Minutes of the 1st Management Committee Meeting of the COST Action

CA19131 – Europe Through Textiles: Network for an integrated and interdisciplinary Humanities

Online ZOOM meeting

13-14/10/2020

ACTION Status

- Action parties: 29 COST countries
- CSO approval: 24/03/2020
- Start date: 13/10/2020

1) Agenda and Materials

The agenda is in Annex 1. The meeting was organised following a participatory methodology. The material presented by the hosting team and produced by the participants during the two half days (referred to as Day 1 and Day 2) is available in the annexes.

2) Participants and Hosting Team

The Science Officer assigned to this Action, Rossella Magli, and the Administrative Officer assigned to this Action, Rose Cruz Santos, supported by Tandem SO Federica Ortelli and Tandem AO Aldona Gembalik hosted the meeting. Further colleagues from the COST Association supported the hosting team in the COST Action Café. The Main Proposer, Marie Louise Bech Nosch, presented the COST Action to the MC. The elected Action Chair, Agata Ulanowska, moderated the meeting following the election.

According to the GDPR, the Hosting Team clearly explained the "etiquette" of the meeting which includes to not take screen shoot nor record the meeting or part of it without the consent of the participants. The hosting team welcomed the participants (list in Annex 2). The participants were introduced to COST and the COST Action and actively participated to attain the objectives of the MC1 which are:

- Take ownership of the Action challenge
- Networking and community building
- Bring everyone to the same level of knowledge on COST
- Develop Action structure, methodology and planning

3) Relevant Information to the Management Committee

In preparation to the MC1 meeting, the hosting team provided the MC with:

- Media recordings covering COST: Welcome by the director, COST framework, managing and growing your network, communicating about your Action, Preparing the Work and Budget Plan, Implementing the COST networking tools
- Documents on how to manage COST Actions: Summary info and Practical guide
- Templates for Working Group and topic discussions
- Selection of online tutorials for ZOOM meeting participation

At the meeting, the hosting team provided the opportunity for MC members to formulate their questions on the COST framework.

After the meeting, the hosting team uploaded the slides presented at the MC1 meeting including the presentation of the Action by the Main Proposer and the group photo.

Participants who didn't want to appear on the group photo were requested to switch off their camera.

4) COST Action Café and debriefing

For three rounds of the discussion, the participants were invited to join online breakout rooms organised by Working Group topics and Horizontal topics listed here after:

Working Groups

- WG1: Textile technologies

- WG2: Clothing Identities: gender, age and status

- WG3: Textile and clothing terminologies

- WG4: The Fabric of society

- WG5: Management and training (STSM, Training Schools, ITC Conference Grants /CGs/ awarding)

Discussion topics:

- DT1: Managing & Growing the network (w/ COST policy)

- DT2: Defining a Communication Strategy, including EuroWeb Social Media Strategy (w/ COST Com)

- DT3: Deliverables**:** EuroWeb Digital Atlas and EuroWeb Anthology

In each breakout room, a volunteer from the MC was appointed as rapporteur.

	Round 1 (20 min)	Round 2 (15 min)	Round 3 (10 min)	Rapporteur
WG1	Textile technologies			Christina Margariti
WG2	Clothing Identities: gender, age and status			Magdalena Woźniak
WG3	Textile and clothing terminologies			Louise Quillien
WG4	The Fabric of society			Francesco Meo
WG5	Management and training (STSM, Training Schools, ITC Conference Grants /CGs/ awarding)			Cécile Michel and Riina Rammo
DT1	Managing & Growing the network (w/ COST policy)			Marie-Louise Nosch or/and Agata Ulanowska
DT2	Defining a Communication Strategy, including EuroWeb Social Media Strategy (w/ COST Com)			Francisco B. Gomez
DT3	Deliverables: EuroWeb Digital Atlas and EuroWeb Anthology			Angela Huang / Kerstin Kerstin Droß-Krüpe and Kalliope Sarri

The hosting team supported the discussions. The report of the discussions are in the annexes. The Management Committee will develop further the ideas by the MC2 and in the upcoming months.

