Kodacolor coloriser (for lenticular Kodacolor film)	NTNU, FhG	NTNU, FhG
	KER3.4: Semantic 3d atlas generator	FhG, CNR	FhG, CNR
	KER3.5: MuLax visualisation tool	CNR, FhG, FORTH, NTNU	CNR, FhG, FORTH, NTNU
	KER3.6: Colour Knowledge Repository	FORTH	FORTH
	KER3.7: ATON framework	CNR, FhG, FORTH	CNR, FhG, NTNU, FORTH
	KER3.8: neg2pos	NTNU, FhG	NTNU
	KER3.9: Echoes of Loss	CNR, NTNU	CNR
KER4: Enhancing Public Engagement with Restored Artifacts Toolkit.	KER4.2: Semantic 3d atlas generator	FhG, CNR	FhG, CNR
	KER4.3: MuLax visualisation tool	CNR	FhG, FORTH, NTNU
	KER4.4: Echoes of Loss	CNR, NTNU	CNR

Table 6: COLOURS KERs and sub-KERs

In this table, additional solutions not listed in the GA but already developed under the PERCEIVE project, are featured. After discussion with the partners, these will

also be developed within the scope of COLOURS, to further enrich the existing use cases. The name of the solutions, along with a description of their features and the potential target groups for their use is included below:

SOLUTION NAME	DESCRIPTION	POTENTIAL TARGET GROUPS
neg2pos	neg2pos is a calibrated image processing tool designed to convert digitised colour negatives into accurate and reproducible positive images. Unlike existing solutions, it focuses on minimizing aesthetic deviations from traditional chromogenic C-prints by applying a scientifically grounded transformation framework. The tool supports improved digitisation workflows and enables consistent, historically faithful renderings through calibration with real negative/print pairs from photographic archives.	Photographic and film archives Cultural heritage institutions Conservation professionals Digitisation specialists Researchers in photography and heritage science
Echoes of Loss	Echoes of Loss is an interactive museum installation that raises awareness of lost polychromy in ancient sculptures. Through storytelling, scientific exploration, and hands-on interaction, visitors discover how colours disappeared and how they can be reconstructed. The experience includes an audiovisual introduction, a "Colour Lab," and a participatory module where users reveal projected colour reconstructions. It aims to promote understanding of heritage fragility and encourage engagement with conservation.	General museum visitors and tourists Students (particularly secondary school level) and educational groups Teachers and educators in art history and science-related disciplines Citizens interested in archaeology and cultural heritage Cultural heritage professionals and enthusiasts
Codesign tool	The CoDesign Tool is a card-based framework that supports collaborative ideation and planning of interactive cultural heritage experiences. It guides interdisciplinary teams through structured design stages, from contextual analysis and audience definition to concept development, storyboarding, and evaluation. By combining visual canvases with thematic card decks, the tool facilitates decision-making, encourages exploration of alternative solutions, and supports reflection on the cognitive and emotional impact of proposed experiences.	Museum professionals and curators Exhibition and experience designers Cultural heritage researchers Educators in heritage and design contexts Creative practitioners (e.g. artists, interaction designers) Developers of interactive installations and digital heritage applications

Table 7: Additional tools developed within COLOURS

8.1.2 TRL and CRL status

The Technology Readiness Level (TRL) and Commercial Readiness Level (CRL) of the developments was also assessed, to track their progress during the execution of the project. While TRL is already a popular metric among the European innovation landscape, CRL is a metric similar to it, developed initially as Commercial Readiness Index (CRI) for energy applications³. It is frequently used to evaluate the proximity to the market of the technologies. While in the scope of the COLOURS project the solutions developed are open-source, this metric will be used nonetheless to identify the proximity of the developments to user uptake and adoption. The CRL adheres to the following scale:

- CRL 1 - Hypothetical commercial proposition
- CRL 2 - Commercial trial initiated, under testing
- CRL 3 - Commercial trial demonstrated at pilot stage, with commercial traction achieved
- CRL 4 - Commercial scale-up, with viability demonstrated at limited stages
- CRL 5 - Different market deployment of the technology, with growing outcomes
- CRL 6 - Full commercialisation of the technology, with mature markets, financing, and widespread customer confidence.

