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PrEseRvIng and sustainably governing Cultural heritage and Landscapes in European coastal and maritime regionS

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Reviewer(s):	Alyne Delaney (AAU)
Author/editor:	Jasper Kenter (UoY), Irène Béguier (PNRGM)
Contributing partners:	AAU, UoY and PNRGM

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1 Executive summary

This deliverable D6.2 Space created on the online portal for stakeholder interactions – prepared within WP6 describes the online space for stakeholder interactions across the project and within each case study, and is an output of Tasks 6.2 and 6.3.

This document is a revised and updated version of the originally submitted deliverable (M12).

2 Introduction

This document describes deliverable D6.2 “Space created on the online portal for stakeholder interactions” which seeks to help build community for exchanges among stakeholders about their cultural heritage.

3 Online exchange features of the portal

The PERICLES mapping portal is being developed as an online space where stakeholders and citizens can review and engage with existing data on maritime and coastal CH at regional, national and European scales. Our original conception of this deliverable, an online interactive space on the portal, related to the idea of producing a mapping portal that was not, like other current mapping portals such as the European Atlas of the Seas, primarily a one-way-street, but that it would provide a space for stakeholders and citizens to interact with the portal data and share portal data with each other. The portal will provide a space that will enable the following interactive features:

- Creation of individual user accounts
- The possibility to upload multimedia data about CH. This data can take many different forms, as long as it has a ‘geolocation’ tied to it so it can be placed and accessed via the two types of mapping interfaces on the portal: the public-friendly, artistic interface, and a professional GIS interface (see D3.1).
- The possibility to upload their own data layers.
- The possibility to create and save maps. Users can select data from different data layers to display, and then save these views as customised maps in their user account.
- The possibility to create and save trails. Users can also select specific data points and order them in a marked ‘trail’, and save these in their account.
- The possibility to share data, maps and trails. Users can make these accessible publicly and share them with others via social media integration into the portal, providing an effective and well-understood way for stakeholders to interact with each other and with the broader

public.

The development of these interactive features will take place in parallel with the overall development of the portal, with the 'upload' features being prioritised for its first release in October 2019.

4 Discussion group

While the portal thus provides online space for stakeholder interactions as a core aspect of its design, in anticipation of the portal PERICLES also launched a Facebook group as an additional online space for stakeholder interactions (<https://www.Facebook.com/groups/2027676864205010/>).

The Facebook group was meant as an additional online space where we could engage with stakeholders and stakeholders could engage with each other, and to start online interaction before the portal launched.

The Facebook group is administered jointly by PNRGM, AAU and UOY. Originally, the group was a closed but unmoderated group focused on invited stakeholders. Following a three-month trial and comments from the EC, we have opened the group to attract a broader group of members in July. The group has since increased to 34 members; 15 of these are not project members. 39 posts have been made since the launch, i.e. 7.8 posts per month.

A further mobilisation of members is planned in line with broader stakeholder engagement (detailed in D6.2) and CDE activities (D7.5).

For example, on 19 November 2019, UBO and PRGM will organize a focus group with 20 partners in the cultural and natural maritime heritage milieu (government, region, department, academics, associations) to discuss together strategies for coastal heritage. In the official invitation letter, the link to the FB group will be indicated. Then during the meeting, each partner will be invited to join the FB group, where it will be able to express itself, at its convenience, in French and/or English.

This mobilisation of members in line with broader stakeholder engagement (detailed in D6.2) and CDE activities (D7.5) will be specifically supported by a new 60% research assistant post created at the University of York from Oct 1, 2019, for the remainder of the project, to support the portal roll-out, citizen participation and social media communications. We debated the choice of Facebook vs other online community tools or a customised installation on our portal or website at length before the first delivery of D6.2 and again following the review report.

The advantages of Facebook we considered were that many people already had an account, and thus would not need to create an additional login, but also receive notifications of new posts, etc., within their current use of Facebook. Facebook is also easy to use and users can easily share content

they receive through their existing contacts with other stakeholders, reducing duplication of effort. If a customised PERICLES-only forum had been set up, there would be a greater barrier for stakeholders (and project members across the case regions) to share information from their existing channels. Furthermore, the Facebook group would integrate most effectively with the interactive features of the portal as it would be straightforward to share maps, trails, etc. on the portal to Facebook, whereas this would not be possible with a forum installation. Finally, a Facebook group could be created before the portal came online, whilst because of IT restrictions it was not possible to incorporate forum software into the main PERICLES website.

A key disadvantage of Facebook is of course that not all stakeholder representatives use Facebook or do not use it professionally, although these users can still avail of the interactive space on the portal itself. Whilst this is an important issue, we deemed that the reduced barrier for use to many people weighed up against the exclusion of non-users.

Ultimately, independent of platform, the creation of online interactive spaces is an experiment, and part of the learning of the project is to assess what works and what doesn't. A key issue in terms of mobilising regional stakeholders to engage with each other is that many stakeholders do not speak English as a first or second language; thus independent of which platform is used, we are finding this provides a key barrier to inter-regional engagement and we are seeking other opportunities to overcome this. Consequently, we have sought additional funding which has been granted by the University of York Impact Acceleration Fund to attract additional regional stakeholders to the 2nd PERICLES international stakeholder workshop next year, and also to provide professional translation facilities.