5) Pre-requisites for the Decision Making

During Day 2, the participants acknowledged and agreed to comply with the Rules of Procedure for the Management Committee were presented and read by the meeting participants from Annex I *COST Action Management, Monitoring and Final Assessment (COST 134/14: http://www.cost.eu/action_management).*

Before any decision was taken, the AO verified that the minimum of 2/3 of the parties present (27 were represented). The necessary quorum was achieved allowing the Management Committee meeting to officially take place in accordance with Article 9 of the Rules of Procedure for the Management Committee (see http://www.cost.eu/action_management).

6) Decisions by the Management Committee

a. Election of the Chair and Vice-chair

Decision 1: Agata Ulanowska (PL) was elected Chair unanimously
Decision 2: Karina Groemer (AT) was elected Vice Chair unanimously

b. Selection of the Grant Holder (Scientific Representative) and agreement of FSAC

Decision 3: The MC selected The University of Warsaw as Grant Holder Institution, represented at the MC by the elected Chair. Upon request of the Grant Holder Scientific Representative, the MC agreed to award the maximum FSAC rate of 15% of the total Scientific Expenditure.

c. Establishment of Action Management Structure

Decision 4: The following MC members were elected to the following leadership positions:

- List positions: name, country, ECI, Gender

POSITION	NAME	COUNTRY	ECI	Gender
Chair	Agata Ulanowska	Poland	yes	F
Scientific Representative of Grant Holder				
Vice-chair	Karina Grömer	Austria	–	F
WG1: Textile Technologies	Christina Margariti	Greece	–	F
WG2: Clothing Identities	Magdalena Woźniak	Poland	yes	F
WG3: Textile and clothing terminologies	Louise Quillien	France	yes	F
WG4: The Fabric of society	Francesco Meo	Italy	yes	M
STSM Coordinator	Cécile Michel	France	–	F
Science Communication Manager	Francisco B. Gomez	Portugal		M
Twitter Manager	Nathalie Rudolph	Germany	yes	F
Training Schools Manager	Riina Rammo	Estonia	yes	F
Digital Atlas EuroWeb Leader	Angela Huang	Germany	yes	F
The EuroWeb Anthology Editorial Committee	Kerstin Droß-Krüpe,	Germany	–	F
	Louise Quillien,	France	yes	F
	Kalliope Sarri,	Greece	–	F

Decision 5: The MC established a Core Group consisting of the action leaders and their deputee-leaders (two for each WG) to be elected at a later date. The Core Group comprises also the Twitter Manager, the Digital Atlas EuroWeb leader and the EuroWeb Anthology Editorial Committee

7) Further discussions and decisions

Discussion 6: In response to the MC decided to focus on online mode of networking and on development of the dissemination strategy in the first grant period.

Decision 7: The MC decided to invite the UNESCO as an Action observer and extend the action with new countries, e.g. Israel and Russia.

Decision 8: The MC voted on the EuroWeb logo and chose the proposal E submitted by Michel Rjik Creative Studio.

Decision 9: The MC decided to initiate the National Survey of the European Textile, Dress an Fashion Sectors: Industries, Businesses, Consumers and National Heritage in each of the EuroWeb countries, to be delivered at the 2nd MC Meeting in March 2021. It has been also decided to start the networking from the level of individual countries and to evaluate textile research potential of each country.

8) Next meeting and Closing

The MC agreed to meet in Warsaw, Poland, on March 23rd 2021 for a joint MC+WG meeting.

The hosting team gave some final words about the COST Action. The participants expressed their individual follow up actions for the success of the Action.

The MC Chair thanked the participation of all the MC members and closed the meeting with an inspirational thought. (I just thank all participants for thei inspring synergy and postive energy and whished them all health).

