



care, judgment, dexterity

# ***CRAEFT***

## **Communication Plan and Activities**

<b>Project Acronym</b>	Craeft
<b>Project Title</b>	Craft Understanding, Education, Training, and Preservation for Posterity and Prosperity
<b>Project Number</b>	101094349
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<b>Deliverable Title</b>	Communication Plan and Activities
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<http://www.craeft.eu/>

## Executive summary

In this deliverable, the consortium states the communication rules and initiates the drafting of a communication strategy based on the information gathered through this document. These rules have been drafted by Mad'in Europe but negotiated and accepted by the Craeft consortium. The rules set in this deliverable will be valid for the whole duration of the project.

In Section 1, an introduction is provided to the purpose of this deliverable and its key concepts.

In Section 2, the multidisciplinary communication content targeted by Craeft is considered in a situation analysis.

In Section 3, Craeft's values, objectives, and target audiences for communication are elaborated.

Section 4 states our communication plan. This elaborates on the Internet communication channels and provides an index of the networks that we intend to use for communication (besides the Internet).

In Section 5, we present the visual identity of the project and the way that it was conceptualised.

In Section 6, we report the way that the consortium partners collaborate to reach the communication goals.

In Section 7, we present our strategy and the tools we used to implement our communication plan.

In the appendix of this deliverable we show the contents of our online spreadsheet that we have been collaboratively completing logging our communication activities.

## Document history

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## D7.1 Communication Plan and Activities



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16/02/2023	Xenophon Zabulis	FORTH	Minor content updates and formatting.



# Abbreviations

<b>AR/VR</b>	Augmented reality / Virtual Reality
<b>CCS</b>	Cultural and Creative Sectors
<b>CH</b>	Cultural Heritage
<b>CHI</b>	Cultural Heritage Institution
<b>EC</b>	European Commission
<b>ENSA-Limoges</b>	Ecole Nationale Supérieure d'Art de Limoges
<b>EU</b>	European Union
<b>ICH</b>	Intangible Cultural Heritage
<b>ICT</b>	Information and Communications Technology
<b>IT</b>	Information Technology
<b>STEM</b>	Science, Technology, Engineering, and Mathematics
<b>UNESCO</b>	The United Nations Educational, Scientific and Cultural Organization
<b>PDF</b>	Portable Document Format
<b>PNG</b>	Portable Network Graphic
<b>WP</b>	Work Package



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# 1. Introduction

The main aim of the Craeft project is to deepen our understanding of making activities that include care, judgement, and dexterity standing on Anthropology, Knowledge Representation, Cognitive Science, Art History, Advanced Digitisation, Audio-visual & Haptic Immersivity, and Computational Intelligence to cover the multifaceted expression of crafts as living and developing heritage, as a sustainable source of income, and as the expression of the mind through imagery, technology, and sedimented knowledge. To do so, Craeft will catalyse craft education and training with intuitive digital aids, telecommunications, craft-specific simulators, advanced immersivity, and high-end digitisation, to widen access, economise learning, increase exercisability, and relax remoteness constraints in craft learning.

The scientific core of Craeft is the generality of understanding the making process, as the purposeful interaction of the mind with the world through senses and actions. Formal representation of knowledge is essential for reenactable preservation, but also computational understanding of human creative tasks, enabling us to provide more specific tools for its aid.

Communication and dissemination activities of the Craeft project are encapsulated within WP7: Communication, Dissemination, and Networking. MDE is coordinating all four tasks embodied in WP7, which are: T7.1 Communication Plan and Activities, T7.2 Dissemination Plan and Activities, T7.3 Networking and Stakeholder Engagement and Task 7.4: Business Models and Exploitation. All four tasks are active from month one until the end of the project (M36) and they include the active engagement and participation of all other partners.

The difference between communication and dissemination is defined as follows. Communication is focused on the communication of the project's vision, mission, processes and content. The main result of the successful communication strategy is to engage audiences to increase awareness of the project and its activities. On the other hand, the dissemination strategy will involve all activities by which project-related knowledge, and research findings, are provided to relevant stakeholders and other interested parties (including the general public) at local, national, European and international levels. While, networking is an important aspect of both, dissemination and communication, strategies with the only difference of target audience – networking groups.

To establish the foundation and first steps towards a successful communication strategy, this deliverable is primarily intended to establish common grounds and rules between partners. Hence, in this deliverable, the partners will be informed about the following:

- Communication objective
- Target audience
- Communication Channels
- Communication Plan and Reporting Rules
- Internal communication management
- First Actions of the Communication Strategy



## 2. Situation analysis

The multidisciplinary understanding of traditional crafts is an evolving field that encompasses a wide range of academic disciplines and professional fields, including anthropology, archaeology, art history, material science, engineering, and design, among others.

In recent years, there has been an increased interest in traditional crafts as a subject of study and as a means of preserving cultural heritage. This has led to a growing body of research that draws on various disciplinary perspectives to explore the historical, cultural, social, and economic dimensions of traditional crafts.

One notable development in this field is the recognition of the importance of interdisciplinary collaboration and knowledge exchange. Scholars and practitioners from different disciplines are now working together to develop new approaches to the study and preservation of traditional crafts, and to address complex challenges such as globalization, urbanization, and environmental sustainability.

Another important trend is the growing interest in the role of technology and innovation in traditional crafts. Advances in digital fabrication, materials science, and other fields are providing new opportunities for traditional craftspeople to create innovative products and expand their markets.

Overall, the multidisciplinary understanding of traditional crafts is a dynamic and rapidly evolving field that is characterized by a growing recognition of the importance of collaboration and interdisciplinary exchange. As scholars and practitioners continue to explore new approaches and technologies, the field will likely continue to expand and evolve in the years to come.

Our consortium is comprised of cross-disciplinary partners, from six European countries. Moreover, partners span a wide spectrum of vocational roles, spanning from academics, ICT professionals, CHIs, and CCS entrepreneurs, who bring a colourful pallet of the requirements for the representation of craft through technology.

Due to the strong scientific core, multidisciplinary consortium and variety of target groups, our main challenge for the communication strategy is to use the common language style. This is because partners from different backgrounds are acquainted with semiotics and discourse related to their expertise.

The same applies to the target audiences, as they have different backgrounds, levels of expertise, and individual references. To cope with these challenging requirements additional focus of attention will be placed upon drafting and producing communication material that is consistent in terminology and matches scientific discourse provided in dissemination channels.

At prioritising and positioning MDE as the leading content creator, as a partner with extensive experience in communication among crafts professionals, restorers and institutions from the art and craft field. Additionally, to keep the common language throughout the project the communication strategy will strongly rely on meticulous planning. Always allow sufficient time to adjust the Craeft messages, results, findings etc. according to the target audience and nature of the message that is being carried.



## 3. Orientation

This section provides information about communication values, objectives, and target audience. The orientation of communication provided reflects our plan throughout the project. Naturally, adjustments shall be made as we better educate ourselves on the research problem at hand and become better at explaining the knowledge we acquire from this process.

Further and updated strategy for the implementation of communication goals will be periodically reported, as predicted, in the next deliverable updates coming in M24, and, M36.

As such we present the values that orient our communication plan, our objectives, and the target audiences that we envisage to benefit from our findings.

### 3.1. Values

We identify the values central to the orientation we believe that our communication strategy should have:

**Ability:** Craeft brings together multi-disciplinary, cognitive, computational, linguistic, mechanical, and problem-solving, and embodies knowledge together under a common problem of interest, the understanding of the creative expression of the mind through mastery, sensation, aesthetics, technology, knowledge, and social background. To achieve communication of this multifaceted collection of knowledge across broad audiences there is no other way other than to resort to plain language. The use of plain language serves two purposes:

- Joint understanding of craft concepts by consortium members<sup>1</sup> despite the diverse viewpoints by which they may have studied this human activity.
- Reaching wide ranges of stakeholders and broad audiences.

**Accuracy:** The selection of simple language terminology does not mean that our vocabulary would lack specificity. In contrast, the selection of termini shall be the conclusion of initial co-creation sessions and workshops between consortium members, stakeholders, and the Advisory Board. The termini employed will be further consistent with the Getty Arts and Architecture Thesaurus as an international standard. This aims at a crisp terminology for elusive elements of craft proactive, related to tacit and embodied knowledge. Initial newsletters and other forms of communication will address definitions of such concepts from multiple disciplines.