COLOURS solutions are positioned at later TRLs, but at early CRLs. Therefore, activities from the Exploitation Plan will be oriented to promote CRL growth.

Sub-KER	Initial TRL	Initial CRL
MuLax visualisation tool	6	1
ATON framework	7	3
Colour Knowledge Repository	7	1
neg2pos	5	2
Codesign Tool	7	1
Light damage estimator tool and Time Slider tool	5	1
Echoes of Loss	6	1
Deep de-greening tool (for autochromes)	5	2

³ [Commercial Readiness Index for Renewable Energy Sectors - ARENA](#)

doLCE 2.0 - Kodacolor coloriser (for lenticular Kodacolor film)	5	2
StyleShade3D - Semantic 3d atlas generator + Semantic 3D stylizer	4	2

Table 8: List of initial TRL and CRL for the COLOURS developments

The evolution of both TRL and CRL will also be closely tracked during the project, to keep a close monitoring of solution development, allowing the Exploitation Plan to face possible hindrances encountered during the project execution, while customising the activities towards partner needs.

8.1.3 Solution details

From the initial results obtained for the listed developments, an initial overview has been developed:

- 81,8% of the developments are software solutions, with the remaining 18,2% being considered to be marketed as services.
- Regarding solution potential, solutions are thought to be relevant for either scientific communities (50%), society as a whole (30%), or with high technologic, business or economic potential (20%). This alignment fits the cultural context of the COLOURS project and its proposal, and the research background of the developers.
- At this point of the project, most solutions lack specific licensing measures. This aspect will be covered in WP1 as part of the IP Management Plan. Among the solutions that indicate an existing IP status, various refer to GNU Public License v3 (GPLv3), which aligns with the open-source nature of COLOURS. Others are described as research prototypes developed within the project consortium, with no patents currently in place.
- All of the COLOURS solutions are improvements over previous developments. Therefore, their progress will be tightly linked with their TRL improvements.

8.1.4 Open Call readiness

Partners have also been asked about the future Open Call process that will be held in WP11, to consider which possibilities will they offer to future beneficiaries. Among these evaluated options, most developers aim to offer their solutions to the external entities (either via web-based versions or through software tools), while others will showcase the results provided by their developments. As previously mentioned, COLOURS members are developing solutions that will be accessible by external parties to directly test them.

Regarding the possible beneficiaries, most partners agree between archival/conservation entities (film, photographic) and cultural heritage institutions. This aligns with the profile to be contacted through the Open Call, mainly consortia composed by cultural heritage institutions and conservation/heritage entities, which could test solutions under real-world scenarios, gathering feedback on visitor engagement, interpretative effectiveness, and the communication of conservation science.

8.1.5 Exploitation and sustainability level

Regarding collaborations between partners to successfully exploit the technology, 37,5% of the partners are considering the possibility of starting a joint collaboration, while an additional 50% of them are still evaluating this possibility. This collaboration level was also showcased in Table 6, on which partners are heavily linked regarding technology collaboration and exploitation.

Are you considering the possibility of a joint-venture

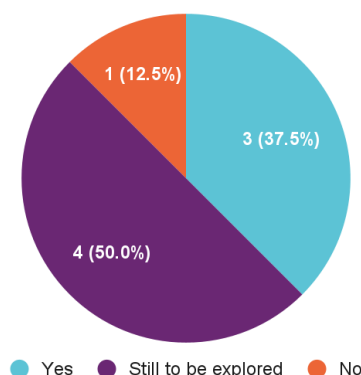


Figure 12: COLOURS partners' engagement in collaborative activities

To further assess the current status of their development, partners were consulted about their conducted or desired activities to be done to contribute to the market entry of their developments. This information will be used to define future activities to execute in the following months as part of the Exploitation Plan, aligning with partners and their desired outcomes. According to them, the most desired activity to be performed is engaging in real world prototyping and in the Open Call with external parties, steps aligned with the current level of readiness of the COLOURS technologies. Other activities such as the preparation of a market analysis are also desired by partners, and will be explored through other workpackages; while future actions such as technology transfer and fund raising activities will be studied in later stages of the plan.