9) List of Annexes

- Annex 1 - Agenda
- Annex 2 - List of participants
- Annex 3 – Reports from the parallel sessions

Minutes prepared by:
- *Action Science Officer*
- *Action Chair*
- *Action Vice Chair*

ANNEX 1- AGENDA

Day 1 - 14:00 - 17:30 CET

 I.   Welcome and Introduction
 II.   Getting to know each other
 III. How to Manage a COST Action – short recap and Q&A
 IV. Presentation of the Action by the Main Proposer & Discussion

     Group Photo & Break

 V.   COST Action Café (parallel discussion sessions)
 VI. First day closing and set the scene for Day 2

Day 2 - 9:30 - 13:00 CET

 I.   Welcome
 II.   Recap from Day 1
 III. Debriefing from the COST Action Café of Day 1

     Break

 IV. MC Decisions –
     a. Election of the Chair and Vice Chair
     b. Action Structure and other Leadership Roles
 V.   Planning for management procedures and upcoming activities
 VI. Closing of the meeting

ANNEX 2- LIST OF PARTICIPANTS

List of Participants

1. CH Elodie Bauer (Elodie Bauer),elodie.bauer@hotmail.com
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ANNEX 3 – REPORTS FROM THE PARALLEL SESSIONS

	Round 1 (20 min)	Round 2 (15 min)	Round 3 (10 min)	Rapporteur
WG1	Textile technologies			Christina Margariti
WG2	Clothing Identities: gender, age and status			Magdalena Woźniak
WG3	Textile and clothing terminologies			Louise Quillien
WG4	The Fabric of society			Francesco Meo
WG5	Management and training (STSM, Training Schools, ITC Conference Grants /CGs/ awarding)			Cécile Michel and Riina Rammo
DT1	Managing & Growing the network (w/ COST policy)			Marie-Louise Nosch or/and Agata Ulanowska
DT2	Defining a Communication Strategy, including EuroWeb Social Media Strategy (w/ COST Com)			Francisco B. Gomez
DT3	Deliverables: EuroWeb Digital Atlas and EuroWeb Anthology			Angela Huang / Kerstin Kerstin Droß-Krüpe and Kalliope Sarri

COST Action: CA19131	WG Number: 1
Discussion Coordinator (s):	

Meeting Participants interested in the WG: *add name (country)*

UK Susanna Harris – ZZ (EL) Christina Margariti – HU Rebeka Nagy – MK Liljana Kovachovska – HU Eszter Matyas – AL Erilda Selaj – EL Eleni Papastavrou – LT Egle Kumpikaite – TR Recep Karadag – DK Ulla Mannering - ES Ester Alba - MT Claire Bonavia – BA Leja Odobasic Novo – PL Malgorzata Grupa

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4 YEAR PLANNING: MoU Tasks and Deliverables – Brainstorming and Main Insights

Check the description of the WG in the MoU. Discuss with your colleagues what needs to be done and how. Summarise for future reference.

Training on digital tools to communicate our research

Social media platforms

Try to do all the training like experimental archaeology and archaeological fieldwork digitally

To create an online material for the digital training so that it retains a certain quality and content and information is not repeated

Virtual conference on silk heritage and technologies https://silknow.eu/virtualLoom-v0.91b/

To record traditional textile making techniques (eg Makrame in MT, sisal weaving in EL) and interview the people – need to define the questions for the interview and guidelines for filming and/or photographing the process

Prepare a template/form for each country to fill-in on the types of textile collections that are available for research and what analytical techniques are undertaken/offered in each country – and what are the deficiencies/challenges in the fiels – as this could lead to potential collaborations

Next Steps & Grant Period Planning: next 12 - 18 months

Goals for the period	Networking tool(s) that you would like to use*
1. Learning new knowledge on communicating our research digitally eg databases	Training workshop on digital communication tools
2.prepare hands-on training workshops to take place after 18 months	
3.participate at digital conference	https://silknow.eu/virtualLoom-v0.91b/
4. to record traditional textile techniques and interview the people executing them	Slack, zooms, decide on common questions for the interviews and guidelines for filming and photographing the process
5. prepare reports by country on the analytical techniques applied to textiles and the Institutions that offer them	
6.promote textile conservation – point out certain topics	Upload relevant videos on line or a consecutive pictures presentation with short narratives/captions
7. create a textile conservation support group on decision-making	Slack, zooms
8. table with materials suppliers to be disseminated within the group and internationally at the end of the project	Slack zooms
….88 *Add as many rows as necessary*	