**Consistency:** Quintessential to accurate and clear language is the consistency by which termini are utilised. We value communication consistent terminology in communication and dissemination activities.

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<sup>1</sup> In the words of a founding father of science, *"If you can't explain it to a six-year-old, you don't understand it yourself."*





**Connective:** Craeft is a cross-disciplinary initiative that brings together academic, cultural heritage, maker, and tech groups. Highlighting this quality makes evident the need for ground between diverse disciplines.

**Accessible:** The multidisciplinary character of our target audiences is related to accessibility. The wide range of prior knowledge among our target audiences compels us to communicate in a manner that is clear, appealing, and approachable on platforms that matter to them and at frequencies that are ideal for these channels/audiences.

**Creative:** Since Craeft is rooted in the field of crafts, the project communication will centre around creative, visually engaging content. The ability to convey compelling stories will be key to creativity.

**Engaging:** A variety of communication tools, with emphasis on diverse visual material, will aim at creating interaction with the audience/community. The communication strategy will focus on encouraging discussion rather than simply disseminating information. Craeft will commence by asking questions and engaging in knowledge exchange.

### 3.1. Objectives

Our communication strategy aims the following:

**Engagement:** Stands for commitment and involvement across diverse communication channels. To ensure engagement, our communication strategy will base its tools and messages according to the target audience. Our communication strategy will ensure that the emotional relationship to the applicability of the knowledge being passed establishes the connection.

**Awareness:** By assuring the previously mentioned objective, engagement, the Craeft communication strategy will also assure visibility of the Craeft project and its activities, events and progress, and emphasize our multidisciplinary perspective on the field of heritage crafts as well as the awareness about following:

1. The importance of interdisciplinary perspectives and cooperation
2. Raise awareness for the need for representation and preservation of crafts amongst all the target groups and start an open, critical conversation about the current movements in the field
3. Reach new audiences beyond the direct contacts of the consortium

**Craft understanding** is the objective planned to be implemented as the direct consequence of engagement and awareness with crafts. Comprehension should also aim for the following:

1. Showcase the potential of new technologies for the documentation and preservation of crafts
2. Indicate how the transfer of craft techniques into new media and materials can create cultural, social, and economic innovation
3. Demonstrate how new technologies can reduce cost and increase efficiency in the acquisition of crafting skills
4. Propose design and implementation techniques as well as the tools to implement them, in reducing waste and energy consumption in the manufacturing of craft products.

5. Inspire craft professionals with new application formats for their crafting techniques and aesthetics, in contemporary products,
6. Connecting the fields of academics, CHIs, crafts professionals, technological stakeholders

## 3.2. Target audiences

The target audience of the Craeft project is wide and diverse. It consists of stakeholders and audiences coming from three main spheres:

1. Social science
2. Technology
3. Culture & Art

Based on the main spheres the target audience can be grouped according to the table below

Sphere	Audience	Description
<b>Social sciences</b>	Anthropologists	Individuals and departments of European institutions/schools/museums connected to ICH
	(Art) historians	Individuals and departments of European institutions/schools/museums connected to ICH
	Museologists and museum educators	Staff in charge of educational, public outreach and communication programs
	Curators	Museum and CH professionals
<b>Technology</b>	IT Universities & research centres	Relevant educational and research institutions, at the European level, connected to ICT, technology and engineering as well as AR/VR
	Researchers and Academics	In the fields of ICT, technology and engineering
	Technology professionals	Front/back-end developers, motion capture, AR/VR professionals
	3D digitization industry	Start-ups, companies and individuals involved in 3d creation

	Physical and Digital Games Industry	That implements technology relevant to the project
<b>Culture &amp; Art</b>	Craft professionals	Individuals or members of local and online communities
	Guilds	Associations active for the safeguarding and promotion of crafts and craft artefacts
	Craft industries and retail	Artefact creation and collection businesses
	Applied art schools & craft students	People who are learning a trade from a skilled employer or at an art school
	Craft educators	People who practise and transmit crafts skills and know-how
	Artist & makers	Working with both traditional and contemporary crafts
	Designers	Creators of contemporary objects, clothes, furniture
	Researchers and academics	In the field of Cultural Heritage
	Policymakers and governmental bodies	Working on developing and applying policing regarding the digital preservation of tangible and intangible CH
	Tourism offices (regional or city)	Concentrated on local heritage, both intangible and tangible
	Heritage sites & managers	That can be linked or associated with traditional craft

The above-mentioned target audience will be reached by building upon the audience and networks brought by the consortium.

1. MDE's portal and network with 1.750 members, craft professionals and guilds, across 10 European countries.
2. A network of heritage sites, workshops, regional authorities, and national authorities already formed in the Mingei project.
3. CNAM's research liaison with ENSA-Limoges.
4. PIOP's network of nine museums on crafts.
5. Craft educational and industrial connections brought by CERFAV & CETEM.

To reach the target audience we will continuously list organizations, institutes, networks and communities that fit within these categories. We will use online collaborative spreadsheets to combine the networks and connections of the consortium.

## 4. Implementation plan

### 4.1. Communication channels

FORTH established the following channels for interaction at the outset of the project. The following channels will be utilized as the primary channels of communication throughout. Each of the listed channels for communication has a distinct goal, which is outlined below. Additionally, all social media platforms will also function as factors aimed at increasing website traffic and subscribers to the Craeft newsletter. The major channels for increasing engagement, which is one of the primary communication goals (see Section 3.1.), are the social media platforms and the website's "Community" section as two-way communication channels.

#### 4.1.1. Website

The Craeft website <https://www.craeft.eu/> is structured in a way to provide general information about the project - vision, objectives and pilots of the project, information about the project partners, a dissemination section with deliverables, publications, news and events, contact page and a special section called "Communities" as a websites portal, virtual meeting point of Craeft community that consist of target audience provided in the table of the Section 3.2. The website is a one-way communication outlet, except for its "Communities" portal which is a two-way communication outlet.

**Main objectives:** Content communication which includes information on the project and outcome materials, as well as open linked data. The website contributes to two objectives of the communication strategy awareness and understanding and only on the low scale to the first objective – engagement through the specific "Community" portal.

**Tools:** The main tools used for communication will be articles and readings created by Craeft, further readings as additional sources represented through Craeft library, newsletter (still under consideration about the regularity of it), news related to Craeft field of work (crafts, technology, cultural heritage, preservation and conservation) and community portal for exchange and communication.

**Strategy:** Craeft-related content will be promoted through the beauty of craft products, interviews with creators, and captivating demonstrations targeted at the young. The overall tools will rely on strong storytelling and evoke an emotional connection with the audience.

**Themes:** Crafts, technology, cultural heritage, preservation and conservation, training and education, ICH and CH.

#### 4.1.2. Newsletters

**Main objectives:** The newsletter is an informative and professional basis for communication. Because the bar to subscribe to a newsletter is quite high in comparison to visiting a website or social media channel, it is likely that most newsletter subscribers are professionally interested in the Craeft project and do have



more prior knowledge than the general audience. The newsletter is thus suited to contribute to the objective of understanding.

**Strategy:** The newsletter is created by MDE with the contribution of the consortium. Quality control of every newsletter is done by FORTH. The exchange of materials between the partners is explained in Section 4.3. Internal material exchange. Starting in September the newsletter will be produced monthly, but until then MDE will draft the newsletters occasionally. See more about the newsletter's first actions in Section 5.2. The Craeft mail newsletter initiated on September 2023 and there is a newsletter sent every month. The subscribe link will be promoted on the website, and on promotional materials and is regularly mentioned on social media.

**Themes:** Crafts, technology, cultural heritage, preservation and conservation, training and education, ICH and CH, UNESCO, EU regulations considering crafts and small markets/businesses.

### 4.1.3. Community portal

An online community portal for the creative exchange between stakeholders, powered by the existing MDE infrastructure, which will be enhanced with standard web-based community-building facilities and advanced web-based tools which will support enhanced presentation and interaction with content, products, craft education training material etc.

**Main objectives:** The community portal is focused on achieving and establishing engagement and participation. By doing so the Community Portal should create added value and enhance the preservation and sustainability of European crafts. The Portal is envisioned as a one-stop-shop for education, training, craft design and innovation in Europe. With standard web-based community-building facilities and advanced web-based tools which will support enhanced presentation and interaction with content, products, craft education and training material etc. Overall the portal will support the following activities:

1. Craft education and training.
2. Craft valorisation, branding, building reputation, an online preview of products, product valorisation, licencing and online sales for craftsperson and micro-businesses.
3. Content to promote European crafts, history, identity and new entrepreneurship and skills for the preservation of traditional craft techniques and products.