Exploitation actions

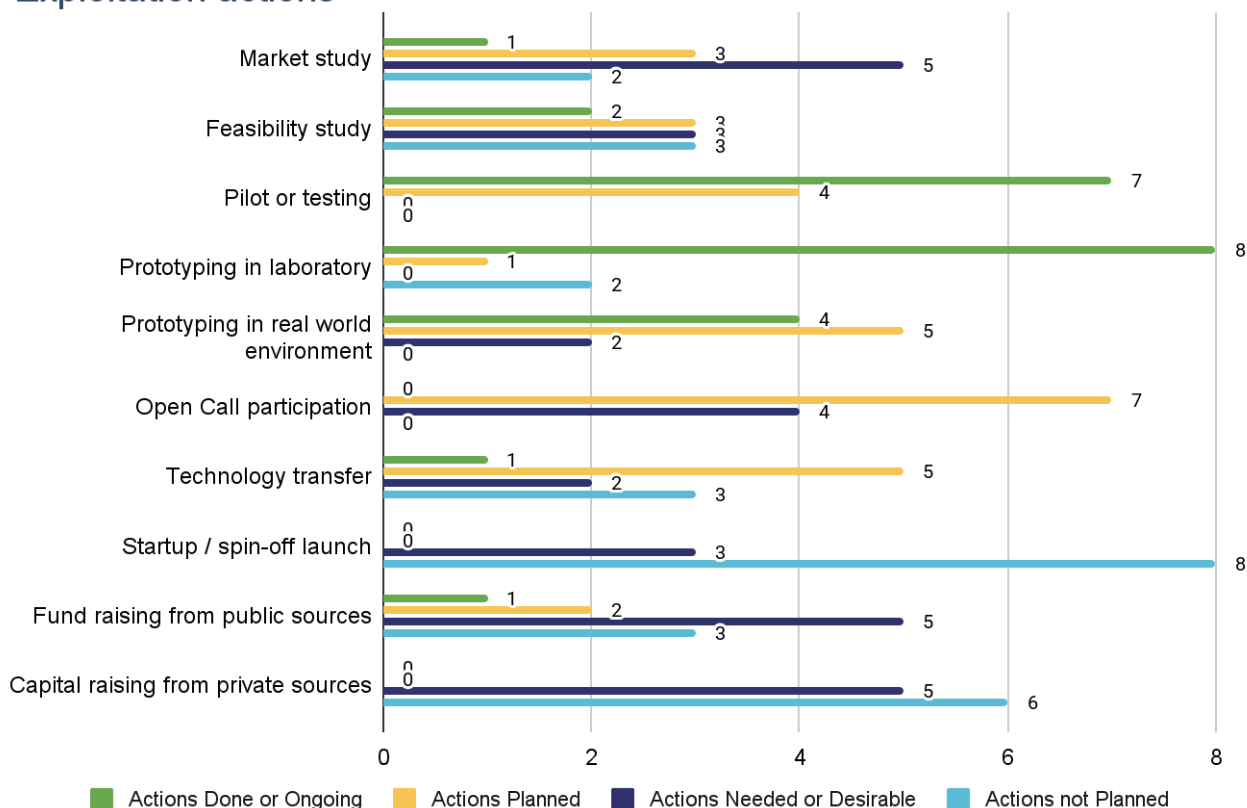


Figure 13: Evaluation of exploitation actions for the COLOURS project

A similar evaluation has been done regarding technology sustainability, to further confirm partner expectation and capabilities to maintain their solutions after the end of the project. Overall, partners consider themselves to be in an adequate status to exploit their developments, considering their current level of experience, existing connections in the field and their overall resource availability and funding.