* WG meeting(s) and/or Workshop/Conference and/or STSMs and/or Training Schools and/or ITC Conference Grants and/or Dissemination

COST Action: 19131	WG Number: 2 - Clothing and Identities

Discussion Coordinator (s): Magdalena Wozniak (PL)

Meeting Participants interested in the WG: Elisabeth Trinkl (AT), Ulla Mannering (DK), Alicia Mihalic (HR), Malgorzata Grupa (PL), Dawid Grupa (PL), Lejla Odobasic Novo (BH), Ieva Pigozne (LV), Liljana Kovachovska (MK), Zofia Kaczmarek (PL), Sandy Black (UK), Egle Kumpikaite (LT), Stamatia (Tina) Boloti (ES), Erilda Selaj (AL)

4 YEAR PLANNING: MoU Tasks and Deliverables - Brainstorming and Main Insights

Check the description of the WG in the MoU. Discuss with your colleagues what needs to be done and how. Summarise for future reference.

Tasks: T2.1 Ensure progression towards objectives. T2.2 Ensure training of ECIs. T2.3 Ensure scientific progression and knowledge sharing. T2.4 Dissemination and Communication.

Delivrables: D2.1 Reports on the scientific progress. D2.2 Publication of EuroWeb Anthology. D2.3 Scholarly papers. D2.4 Presentations at conferences.

Concerns/Challenges:

- The important number of participants and consequently their diversity – how to align ideas?
- Necessity to "map" the stakeholders (research themes, chronological periods, areas) in order to see which areas (time/space) are "filled" and which are not - if there are gaps, we will need to find additional experts via network
- Necessity to define a common vocabulary (textiles/costumes, …)
- Discuss methodology (how to track signs of resistance/acceptance,…)
- Need to consult colleagues in our countries to know about their interests and expectations (// "mapping")
- Once the list of participants of the WG is established, it will be easier to define work plan and agenda to deliver on time + target needs for ECIs training/STSM
- Knowledge sharing through slack (ideas, articles), possibility to organize lectures so we learn about each other research
- Important part of the objectives related to museums/collections/exhibitions – fragility of the textiles/role of reconstruction

Next Steps & Grant Period Planning: next 12 - 18 months

Goals for the period	Networking tool(s) that you would like to use*
1. Mapping the participants of the WG	National representants
2. Define the general lines of the Anthology	WG meeting with EuroWeb Anthology Editorial Committee (and Digital Altas?)
3. Define a work plan (thematic sub-groups…) and agenda	WG meeting
4. Target needs for ECIs training	Training school/STSM
5. Define thematic workshops	WG meeting
6.	

7.	
8.	
…. *Add as many rows as necessary*	

* WG meeting(s) and/or Workshop/Conference and/or STSMs and/or Training Schools and/or ITC Conference Grants and/or Dissemination

COST Action: **CA19131**	WG Number: 3

Discussion Coordinator (s): Louise Quillien

Meeting Participants interested in the WG: *add name (country)*

Ester ALBA (ES) ; Tina BOLOTI (EL) ; Claire BONAVITA (MT) ; Birgitt BORSKOPP-RESTLE (CH) ; Nade GENEVSKA BRACIC (MK) ; Egle KUMPIKAITE (LT) ; Hana LUKESOVA (NO) ; Rebecca NAGY (HU) ; Eleni PAPASTAVROU (EL) ; Louise QUILLIEN (FR)

4 YEAR PLANNING: MoU Tasks and Deliverables - Brainstorming and Main Insights

Check the description of the WG in the MoU. Discuss with your colleagues what needs to be done and how. Summarise for future reference.

The textile terminology issue is challenging in many aspects :

- to translate textile terms of ancient languages

- to describe with the proper words the textiles studied on the field or in museums

- to collect the textile vocabularies in vernacular languages all over Europe, vocabularies that changes not only from country to country but also from region to region.

The COST network can be of great help in facing those challenges :

- The terminology is crucial for different disciplines : historians, archaeologists, museum peoples, ethnologists etc.

- The vocabulary crosses borders (there are many borrowed terms that circulate from one language to another)

- We all need to use the right standardised terminology to share our data

- All European countries have in heritage a rich vocabulary of textile and clothing that should be safeguarded.