**Tools:** Open linked date of opportunities, training, funding opportunities etc. Engaging in discussions about relevant crafts and European topics such as Banning the Use of Lead, passing the Law for the Geographical indicators for crafts etc.

**Strategy:** The Community Portal will incentivise participation by providing opportunities to build a professional reputation and increase income, provide content of interest to practitioners (e.g. interviews and masterclasses), educational and training services, technical assistance, communication of events, funding opportunities, as well as certification of practitioner qualifications. The Portal will guarantee that it will be the first spot to look for guidance, opportunities, or news coming from the world of crafts by providing pertinent and interesting content and maintaining the content always free and up to date.



**Future:** The next versions of this deliverable will elaborate on the user accounts that are set up, any type of personal data is required for this, and on a monitoring process of content uploaded in the Community section.

### 4.1.4. Social media channels

**Main objectives:** Since social media channels are two-way communication outlets their main purpose is to bring engagement and by doing so raise awareness about Craeft, but also about the value and necessity of interdisciplinary collaborations and their contributions, in this case to questions and issues regarding crafts, CH and ICH preservation.

**Tools:** Depending on the social media outlet and their users' profiles each social channel will concentrate on and emphasize different communication tools to adjust its content to the users.

**Strategy:** The detailed communication strategy will be drafted in the next deliverable, month 6, according to the information provided in the State of Art. Initially, MDE will regularly post on the official social media channels of the Craeft project and will aim at tagging the partners relevant to the topic of the post. By doing so, the partner organizations will be invited to re-share the post on their social media. This action aims to reach wider audiences and build the audience/followers of Craeft social media channels.

Facebook
<p><b>Page</b> <a href="https://www.facebook.com/craeftproject/">https://www.facebook.com/craeftproject/</a></p> <p><b>Tools:</b> Pictures, videos and strong written narrative.</p> <p><b>Strategy/topics:</b> Facebook is a social media channel with medium interaction but with a strong feeling of virtual community. Therefore, MDE together with the consortium inputs and contributions will try to build and share not only visually attractive narratives but also interesting stories. One of the possible posts to start with would be referring to a term and definition of craft and craftsmen/craftsmanship across different languages and cultures. Also, the consortium will be invited to share relevant events, opportunities, fairs, upcoming workshops, and other initiatives. Content will be photos and videos that showcase the traditional crafts and artisans involved in the project. Use visuals to tell stories that convey the cultural and historical significance of traditional crafts. We will post behind-the-scenes content to show how your project is working to preserve traditional crafts and support the artisans involved. We will encourage engagement by asking questions, running polls, and sharing content that sparks conversation and feedback from followers.</p>
Instagram
<p><b>Page</b> <a href="https://www.instagram.com/craeft_project/">https://www.instagram.com/craeft_project/</a></p> <p><b>Tools:</b> High-quality pictures and short videos. Post/story or reel will always be followed by #CRAEFT and additional relevant hashtags.</p> <p><b>Strategy/topics:</b> High-quality pictures and short videos will emphasise the beauty of crafts and strong visual storytelling narrative as well as intriguing and innovative dimensions of technology. The priority will be given to the story “behind the scenes”, not only to the final project outputs. Transmitting and</p>

communicating the unseen. Since the level of interaction on Instagram is medium MDE will aim at making interaction through stories by creating pools, questioners and similar interactive stories. The content will be visually compelling photos and videos that showcase the traditional crafts and artisans involved in the project. Use high-quality images that capture the details and nuances of the crafts, and use captions to tell stories that convey the cultural and historical significance of traditional crafts. We plan to use Instagram Stories to share behind-the-scenes content, sneak peeks, and other exclusive content that builds excitement and interest around your project. Moreover, we will use hashtags to connect with people interested in cultural heritage preservation, traditional crafts, and related topics. Use relevant hashtags to increase the discoverability of your content.

### YouTube

Page <https://www.youtube.com/@craeft/>

**Tools:** Video demonstrations and communications.

**Strategy/topics:** To create high-quality video content that showcases the traditional crafts and artisans involved in the project. We filmed the artisan work, highlighting the unique skills and techniques involved in traditional crafts. We will incorporate storytelling into your videos. Share stories and anecdotes from the artisans or community members to help connect viewers to the cultural significance of traditional crafts. Furthermore, we will use YouTube's description and tags to optimize your videos for search engines. Use relevant keywords and phrases to help your videos rank higher in search results. We plan to leverage YouTube's community features to engage with your audience, by responding to comments and questions and using polls and surveys to gather feedback from your viewers. We will attempt to collaborate with other YouTube creators or organizations in the cultural preservation space to expand your reach and gain new subscribers.

### Twitter

Page [https://twitter.com/Craeft\\_project/](https://twitter.com/Craeft_project/)

**Tools:** Verbal content images and videos.

**Strategy/topics:** Catchy and memorable hashtag that relates to Craeft. Encourage followers to use the hashtag when tweeting about your project or related topics. Use short visuals such as photos, videos, and infographics to showcase the traditional crafts and artisans involved in the project. Highlight success stories and milestones related to your project. Share stories about how traditional crafts are being preserved, and the impact that the project is having on local communities. Share relevant news and articles related to traditional crafts, artisans, and cultural preservation. Engage with your followers by responding to their comments, retweeting their posts, and asking for their input on project decisions.

### LinkedIn

Page <https://www.linkedin.com/company/35662217>

**Tools:** Verbal content, jobs, tenders, articles, videos

**Strategy/topics:** The main objective will be to concentrate the communication tools on sharing the relevant opportunities in the crafts sphere, from educational to economical. Additionally, the communication content will be more business and professionally-oriented rather than visually attractive, aiming at evoking emotions. We plan to use LinkedIn to highlight the impact of your project

on the community and showcase the success stories of artisans or organizations involved in the project. In this context, we will publish thought leadership articles related to cultural heritage preservation, traditional crafts, and related topics. Share your insights and perspectives to establish your project as an expert in the field. Moreover, we will share relevant industry news and articles related to traditional crafts, artisans, and cultural preservation, and comment on them to show your engagement in the community.

## 4.2 Networks

We classify the networks that we plan to reach as follows:

<b>Individual</b>	Consortium members are motivated to communicate or interact with project publications relevant to their activities in the project on their social and/or professional channels.
<b>Organisational</b>	Consortium partners are to use their organisational communication channels to promote project material.
<b>Advisory Board</b>	The Advisory Board will be asked for help in reaching wider academic, cultural, technological, and market audiences.
<b>Synergies</b>	Craeft will avidly interact with projects and organisations in which they will collaborate in synergy actions. A list of the planned synergies is provided in D7.2.
<b>National Contacts</b>	Each consortium member will use national contacts and national offices relevant to culture (e.g. Creative Europe, National Aggregators) and technology (STEM organisations) to communicate project results relevant to their audiences.
<b>EC Agencies</b>	Through the past Mingei project, the Craeft consortium has established collaboration with the Greek National Aggregator, Europeana, and Zenodo, so that all digital assets of Mingei are ingested in Europeana and hosted by Zenodo. This collaboration will be strengthened and extended in Craeft, with new types of educational assets for craft practice.



## 5. Visual Identity

The visual identity of Craeft has been inspired and motivated by the scientific core of the project - the generality of understanding the making process, as the purposeful interaction of the mind with the world through senses and actions. In other words, the main aim of Craeft is to understand the making process by understanding the complex relationship of three main phenomena, mind, action and the world, as the immediate world of the practitioner, as the working environment. In the case of Craeft, this would be the workshop(s) or the place in which craft professionals create.

As the initial point of the logo, MDE used the inspirational PhD thesis on authentic cognitive activities of designers by Gedenryd (1998), provided by FORTH. Gedenryd's understanding of cognition is a complex process of interaction between mind, and action, as the intangible aspect and world, the working environment of the practitioner. This view of cognition *“as the adaptive abilities with which it equips us, rather than as the things that go on in our heads”* [4, p. 12] is captured in the following schema.