Sustainability level

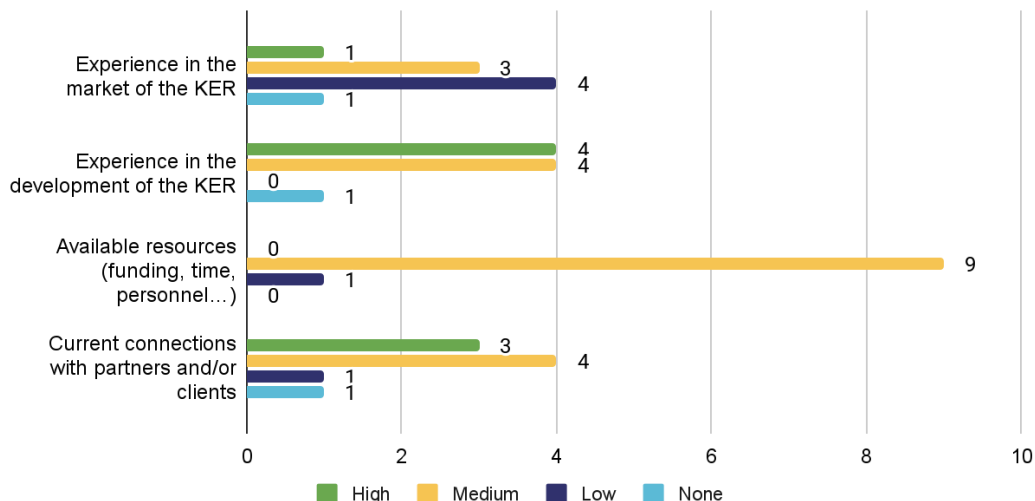


Figure 14: Capabilities for sustainability of the COLOURS developers

Most partners consider training, direct service to interested parties and exploration of in-depth use cases to be their most desirable way to conduct technology exploitation, followed by integration in other products or subscription models.

Solution offering channels

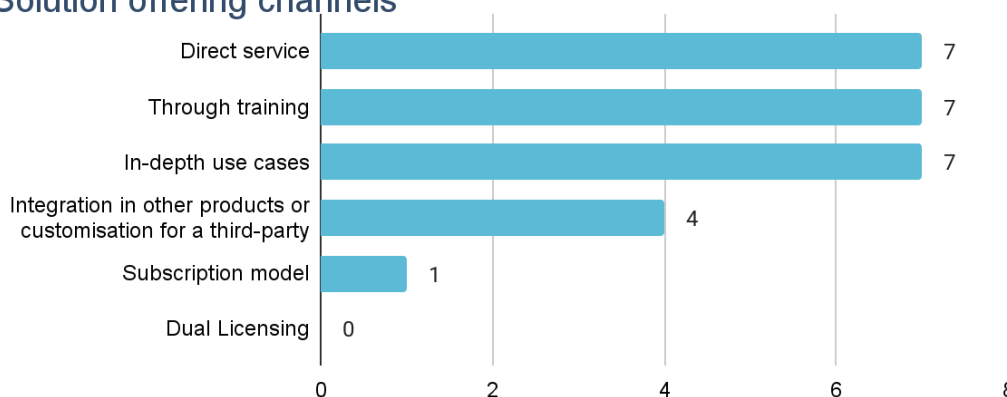


Figure 15: Evaluated channels for the COLOURS partners

The expected period on which solutions will be ready for user uptake is 2028, with estimated delivery times around 6 months for most technologies. For this scenario, delivery times are considered to be the time required for developers to successfully implement the solution into an existing workflow upon request, taking into consideration all required steps.

8.1.6 Technical level

Most COLOURS developments can be provided as standalone solutions, without dependencies on any other tools (from the project or outside sources). However, solutions have different implementation requirements such as user manual reading, existing input data, previous knowledge in the field, or equipment (GPUs, computers) needed to host the solutions.

Solutions do not generate any additional waste or CO2 emissions, besides usual indirect ones associated with GPU or printed paper usage.