For all these reasons it is an advantage to be able to exchange our datas, methodologies and thoughts at the European scale.

The discussion showed that there are already collective initiatives underway, at very different states of progression. Some are very advanced, like the many years of research of the CIETA on textile and silk terminology, the textilnet.dk online wiki on Danish terminology or the Silknow thesaurus. Other projects are in progress or starting like the collection of textile vocabulary in the Maltese language and the project of dictionary of Macedonian garment terminology. There are also of course many individual researches carried on.

In the 4 years the planed collective deliverables are :

- regular reports on the scientific progress of the project

- papers in high ranking journals and presentation at conferences

- a workshop on textiles and toponyms

- to compile a corpus on textiles with inwoven or embroidered texts

- to comparative study of textile and garments terms in European languages - perhaps building an online lexicon?

Next Steps & Grant Period Planning: next 12 - 18 months

1) To build the team, gathering the network of experts who are working on textile terminology in all Europe. The representatives of each country could help to find the people concerned.

2) To exchange and discuss together our terminology problems, between specialists of the different languages (to deal with the many loanwords). To exchange know-how between people who have been working on terminology issues for a long time (e.g. Susanne Lervad with textilnet.dk ; Birgitt Borskopp-Restle at the CIETA) an people that are at the beginning of research on the textile terminology of their own country. Sharing and discussing experience on methodologies, working tools, ways to face difficulties.

3) To support participations to conferences and missions (there was no specific request yet during the discussion with the MC members but they should appear later on)

4) To plan how to collectively achieve the main deliverable of the WG (comparative study of textile and garments terms in European languages), perhaps an online lexicon.

Goals for the period	Networking tool(s) that you would like to use*
1. Build the team of experts on European textile terminology	Slack
2. Exchange knowledge and know-how on the collection and study of textile and clothing terminology	Meetings/workshop ? training ?
3. Support participations to conferences and missions	ITC Conference Grants
4. To plan how to collectively achieve the main deliverable of the WG (comparative study of textile and garments terms in European languages)	WG meeting(s)
5.	
6.	
7.	

8.	
…. *Add as many rows as necessary*	13

* WG meeting(s) and/or Workshop/Conference and/or STSMs and/or Training Schools and/or ITC Conference Grants and/or Dissemination

COST Action: CA19131	WG Number: **4 - The fabric of society**
Discussion Coordinator: Francesco Meo (IT)	
Meeting Participants interested in the WG: Francesco Meo (IT), Paula Nabais (PT), Sandy Black (UK), Elisabeth Trinkl (AT), Stamatia (Tina) Boloti (EL), Serena Sabatini (SE), Irina Petroviciu (RO).	

4 YEAR PLANNING: MoU Tasks and Deliverables - Brainstorming and Main Insights

Main themes and objectives
- To analyse the economic role and agricultural impact of textile production through the interaction among agriculture, herding and the production system in different periods and places.
- To study the role of natural resources (water, dyestuffs, cultivation, pasture, cheap but skilled labour) in textile production and how they are with the weaving of specialised and standardised products.
- To consider all the range of textile fibres and dyes, even those very rare or in use in very limited regions, through the millennia.

The importance of COST network for future challenges
- The comprehension of the economic role of textile production in fundamental for several disciplines
- The impact textile production has on the environment is highly important, also because of the current climate changes.
- All European countries have in heritage several different approaches and tools used in textile production.
- The multi-disciplinary researches and approaches can find a melting pot for a common growths.

Current researches of the WG partecipants (to date):
- Silk and its production and trade in Early Modern Europe.
- Dye plants in Medieval Europe.
- The role of textile crafts.
- Textile production in Greece and Italy during the Bronze Age.
- Textile production in Italy in the 1st millennium BC.
- Others coming.

MoU Tasks and Deliverables
- Papers in open-access journals.
- Presentation at conferences.
- Reports on the scientific progress of the project
- Online meeting of the WG participants
- Conference about a general theme (i.e. luxury production, water access) to present the researches of WG4 together with those of the other WGs.
- Database of dyes and dye resources.