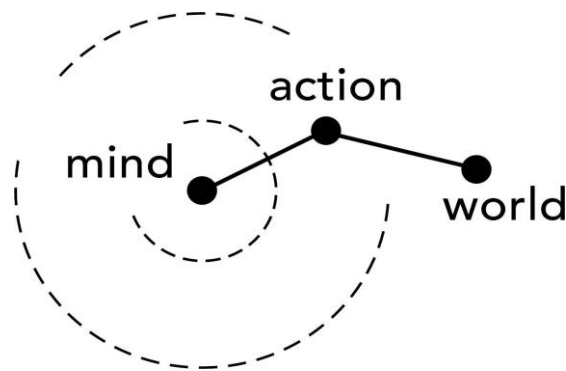


Figure 1. A wider and less distinctly circumscribed view of cognition is adopted from [4].

Furthermore, the main aim of the Craeft project is *“to deepen our understanding of making activities that include care, judgement, and dexterity standing on Anthropology, Knowledge Representation, Cognitive Science, Art History, Advanced Digitisation, Audiovisual & Haptic Immersivity, and Computational Intelligence to cover the multifaceted expression of crafts as living and developing heritage, as a sustainable source of income, and as the expression of the mind through imagery, technology, and sedimented knowledge”*. To create the logo, the following primary, key expressions were chosen from this:

- making activates
- care, judgement, and dexterity
- expression of the mind

And two keywords:

- Crafts

- Technology

Based on the philosophy, cognitive science theory, key expressions and two keywords the following Craeft logo was developed.

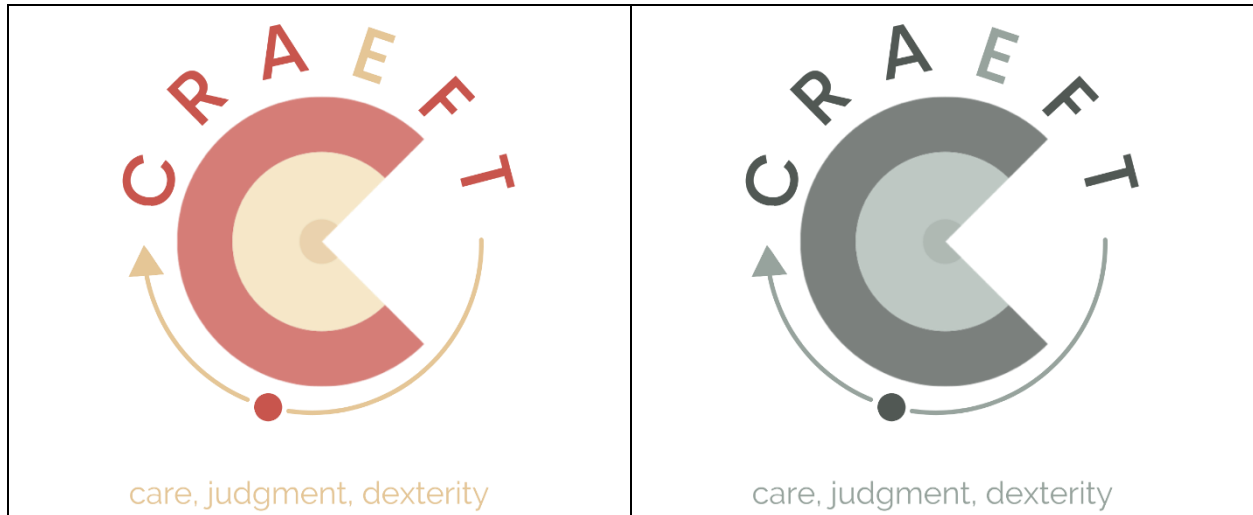


Figure 2. Craeft Logo. Colour (left) and grayscale (right).

### Logo metaphor

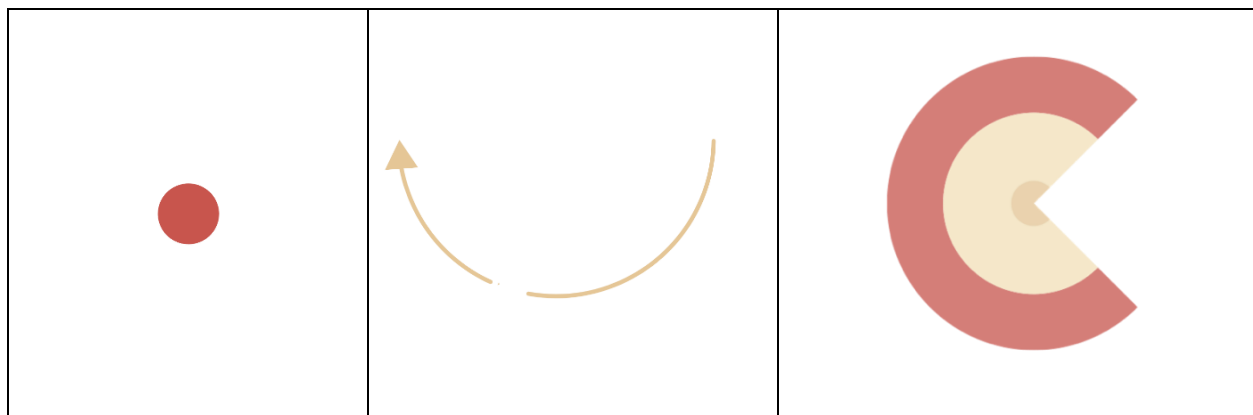


Figure 3. Craeft Logo symbols, circle, ½ circle and the arrow and Pacman (right to left).

### Circle

Meaning: The circle symbolises the mind, as well as the single craft movement in the making process. It is positioned on the ½ circle to metaphorically present that each making process consists of many single movements/activities.

### ½ Circle and the arrow



## D7.1 Communication Plan and Activities



Meaning: Together they symbolise the “making activities” or in other words the crafts-making processes.

### Pacman

Meaning: The symbol stands for innovation and technological advancement. Similar to the video game, the sign represents constant movement, progress, and a desire for improvement. Despite hurdles, moving forward constantly. They stand for digitization and computer science. The symbol of the technological aspect of the Craeft project. They are positioned in a way to connect the letter “E”, which is the only letter in the light beige tone, to emphasise the word “craft”, and the dot (mind / the single movement). The pixel connection of the two elements is stressing the connectivity between the craft-making activities and “E” as an association with technology since the letter “E” is often a sign for technological, innovative aspects such as e-commerce, e-learning, e-teaching etc. The fact that a pixel is the tiniest component of a digital image serves as another metaphor. In other words, a lot of pixels will need to be gathered to accurately depict the craft-making activities in the digital world while capturing their complexity of "care, judgement, and dexterity". This highlights Craeft’s commitment to detail, complexity, and precision.

The word "Craeft" appears above everything as a symbol of total capture of the whole metaphor.

### Colour schema:

- The circle and the word “CRAFT” are in orange tone:

**#c8554d or R:200%**

**G:85%**

**B:77%**

- The ½ circle line and the arrow; Letter “E”; “care, judgement, and dexterity” is in beige tone:

**#e5c696 or R:229%**

**G:198%**

**B:150%**

- The Pacman is in three colours, orange and two tones of beige:

orange:

**#c8554d or R:200%**

**G:85%**

**B:77%**



darker beige:

**#e5c696 or R:229%**

**G:198%**

**B:150%**

lighter beige:

**#e4c695 or R:228%**

**G:198%**

**B:149%**

The colours were inherited from the first Craeft logo drafted by the FORTH.

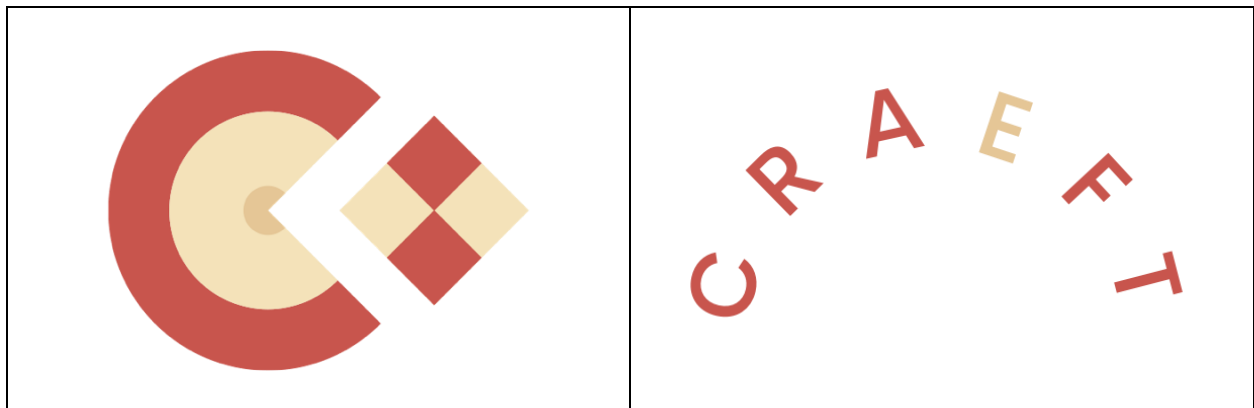


Figure 4. First Craeft logo and lettering.