8.2 Next steps

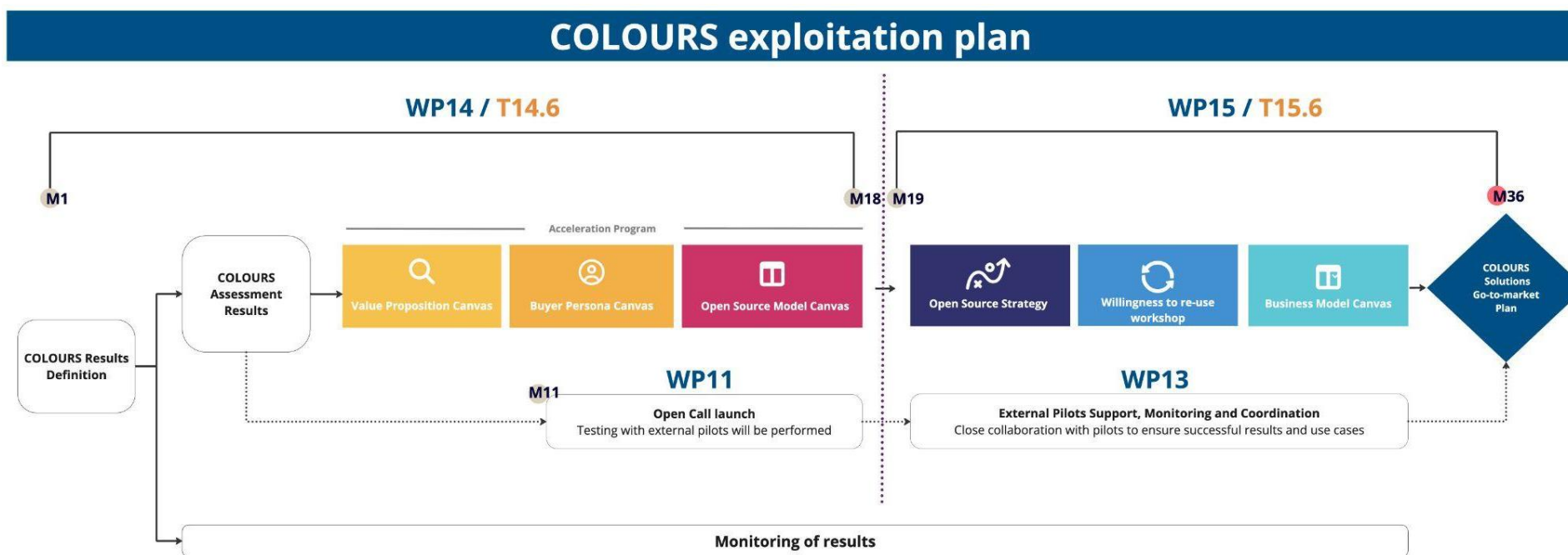
Exploitation is being closely monitored having in mind the open-source nature of the COLOURS technology suites. To bring the innovations closer to the market, alternative approaches to direct commercialisation will be explored by the partners, such as dual licensing, subscription models with premium features, customisation, training, or other kinds of partnerships. These alternatives will be iterated with partners during the acceleration program of the Exploitation Plan, accommodating to their existing needs.

The initial assessment evaluated specific COLOURS technologies, which hold high relevance for scientific and research communities, and bring special impact for society as a whole. The assessment confirmed partner preparation for solution exploitation, citing connections, resources and experience for these activities, and willingness to participate in future activities related to exploitation such as real-world testing or technology transfer.

Following the executed initial assessment, the Exploitation Plan will move forward to guarantee the long-term sustainability and user adoption of the COLOURS solutions. To achieve this, the acceleration program will begin by promoting partner participation in workshops to define the precise fit of each solution, defining the users (and buyers, if commercialisation is possible) for the users and their unique value propositions. This process will culminate in the preparation of open-source model canvases to explore the viability of solutions and evaluate requirements for their successful uptake.