Next Steps & Grant Period Planning: next 12 - 18 months

Goals for the period	Networking tool(s) that you would like to use*
1. Build a group of researchers interested in developing all the themes and objectives of this WG	Web; slack; social media
2. Write papers in open-access and high ranking journals.	Web; social media; papers.
3. Ensure scientific progression and knowledge sharing	Web; congresses; papers; social media; slack.
4. Organise online meeting of the WG participants	Web; social media; slack.
5. Presentation at conferences	Web; social media, congresses.
6. To support participations to conferences and missions.	ITC Conference Grants.
7. Reports on the scientific progress of the project	Slack.
8. Conference about a general theme (i.e. luxury production, water access) with the other WGs.	Web; congress; social media; slack.
9. Beginning of database of dyes and dye resources.	Slack.

* WG meeting(s) and/or Workshop/Conference and/or STSMs and/or Training Schools and/or ITC Conference Grants and/or Dissemination

COST Action: 19131	WG Number: 5 (Management and training)
Discussion Coordinator (s): FR-Cécile Michel, EE-Riina Rammo and PL-Agata Ulanowska	
Meeting Participants interested in the WG: PL-Małgorzata Grupa, UK-Susanna Harris, IE-Nuala Hunt, NO- H. Lukešová, HU-Eszter Matias, HR- Alicia Mihalić, DK-Marie-Louise Nosch, SK-Tereza Štolcová	

4 YEAR PLANNING: MoU Tasks and Deliverables - Brainstorming and Main Insights

WG objectives: good and transparent management, fair division of tasks, smooth running of the meetings, regular training initiatives and initiatives, balanced engendering

1) Launch action within the COVID-19 restrictions;

2) Start networking from the national level;

3) Integrating local textile and craft associations/groups/organisations;

4) Organising training schools integrated with hands-on activities and the materiality of textiles and textile production

Next Steps & Grant Period Planning: next 12 – 18 months

1. Hybrid or online mode of networking adjusting to the COVID-19 situation;

2. Start networking from the national level:

– defining and communicating participants from each individual country;
– preparing 1-page countries self-presentations (excellence: research, resources, textile heritage, design, craft traditions, etc.) to be merged into an open access publication serving as a kind of a 'EuroWeb Countries Textile Guide'.

3. Creating a supporting networks or virtual platform for ECI, PhD students, Postdoc researchers etc. to share their research in the COVID-19 times

4. Producing short videos demonstrating a range of textile techniques, methods of textile analyses, specific finds/museum objects, addressed to specialists and wide audience, which in due course may serve as the basis for organising 'live' trainings and workshops.

5. Improving digital skills in the first budget year especially considering deliverables such as Digital Atlas (e.g. digital methods in archaeology)

6. To be creative and combine various knowledge and experience from different expertise (education, digital humanities, fashion, music) to carry out the goals

Goals for the period	Networking tool(s) that you would like to use*
1. Defining and communicating participants from each individual country	Digital meetings
2. Preparing 'EuroWeb Countries Textile Guide'	Dissemination, digital meetings
3. Creating a virtual platform for sharing the research of the ECS in the pandemic times	Dissemination, digital meetings, training schools
4. Creating a virtual platform to share videos promoting hands-on approach and research methods	Dissemination, training schools
5. Reorganising the traditional concepts of training schools (still open to new ideas) – hybrid mode of events / tools (conferences, STSM, training schools)	Digital WG meetings
6. Training schools on digital methods	Training school, digital methods
…. *Add as many rows as necessary*	

* WG meeting(s) and/or Workshop/Conference and/or STSMs and/or Training Schools and/or ITC Conference Grants and/or Dissemination

COST Action: 19131	DT1: Managing & Growing the network (w/ COST policy)
Discussion Coordinator (s): PL-Agata Ulanowska and DK-Marie-Louise Nosch	
Meeting Participants interested in the WG: - Alicia Mihalić, IE-Nuala Hunt COST policy office representative Bert Veys	

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4 YEAR PLANNING: MoU Tasks and Deliverables - Brainstorming and Main Insights

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Need to prioritise concerning growth. We need to target specific institutions that will help us reach the objectives. This is more important than blind expansion. The targeted stakeholders may change as the network progresses, and the strategy should be updated regularly. Concrete ideas:

1) Use the national representatives of the 28 nations as think-tank or resource of the current situation of the European textile production and consumption and how it relates to the cultural heritage.