### Craeft

Meaning: To further highlight the word "craft," the letter "E" in the light beige tone is less easily readable. In the background, the character "E" is fading making the word "craft" pop out. Furthermore, the differentiated letter "E" also highlights the technological aspect of Craeft as often associated with innovation and the digital world, such as e-commerce, e-learning, e-teaching etc.

### Typography





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Figure 5. Craeft Logo Typography.

The word “Craeft” is written in **Cerebri Light** (bold letters) font with a letter spacing of 643 to follow the curve of the logo.

To write the slogan of “care, judgement, and dexterity” **Raleway font** was used with the regular letter spacing of the font.

Raleway font is available at the Google fonts, at this link: <https://fonts.google.com/specimen/Raleway>

### Slogan

care, judgment, and dexterity

Figure 6. Craeft Slogan.

The tagline captures the essence of crafts, as written by Pye in his seminal work on workmanship [5]. Crafts are defined as human-centred occupations that strive for the longevity, excellence, uniqueness and quality of their produced goods. Crafts professionals constantly challenge themselves to improve their movements and produce better results because the making process is done with great attention to detail and consideration for the end product as well as the environment. The slogan also conveys expertise, capacity and extensive practice, self-criticism, time and self-investment to achieve professionalism.

The slogan can be used with or without the logo depending on the design needs.

## 6. Internal communication management

This section should provide relevant information regarding the successful management of communication activities inside the Craeft consortium. It sets the basic rules, obligations and commitment that will be valid throughout the project implementation, but also occasionally updated as the project develops to fit the developing needs or fill in the detected gaps.

It is the duty of MDE to inform the consortium about any changes in this section.

### 6.1. Reporting

MDE's primary concern and duty is to provide communication reporting and keep track of communication activities. Despite this, before submitting the quarterly project report, each partner is still required to complete the Communication Plan and Report table, if not regularly then at least every three months. The table can be accessed here:

[https://docs.google.com/spreadsheets/d/1PljUyN1H7XR\\_Qfd3hz-yP2CyDwx35TyO/edit?rtpof=true](https://docs.google.com/spreadsheets/d/1PljUyN1H7XR_Qfd3hz-yP2CyDwx35TyO/edit?rtpof=true).

The activity should be reported even if it is only a re-share of the Craeft post or a re-share of the post that is connected to Craeft. Additionally, online or in-person conferences, symposiums, networking events, workshops etc. or any other relevant happening in which the partner presented the project should also be reported in the table.

It is the MDE's obligation to keep track and if necessary, remind partners, every three months, to fill in the table. In this way, MDE will make sure to always have up-to-date input and keep track of the consortiums' involvement and contribution to the communication activities. Additionally, detailed and up-to-date reporting will also contribute to a more successful communication strategy since the reporting will also provide information about the reached audience and level of engagement. Moreover, it will provide insight and enable comparison between the channels and tools.

In addition to tracking Newsletters in the spreadsheet, a new folder titled "Sent Newsletters" has been created to compile all texts and images from previously distributed newsletters. This folder consolidates all newsletter content for easy access and reference. The folder is available here: <https://drive.google.com/drive/u/1/folders/1Uy3MnulfVs20uheeeU6pLa3XDEIYmRef>.

### 6.2. General communication rules

These rules are sets of different obligations and standards that should be followed by partners to keep standardized and synchronized communication regardless of the multidisciplinary of the consortium. They are set as a list of various rules based on diverse situations. Currently, they are initial rules, but as Craeft develops and if the need arises, they can be expanded.

#### Events:



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1. If the partner is attending or organizing an online or in-person conference/meeting/symposium/workshop it should always attempt to present the project.

### Communication tools design:

1. When MDE produces new communication materials (online or printable) such as leaflets, posters, videos etc. it should always share the material with the consortium before its use.
2. If the partner is using materials that have not been produced by MDE he/she should always share this material with the consortium before the use for approval.
3. In case the partner needs additional communication material, that is not included in the Communication Kit folder he/she should ask MDE to produce the relevant material, at least two weeks before the event.
4. All materials should include the following: project logo, website address (<https://www.craeft.eu/>) as well as EU flag and the following explanation: *"Craeft is a Research and Innovation Action funded under the Horizon Europe programme of the European Commission (101094349)"*.

The EU logo and the above-mentioned citation can be found in the folder Communication Kit. Available here: <https://drive.google.com/drive/u/1/folders/1cZfvS0D7DC8ym3a1eHHn6vVRQfsyrh8p/>.

### Social media:

1. When posting on the official social media channel of the project, MDE will also tag other, partners, and organizations. By doing so, the partner organizations will be invited to re-share the post on their relevant social channels.
2. The partners that are not in charge of their social media should communicate with the relevant departments and inform them about the project. As well as ask them to make sure to re-share the posts and follow back the Craeft pages. Links to the Craeft pages are provided in Section 3.3.4.
3. When posting on social media (that allows #) partners are asked to always include #CRAEFT in their posts. In addition to other relevant hashtags.

## 6.3. Internal material exchange

To establish easier communication and exchange of materials between the partners MDE has created the shared folder entitled "Communication" in the shared drive. Available here: <https://drive.google.com/drive/u/1/folders/18WYsp2woNERgKzhnWes6SZZcls-ff4Am>.

In addition to the Communication Plan and Report Table, the communication folder also has the below-listed folders. Each of the below-listed folders is divided into the folder belonging to each partner, to make the use of materials easier for MDE.



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**Partners introduction folder** – is made for the first step of the communication strategy that will be focused only on announcing the project.

**Newsletter folder** – contains the Excel sheet that will be used for drafting the texts, among the partners, when necessary. Additional newsletter folders will be created with the name of the month in which the newsletter is supposed to be sent.

**Social media folder** – consists of the spreadsheet with all partners' social media accounts as well as state of art and again the folders, one per partner, for necessary contributions (when needed)

**Communication kit folder** – all relevant presentations, logos, press releases and leaflet(s) will be available in this folder. The materials will be added as the project progresses. Currently, the following materials are available in the folder:

1. **Presentation PowerPoint/PDF** is a presentation overviewing the project and its objectives. Currently, the presentation is only available in English, but it can be translated by the partners into their national languages. The first draft was made by FORTH and will be gradually updated by MDE as the project progresses.
2. **A project description** is a compilation of project descriptions in a single document. Currently available only in English, but subject to translations.
3. **The presentation Template** is an empty PowerPoint template available for use among the partners. The template is made to keep all the presentations produced during the duration of the Craeft project in line and with the same framework.
4. **Craeft logo in PNG format**. While other versions and formats of the logo are available at this link: [https://cloud.craeft.eu/index.php/apps/files/?dir=/Craeft\\_documents/Visual%20Identity&fileid=4178](https://cloud.craeft.eu/index.php/apps/files/?dir=/Craeft_documents/Visual%20Identity&fileid=4178)
5. **Logos of all partners in PNG format**. Available for further use in designing communication materials.
6. **EU Commission logo in PNG format**.

In addition to the above-listed documents, MDE will also design the Craeft leaflet (online and printable version), introductive video for the project presentation and Craeft poster.

When collecting specific materials for the newsletter, social posts or any other kind of communication tool that requires partners' contributions the deadlines will be indicated in the shared calendar as a reminder. The calendar can be accessed here: <https://calendar.google.com/calendar/u/0?cid=YzYxZjM4ODY3M2M1ZGYwOTU4M2Y4MzE2NzJlNmM3MTU3Y2RmNGE0ZGRmY2UzNDA2OTA2MTk3MjMwYWYwYTE2MEBncm91cC5jYWxlbnRhci5nb29nbGUuY29t/>.