The hypotheses generated during the acceleration program will help to tailor and shape the expectations of the Open Call. Aligned with these, further activities from the Exploitation Plan will be performed to further increase the CRL of the solutions through a customised open source strategy, a willingness to re-use workshop to study user-associated parameters and a final business and valorisation model canvas. All these steps, along with the Open Call results, will be essential to draft a successful final Go-to-Market plan to formalise the final product strategies and steps to ensure solution sustainability.

Annex 1: Exploitation Plan of the COLOURS project



Annex 2: COLOURS Initial Exploitation Assessment

Exploitation - Initial Assessment Form

This form is designed to collect information for the solutions featured in the project, regarding the current status and exploitation potential of each development. Questions related to the sustainability of your solution, their expected market and technical aspects are included. While initial exploitation/sustainability plans were defined in the GA, we want to know the individual expectations of the partners for each of the solutions featured in COLOURS.

This form is oriented to only developers/solution owners. Partners in charge of more than one solution will be required to fill this form for each solution that they are developing.

The results of this survey are required to shape the results that will be showcased in WP14, and WP15.

Thank you for your participation.

1. Contact name
2. Role in the project
3. Partner name: CNR / FhG / FORTH / NTNU / Other:

Solution details

1. Select your solution *
 - MuLax visualisation tool
 - ATON framework
 - Colour Knowledge Repository
 - Light damage estimator tool and Time Slider tool
 - Deep de-greening tool (for autochromes)
 - Kodacolor coloriser (for lenticular Kodacolor film)
 - Kodacolor Rating App (for lenticular Kodacolor film)
 - Semantic 3d atlas generator
 - Semantic 3d stylizer
 - Other:

Please use the Other... field to include any technology not featured in the GA submission.

2. If your solution is NOT listed in the previous list, please provide a full description. Please also include its potential Target Groups.

3. Please select the current TRL of the solution (1-9)

Even though this scale has already been indicated in the GA, we want to double-check just in case it has changed. The status of some solutions hasn't also been included in the GA.

4. Please select the current CRL of the solution (1-6)

5. Select the potential status of your KER. Choose the one that applies better:
High scientific potential / High societal potential (other than climate or environmental) / High societal potential (including climate or environmental) / High technologic, business or economic potential / High policy or regulatory potential / N/A

6. Type of solution

Select the one that applies better to your solution: Hardware / Software / Service / Process / Other:

7. Which pilots will be testing your solution? Pilot 1 / Pilot 2 / Pilot 3 / Pilot 4 / Pilot 5

As reference, the Possible Case Studies are also listed below:

Pilot 1 - Case Study: Adoration of St. Cross, 1587–1631.

Pilot 2 - Case Study: Depiction of the War with the Turks, 1680–1700.

Pilot 3 - Case Study: wooden polychrome sculptures, J.A. Eglauer, 17th-18th century.

Pilot 4 - Case Study: wooden polychrome sculptures, J.A. Eglauer, 17th-18th century.

Pilot 5 - Possible Case Study: Koshofer Collection.

Check all that apply.

8. Please state who will be the partner/external entity leading the result exploitation

If it is only you, please indicate so. If there are two or more entities involved, please list them. If you won't be the partner in charge of this, please tell us who will be doing so and why.

9. Please state who will be the partner leading the solution development

If it is only you, please indicate so. If there are two or more partners involved, please list them. If you won't be the partner in charge of this, please tell us who will be doing so and why. It might be the same as the exploitation leader (in any case, the form is intended for solution owners).

10. Are you collaborating with other technical partners in the development of this solution?

Please state all the partners and roles in the development of the solution (technical support, co-owners, exploitation leaders, etc.). If there are none, please state so.

11. Level of innovation of the solution: New development / Improvement over already existing development / Other...

If you need to provide more details, please feel free to use the "Other..." field

12. If applicable, please indicate the current IP status of the solution

Patented, under patent application, under license (GNU General Public License, for example)...

13. For the Open Call, what can you provide to external parties to test your solution?

14. For the Open Call, which would be the perfect beneficiaries for your solution?

The GA states the following: "Beneficiaries have to be Consortia composed by 2 legal entities. Consortia have to be composed of a Cultural Heritage entity, as end-user, and a Conservation entity to support the Cultural Heritage Entity in taking up and testing the COLOURS Toolkits."