2) With the help pf the COST policy office, host a stakeholder meeting in Brussels in 2023

3) Target EU polity workers and stakeholders working with these challenges: (1) small businesses, (2) circular economy, (3) waste/garbage

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Next Steps & Grant Period Planning: next 12 – 18 months

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1. For the next MC meeting, formulate a template and circulate to all MC members
2. MC members use the template to gather information on their nation; they can also use the template to reach out to textile and dress experts in their country.
3. The results, 1 page document/nation, are gathered for the 2nd MC meeting
4. We will publish the survey online as a report and circulate it to lobby organisations, international organisation, and agencies.

Goals for the period	Networking tool(s) that you would like to use*
1. Draft template	Digital meetings
2. Gather national reports and share knowledge	MC members operation in each country
3. Discuss and compare findings	2nd MC meeting
4. Circulate report	Dissemination, COST policy office, national organisations

…. *Add as many rows as necessary*	

COST Action: EuroWeb (CA19131)	DT Number: 2 - Defining a Communication Strategy, including EuroWeb Social Media Strategy
Discussion Coordinator (s): Francisco B. Gomes	
Meeting Participants interested in the DT: Erilda Selaj (AL) Rebeka Nagy (HU) Birgitt Borkopp-Restle (CH) Ulla Mannering (DK) Zofia Kaczmarek (PO) Susanna Harris (UK) Catarina Costeira (PT) 	

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Discussion with the participants which joined the session on "Defining a Communication Strategy" mainly identified three challenges to be addressed through strategic communication planning.

The first challenge is operational: how to best manage contents and information hailing from many different countries and even disciplines? It was generally agreed that a decentralized, networked structure was best suited for the task, with selected researchers acting as local/ regional points of contact, gathering relevant information (on events, conferences, on-going research, etc.) and passing it on to the communication team, while simultaneously transmitting information regarding project-wide communication initiatives to local teams.

The second challenge is to find an adequate balance between researcher-generated content (bottom-up) and content specifically planned and requested by the action's management group (top-down). Regarding the latter, it was generally agreed that it would be a good idea to tie major communication initiatives to a calendar encompassing significant global and European dates (e.g. United Nations' World Days, International Museum Days, European Heritage Days, European Researchers' Night…), to be complemented with a calendar of relevant national heritage-related events.

The third challenge is to adjust communication strategies to very diverse national contexts. While it is necessary to have a core, project-wide communication line, we should be aware that not all communication tools will have equal visibility in different countries (for instance, different social media have varying audiences and reaches in different countries). It will be important to calibrate the action's social media strategy accordingly, defining which public will be targeted through which outlet.

Next Steps & Grant Period Planning: next 12 - 18 months

For the immediate future, it was generally agreed that efforts regarding communication should focus on: 1) defining a strategy and practical guidelines for external communication and dissemination; 2) setting up an infrastructure to support external communication (e.g., website, blog, different social media profiles…); 3) create a toolbox to facilitate communication, including 3.1) a calendar of relevant events, 3.2) a database of relevant national forums for event dissemination and 3.3) another with relevant media outlets which could be open to cover the action's activities.

Goals for the period	Networking tool(s) that you would like to use*
1. Setting up an operational structure for communication and dissemination	Slack, mailing-list
2. Defining a communication & dissemination strategy for the Action	Slack, mailing list
3. Create a shared toolbox to facilitate external communication (calendars and databases with relevant events and opportunities for communication/ dissemination, templates for communication materials, lists of relevant national forums and media outlets…)	Slack, mailing list
4. Setting up the Action's website and blog	Website, blog
5. Setting up/ developing social media profiles for the Action (Twitter, Instagram, Youtube, Facebook…)	Social media

* WG meeting(s) and/or Workshop/Conference and/or STSMs and/or Training Schools and/or ITC Conference Grants and/or Dissemination