## 7. Communication strategy

### 7.1. State of art

To draft the initial lines of the communication strategy regarding social channels the consortium was invited to fill in the following table:

<https://docs.google.com/spreadsheets/d/1wdPk7WvEFEj0mVFC8O5yvPzpJB9zISsD/edit#gid=631415070>

The Table contains a list of social media and links belonging to partner channels or in some cases to personal accounts. The table's data will be used to tag the consortium, which will be particularly important initially to grow Craeft's audience.

In addition to the links leading to relevant social media, the Table's second sheet is the State of Art. It provides information about the number of followers on each account, as well as about the people in charge of the relevant accounts. With these inputs, MDE will be able to target the relevant partners on relevant social channels. Example. PIOP has high visibility on Facebook (12044 followers) so MDE will aim at tagging PIOP in the Facebook post and creating tools that will engage and drive the PIOP's community to the Craeft pages with the final goal of increasing the website traffic.

### 7.2. Communication strategy and achievements in the first year

During its first implementation year, Craeft strategically directed its communication efforts towards three primary themes:

1. **Introduction of the Craeft Project:** The initial phase involved introducing the Craeft project to the public, creating awareness about its goals and objectives, as well as introducing partners and their roles in the project.
2. **Behind the Scenes:** Insightful content was shared, showcasing the fascinating processes behind the scenes of the gesture recording sessions - Cerfav glass recording (featuring steel pipe and a blow torch) and Tinos marble carving recording.
3. **Protocol Explanation:** Clear explanations of the project's developing research protocol to enhance the understanding among the audience about synergies between artificial intelligence and the anthropological approach to crafts combined in Craeft.

These messages were disseminated across a variety of platforms, including popular social media channels such as Instagram, Facebook, LinkedIn, and YouTube. Additionally, Craeft leveraged traditional communication channels such as newsletters, news outlets, radio broadcasts, and both online and in-person events. The project also maintained an active presence on its dedicated website.

Craeft's Communication Strategy was meticulously crafted to convey the project's key messages through visually captivating content and compelling storytelling narratives. By prioritising the use of videos and pictures, Craeft aimed to immerse audiences in the stories shared by crafts professionals and to vividly



retell their first-hand experiences. Through this approach, Craeft sought to engage and inspire its audience, fostering a deeper connection with the project's mission and objectives.

### 7.3. Results

**Instagram Takeover:** On October 5th, Craeft took control of the Mingei Instagram account, resulting in a solid increase in monthly visitors, peaking at 1.3K in October and November. The profile gained 30 new followers, all from the craft professionals' sector.

**Newsletters and Subscribers:** Seven newsletters have been sent, attracting 72 new subscribers, bringing the total to 837. The average click-through rate stands at 4.8%, with an opening rate of 25.7%.

In addition to the Craeft Newsletters, MIE has also shared information about the Craeft project through its newsletters, reaching 15,000 contacts in English, French, Italian, and Spanish. This has been done on four separate occasions, effectively introducing and promoting Craeft to its international audience.

**Innovative Communication channel:** Craeft embraced Live Twitch Streaming during a partner meeting at Cerfav on September 27th. While the livestream attracted 22 visitors, subsequent postings on Twitch and YouTube garnered 51 and 208 views, respectively. The Instagram reel also achieved 1,176 views. The archived video of the live Twitch stream is accessible here:

<https://www.youtube.com/watch?v=K5dOYLol81Q>

**Enhancing Accessibility:** To streamline access to Craeft's diverse online resources, a [Linktree](#) was established, providing convenient access to the project website, newsletter subscription, published newsletters, and other relevant publications.

These achievements highlight Craeft's commitment to implementing diverse communication channels and innovative methods. By effectively reaching and engaging our audience, we have witnessed tangible growth and increased visibility for the Craeft project.

For a comprehensive list of all communication activities, refer to Appendix A.



## References

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3. United Nations, 2023, *World Creativity and Innovation Day 21 April* (Accessed: 16<sup>th</sup> March 2023). Available at: <https://www.un.org/en/observances/creativity-and-innovation-day>
4. Gedenryd (1998). How designers work - making sense of authentic cognitive activities, PhD Thesis on Cognitive Science, Lund University.
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# Appendix A

## A.1 Communication activities report

As explained in Section 6.1. Reporting, Craeft partners must complete the Communication Spreadsheet every three months. Below is a table listing communication activities in the first year, including partner name, date, channel, target audience, and link and reach.

PARTNER	DATE	CHANNEL	TARGET AUDIENCE	LINK and REACHED AUDIENCE
MDE	31.03.2023.	Kick-off Conference of MAD IN 2.0 Project	The international audience, both professionals from the crafts sector as well as the general public through the online video.	<a href="#">Link</a> Minute 2.41.13 404 views online + live participants in Dresden
MDE	19.04.2023.	Newsletter	All MDE Newsletter subscribers (craft professionals, crafts and heritage organizations and associations, general public etc.)	<a href="#">Link</a> Sent to 16.683 emails in 4 languages (English, French, Italian and Spanish)
MDE	19.04.2023.	YouTube video on the MDE channel	General public	<a href="#">Link</a> Views: 53 Likes: 1
MDE	16.04.2023.	World Creativity and Innovation Week	General public	<a href="#">Link</a>
MDE	21.04.2023.	Post on Instagram	Followers and General public	<a href="#">Link</a> Accounts reached: 240 Likes: 21



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<http://www.craeft.eu/>



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MDE	20.04.2023.	Post on Facebook	Followers and General public	<a href="#">Link</a> Accounts reached: 241 Likes:7
Cerfav	28.03 - 28.04 - 20.06 - 21.06.2023.	"Discovery of XR technologies" course	First-year apprentices	<a href="#">Photos from the event</a> Approximately 30 apprentices in 4 groups)
Cerfav	20.03.2023.	Live Twitch, online	Participants	537
Cerfav	01- 02.04.2023.	Event - European Craft Days 2023	General public	<a href="#">Photos from the event</a>
CETEM	11.04.2023.	Public regional radio	General public	<a href="#">Link</a> Potential audience 1,5 million
CETEM	11.04.2023.	Tweet	Followers and General public	<a href="#">Link</a> 141 views
CETEM	09.03.2023.	Tweet	Followers and General public	<a href="#">Link</a> 150 views
CETEM	09.03.2023.	Post on Facebook	Followers and General public	<a href="#">Link</a> 761 views
CETEM	09.03.2023.	Post on LinkedIn	Followers and General public	<a href="#">Link</a> 305 views
CETEM	09.03.2023.	Post on Instagram	Followers and General public	<a href="#">Link</a> 236 views



## D7.1 Communication Plan and Activities



CETEM	18.04.2023	Newsletter	Followers and General public	<a href="#">Link</a> 46 views
CETEM	23.03.2023.	Public local radio	General public	<a href="#">Link</a> Potential audience: 5.000
CETEM	02.02.2023.	CETEM web	General public	<a href="#">Link</a>
CETEM	09.03.2023.	CETEM web	General public	<a href="#">Link</a>
Khora	10.03.2023.	Linkedin	Followers and General public	<a href="#">Link</a> Impressions: 7000 ; Likes: 94; Comments: 14; Reposts: 2
FORTH	27.04.2023.	EC Website	International, general public	<a href="#">Link</a>
PIOP	31.05.2023.	PIOP website	International, general public	<a href="#">Link</a>
FORTH	16/07/2023	On-site presentation	General public	<a href="#">Link</a> About 5000 people attended the 3-day event. The audience for the talk was about 300 people.
Craeft (posted by MDE)	14/06/2023	Craeft Facebook	General public	<a href="#">Link</a>
Craeft (posted by MDE)	13/06/2023	Craeft Facebook	General public	<a href="#">Link</a> Likes: 2 Shares: 1
Craeft (posted by MDE)	13/06/2023	Craeft Facebook	General public	<a href="#">Link</a>