15. When do you expect to have your results ready to be offered to Open Call beneficiaries, so they can integrate your developed solutions?

For reference, the Open Call launch is scheduled to be launched in M14.

Exploitation and sustainability status

16. How is the team planning to exploit the result in the future? Through commercial exploitation / Through internal exploitation / Through other means / Other:

17. Do you need the involvement of additional partners to exploit the solution?
Other: / No

For example: universities that might need partners to bring the product to the market, or companies that might need partners to help them in some areas, etc.

18. Are you considering the possibility of a joint-venture / collaboration with another partner? Yes / Still to be explored / No

19. Which steps do you plan to apply to successfully exploit the result? Market study / Feasibility study / Pilot or testing / Prototyping in laboratory / Prototyping in real world environment / Open Call participation / Technology transfer / Startup or spin-off launch / Fund raising from public sources /

Capital raising from private sources (Rated as Done or ongoing / Planned / Not planned but needed or desirable / Not planned and not required)

This will help us to know your previously taken actions, to evaluate your current or future needs, and to avoid taking unnecessary actions regarding the development of your solution. From these responses, a metric will be provided.

20. Rate the current factors regarding the sustainability of this development:
Experience in the market of the KER / Experience in the development of the KER / Available resources (funding, time, personnel...) / Current connections with partners and/or clients (Rated between High / Medium / Low / None)

This will help us understand your current capabilities and future expectations for your solution. From these responses, a metric will be provided.

21. Please indicate how the solution will be offered: Dual Licensing / Subscription model / Integration in other products or customisation for a third-party / Direct service / In-depth use cases / Through training / Other:

We are aware that these solutions are open-source, therefore direct selling options have been excluded by default. If none of these applies, please indicate yours in the Other field. Check all that apply.

Technical and operational status

22. Does your solution depend on any additional solutions? No, it can be provided as a standalone solution / Yes, it has to be bundled with other solution

23. Please indicate the implementation requirements of your solution, if there's any

Any additional measures that a third-party would need to apply to implement and test your solution. For example: use of servers to host a tool, physical installation done by experts, extra training, legal aspects, reading of a user manual, complementary software tools, extra knowledge, adapting their tools to provide a precise type of data, etc.

24. Does your solution generate waste or CO2 emissions? Other... / No

If the answer is "Yes", please provide more details in the "Other..." field. If CO2 emissions are generated, please feel free to add an estimated amount.

25. Estimated commercialisation period:

When do you expect to have your solution ready to enter its market? (which year)

26. Estimated delivery times:

Since a request is made by a client to implement the solution into their workflows: how much time would you need to deliver a finished product for them? In other words, how long would it take you to accomodate the solution to customer needs?

Accounting all necessary testing, additional developments or adaptations required, having to wait for other providers, customization needed to fit their requirements, etc.

Additional comments

Please feel free to mention any aspects on which extra support might be necessary for you: Market analysis, more early adopters, IP/FTO support, technology transfer tips, etc.

27. Which kind of support from the exploitation team are you aiming to obtain during the execution of this project?

Examples: Just increasing the CRL of my technology, engaging with Open Call beneficiaries, additional support regarding IP/FTO, extra collaborators for my solution, expanding my client network...

28. Which input from other members of the consortium are you aiming to obtain during the execution of this project?

Examples: Extra feedback for my pilots and developments, joint efforts, communication activities, sharing best practices regarding common matters, advice from more experienced partners...

29. Which input from Open Call participants are you aiming to obtain during the execution of this project?

Examples: Technical feedback, market feedback, how to improve my solution for their clients, willingness-to-pay, willingness-to-license, interest in future collaborations, customized services...

30. Do you have any additional comments or questions regarding the initial assessment or the upcoming steps of the project?

Do you want to highlight what is the most relevant part of the project for you? Any suggestions regarding future forms? Please feel free to share your thoughts.