## D7.1 Communication Plan and Activities



				Impressions: 78
Craeft (posted by MDE)	12/6/2023	Craeft YouTube	General public	<a href="#">Link</a> Views: 79 Comment: 1
Craeft (posted by MDE)	12/6/2023	Craeft YouTube	General public	<a href="#">Link</a> Views: 33 Comment: 1
MDE	19/07/2023	Newsletter	All MDE Newsletter subscribers (craft professionals, crafts and heritage organizations and associations, general public etc.)	<a href="#">Link</a> Sent to 16.692 emails in 4 languages (English, French, Italian and Spanish)
Craeft	15/06/2023	Craeft Newsletter I	All Craeft Newsletter subscribers	<a href="#">Link</a> Sent to 821 emails
Craeft	19/07/2023	Craeft Newsletter II	All Craeft Newsletter subscribers	<a href="#">Link</a> Sent to 765 emails
Craeft (posted by MDE)	3/8/2023	Craeft Facebook	General public	<a href="#">Link</a> Likes: 5 Impressions: 68
Craeft (posted by MDE)	7/8/2023	Craeft Facebook	General public	<a href="#">Link</a> Likes: 2 Shares: 1 Comment: 1
Craeft (posted by MDE)	7/8/2023	Craeft Facebook	General public	<a href="#">Link</a> Likes: 4 Impressions: 66 Links clicked: 4



## D7.1 Communication Plan and Activities



Craeft (posted by MDE)	3/8/2023	LinkedIn	General public	<a href="#">Link</a> Impressions: 176 Clicks: 7 Repost: 1
MDE	3/8/2023	MDE LinkedIn	General public	<a href="#">Link</a> Impressions: 76 Likes: 2
CETEM	10.07.2023	Facebook	Followers and General public	<a href="#">Link</a> 311 views
CETEM	10.07.2023	Tweet	Followers and General public	<a href="#">Link</a> 181 views
CETEM	08.08.2023	Tweet	Followers and General public	<a href="#">Link</a> 64 views
CETEM	08.08.2023	Facebook	Followers and General public	<a href="#">Link</a> 85 views
CETEM	08.08.2023	CETEM web	Followers and General public	<a href="#">Link</a> x
Craeft (posted by MDE)	8/9/2023	Craeft Facebook Reel	General public	<a href="#">Link</a> Post reach: 312 Likes: 6 Shares: 3
Craeft (posted by MDE)	12/9/2023	Craeft Facebook Post	General public	<a href="#">Link</a> Post reach: 324 Likes: 7 Shares: 3





## D7.1 Communication Plan and Activities



Craeft (posted by FORTH)	16/09/2023	Craeft Facebook Post (reshare of MDE post)	General public	<a href="#">Link</a> Likes: 1 Shares: 1
Craeft (posted by FORTH)	16/09/2023	Craeft Facebook Post (reshare of Musée des Arts et Métiers post)	General public	<a href="#">Link</a> Likes: 1 Shares: 1
Craeft (posted by MDE)	22/09/2023	Craeft Facebook Reel	General public	<a href="#">Link</a> Post reach: 83 Likes: 1 Shares: 0
Cerfav and MDE	27/09/2023	Live Twitch, online	General public	<a href="#">Link</a> Live stream: 22 Online(after): 51
MDE	19/09/2023	Instagram Reel	General public	<a href="#">Link</a> Reached: 512 Likes: 15
MDE and Cerfav	6/9/2023	Instagram Post in collaboration with Cerfav	General public	<a href="#">Link</a> Reached: 430 Likes: 26 Comments: 2 Shares: 2
MDE	22/09/2023 - 27/09/2023	Instagram Stories sequences	General public	<a href="#">Link</a> Approximately 50 views per story
MDE	18/09/2023	LinkedIn	General public	<a href="#">Link</a> Impressions: 128 Likes: 11 Shares: 3



## D7.1 Communication Plan and Activities



Craeft (posted by MDE)	7/9/2023	LinkedIn	General public	<a href="#">Link</a> Impressions: 119 Likes: 10 Shares: 4
Craeft (posted by MDE)	8/9/2023	LinkedIn	General public	<a href="#">Link</a> Impressions: 70 Likes: 2 Shares: 0
Craeft	20/09/2023	Craeft Newsletter III	All Craeft Newsletter subscribers	<a href="#">Link</a> Sent to 759 emails
MDE	15/09/2023	Newsletter	All MDE Newsletter subscribers (craft professionals, crafts and heritage organizations and associations, general public etc.)	<a href="#">Link</a> Sent to 16.642 emails in 4 languages (English, French, Italian and Spanish)
MDE	5/10/2023	Email	Direct email to WCC (World Crafts Council Europe) and Tracks4Crafts project	2 emails
Craeft (posted by MDE)	5/10/2023	Instagram Reel + follow-up story	General public	<a href="#">Link</a> Plays: 794 Likes:12 Shares: 5
Craeft (posted by MDE)	5/10/2023	LinkedIn reshare of Cerfav	General public	<a href="#">Link</a> Impressions: 45 Likes: 6



## D7.1 Communication Plan and Activities



Craeft (posted by MDE)	5/10/2023	Facebook post	General public	Reached: 81 Likes: 5 Shares: 1
MDE	5/10/2023	LinkedIn reshare of Cerfav post	General public	<a href="#">Link</a> Impressions: 68 Likes: 7
Craeft	2/10/2023	YouTube	General public	<a href="#">Link</a> Views: 208 Comments: 1
FORTH	11/10/2023	Online Workshop & YouTube	General public	<a href="#">Link</a> Workshop 200. YouTube 1500 subscribers
Craeft	26/10/2023	Craeft Newsletter IV	All Craeft Newsletter subscribers	<a href="#">Link</a> Sent to 808 emails
MDE	6/11/2023	Newsletter	All MDE Newsletter subscribers (craft professionals, crafts and heritage organizations and associations, general public etc.)	<a href="#">Link</a> Sent to 16.662 emails in 4 languages (English, French, Italian and Spanish)
Craeft (posted by MDE)	10/10/2023	Instagram Post + follow-up story	General public	<a href="#">Link</a> Accounts reached: 85 Likes:10 Comment: 1
Craeft (posted by MDE)	12/10/2023	Instagram Reel + follow-up story	General public	<a href="#">Link</a>



## D7.1 Communication Plan and Activities



				Plays: 744 Likes:34 Saves: 2 Comments: 1
Craeft (posted by MDE)	17/10/2023	Instagram Post + follow-up story	General public	<a href="#">Link</a> Accounts reached: 114 Likes:8
Craeft (posted by MDE)	19/10/2023	Instagram Reel + follow-up story	General public	<a href="#">Link</a> Plays: 1167 Likes:20 Saves: 1
Craeft (posted by MDE)	24/10/2023	Instagram Post + follow-up story	General public	<a href="#">Link</a> Accounts reached: 56 Likes:2
Craeft (posted by MDE)	27/10/2023	Instagram Reel + follow-up story	General public	<a href="#">Link</a> Plays: 238 Likes:4
Craeft (posted by MDE)	31/10/2023	Instagram Reel in collaboration with Cevaf	General public	<a href="#">Link</a> Plays: 730 Likes:16
Craeft (posted by MDE)	9/11/2023	Instagram Post + follow-up story	General public	<a href="#">Link</a> Accounts reached: 35 Likes:7
Craeft (posted by MDE)	8/11/2023	Highlighted Story Instagram	General public	<a href="#">Link</a> Accounts reached: 40 Link clicks: 1
Craeft (posted by MDE)	13/10/2023	LinkedIn	General public	<a href="#">Link</a>



## D7.1 Communication Plan and Activities



				Impressions: 254 Likes: 9 Shares: 2
Craeft (posted by MDE)	16/10/2023	LinkedIn reshare of Cerfav post	General public	<a href="#">Link</a> Impressions: 136 Likes: 8 Shares: 0
Craeft (posted by MDE)	16/10/2023	LinkedIn	General public	<a href="#">Link</a> Impressions: 102 Likes: 9 Shares: 0
Craeft (posted by MDE)	24/10/2023	LinkedIn	General public	<a href="#">Link</a> Impressions: 365 Likes: 13 Shares: 1
Craeft (posted by MDE)	30/10/2023	LinkedIn	General public	<a href="#">Link</a> Impressions: 433 Likes: 14 Shares: 2
Craeft (posted by MDE)	7/11/2023	LinkedIn	General public	<a href="#">Link</a> Impressions: 879 Likes: 23 Shares: 2 Comments: 1
Craeft (posted by MDE)	9/11/2023	LinkedIn	General public	<a href="#">Link</a> Impressions: 456 Likes: 13 Shares: 2
Craeft (posted by MDE)	13/11/2023	LinkedIn	General public	<a href="#">Link</a> Impressions: 88 Likes: 6
MDE	11/10/2023	Website – news section	General public	



## D7.1 Communication Plan and Activities



Craeft	27/11/2023	Craeft Newsletter V	All Craeft Newsletter subscribers	<a href="#">Link</a> Sent to 837 emails
Craeft (posted by MDE)	20/11/2023	LinkedIn	General public	<a href="#">Link</a> Impressions: 277 Likes: 19 Shares: 1 Comment: 1
Craeft (posted by FORTH)	22/11/2023	LinkedIn reposted the older post	General public	
Craeft (posted by FORTH)	23/11/2023	LinkedIn reposted the older post	General public	
Craeft (posted by FORTH)	24/11/2023	LinkedIn reposted the older post	General public	
Craeft (posted by FORTH)	28/11/2023	LinkedIn reposted the older post	General public	
Craeft (posted by MDE)	28/11/2023	LinkedIn	General public	<a href="#">Link</a> Impressions: 82 Likes: 6 Shares: 3
Craeft (posted by MDE)	9/10/2023	Facebook post	General public	<a href="#">Link</a> Reached: 801 Likes: 10 Shares: 2
Craeft (posted by MDE)	10/10/2023	Facebook post	General public	<a href="#">Link</a> Reached: 360 Likes: 6 Shares: 1
Craeft (posted by MDE)	12/10/2023	Facebook reel	General public	<a href="#">Link</a>



## D7.1 Communication Plan and Activities



				Reached: 751 Likes: 9 Shares: 2
Craeft (posted by MDE)	17/10/2023	Facebook reel	General public	<a href="#">Link</a> Reached: 138 Likes: 9 Shares: 1
Craeft (posted by MDE)	19/10/2023	Facebook reel	General public	<a href="#">Link</a> Reached: 159 Likes: 6 Shares: 3
Craeft (posted by MDE)	24/10/2023	Facebook post	General public	<a href="#">Link</a> Reached: 486 Likes: 5 Shares: 2
Craeft (posted by MDE)	31/10/2023	Facebook post	General public	<a href="#">Link</a> Reached: 211 Likes: 5 Shares: 2 Comments: 3
Craeft (posted by MDE)	31/10/2023	Facebook reel	General public	<a href="#">Link</a> Reached: 315
Craeft (posted by MDE)	9/11/2023	Facebook post	General public	<a href="#">Link</a> Reached: 328 Likes: 10 Shares: 1
Craeft (posted by MDE)	14/11/2023	Facebook post	General public	<a href="#">Link</a> Reached: 646 Likes: 6 Shares: 4
Craeft (posted by MDE)	15/11/2023	Facebook post	General public	<a href="#">Link</a>



## D7.1 Communication Plan and Activities



				Reached: 56 Likes: 1 Shares: 1
Craeft (posted by MDE)	16/11/2023	Facebook reel	General public	<a href="#">Link</a> Reached: 407
Craeft (posted by MDE)	21/11/2023	Facebook post	General public	<a href="#">Link</a> Reached: 119 Likes: 3 Shares: 1
Craeft (posted by MDE)	23/11/2023	Facebook post	General public	<a href="#">Link</a> Reached: 568 Likes: 4 Shares: 2
Craeft (posted by MDE)	28/11/2023	Facebook post	General public	<a href="#">Link</a> Reached: 307 Likes: 4 Shares: 1 Comments: 1
Craeft (posted by MDE)	14/11/2023	Instagram Post + follow-up story	General public	<a href="#">Link</a> Accounts reached: 29 Likes: 4
Craeft (posted by MDE)	16/11/2023	Instagram Post + follow-up story	General public	<a href="#">Link</a> Accounts reached: 155 Likes: 8 Saved: 1
Craeft (posted by MDE)	21/11/2023	Instagram Post + follow-up story	General public	<a href="#">Link</a> Accounts reached: 39 Likes: 2
Craeft (posted by MDE)	23/11/2023	Instagram Post + follow-up story	General public	<a href="#">Link</a>





## D7.1 Communication Plan and Activities



				Accounts reached: 70 Likes:7 Saved:1
Craeft (posted by MDE)	28/11/2023	Instagram Post + follow-up story	General public	<a href="#">Link</a>  Accounts reached: 37 Likes:6
Craeft (posted by MDE)	24/11/2023	Linktree on Instagram	General public	<a href="#">Link</a>
CETEM	4/10/2023	Facebook	Followers and General public	<a href="#">Link</a>  186 views
CETEM	4/10/2023	Twitter	Followers and General public	<a href="#">Link</a>  126 views
CETEM	30/11/2023	CETEM website	Followers and General public	<a href="#">Link</a>
CETEM	30/11/2023	Twitter	Followers and General public	<a href="#">Link</a>  109 views
Craeft (posted by MDE)	1/12/2023	Highlighted Story Instagram	General public	<a href="#">Link</a>  Accounts reached: 28 Link clicks: 1
CETEM	3/12/2023	Regional news: Noticias De Murcia	General public	<a href="#">Link</a>
CETEM	3/12/2023	Regional news: Cartagena Diario	General public	<a href="#">Link</a>
CETEM	3/12/2023	Regional news: Murcia Actualidad	General public	<a href="#">Link</a>



## D7.1 Communication Plan and Activities



CETEM	3/12/2023	Regional news: Murcia.com	General public	<a href="#">Link</a>
CETEM	4/12/2023	Twitter	Followers and General public	<a href="#">Link</a> 74 views
CETEM	4/12/2023	Twitter	Followers and General public	<a href="#">Link</a> 102 views
CETEM	4/12/2023	National news: EuropaPress	General public	<a href="#">Link</a>
CETEM	4/12/2023	Regional news: Murcia Noticias	General public	<a href="#">Link</a>
CETEM	4/12/2023	Regional news: Murcia diario	General public	<a href="#">Link</a>
CETEM	4/12/2023	Regional news: La Verdad	General public	<a href="#">Link</a>
CETEM	5/12/2023	Local news: El Periódico de Yecla	General public	<a href="#">Link</a>
CETEM	11/12/2023	National radio: RNE	General public	<a href="#">Link</a>
Craeft (posted by MDE)	Facebook post	5/12/2023	General public	Post reach: 77 Likes: 3 Shares: 1
Craeft (posted by MDE)	Facebook post	6/12/2023	General public	<a href="#">Link</a> Post reach: 139 Likes: 6
Craeft (posted by MDE)	Facebook reel	7/12/2023	General public	<a href="#">Link</a> Post reach: 1,329 Likes: 6 Shares: 1



## D7.1 Communication Plan and Activities



Craeft (posted by MDE)	Facebook post	18/12/2023	General public	<a href="#">Link</a> Post reach: 145 Likes: 5
Craeft (posted by MDE)	Facebook reel	19/12/2023	General public	<a href="#">Link</a> Post reach: 199
Craeft (posted by MDE)	Facebook post	3/1/2024	General public	Post reach: 78 Likes: 4 Share: 1
Craeft	Youtube	3/1/2024	General public	<a href="#">Link</a> Views: 69
Craeft	Youtube	13/01/2024	General public	<a href="#">Link</a> Views: 24
Craeft	YouTube	23/01/2024	General public	<a href="#">Link</a> Views: 103
Craeft (posted by MDE)	Facebook reel	8/1/2024	General public	<a href="#">Link</a> Post reach: 309
Craeft (posted by MDE)	Facebook post	16/01/2024	General public	Post reach: 229 Likes: 16 Share: 1
Craeft (posted by MDE)	Facebook post	16/01/2024	General public	Post reach: 35 Likes: 16 Share: 1
Craeft (posted by MDE)	LinkedIn	4/12/2023	General public	<a href="#">Link</a> Impressions: 531 Likes: 18 Shares: 3
Craeft (posted by MDE)	LinkedIn	6/12/2023	General public	<a href="#">Link</a>



## D7.1 Communication Plan and Activities



				Impressions: 385 Likes: 30 Shares: 2 Comments: 2
Craeft (posted by MDE)	LinkedIn	15/12/2023	General public	<a href="#">Link</a> Impressions: 451 Likes: 14 Shares: 2
Craeft (posted by MDE)	LinkedIn	22/12/2023	General public	<a href="#">Link</a> Impressions: 586 Likes: 16 Shares: 3 Comments: 1
Craeft (posted by MDE)	LinkedIn	5/1/2024	General public	<a href="#">Link</a> Impressions: 482 Likes: 21 Shares: 2
Craeft (posted by MDE)	LinkedIn	17/01/2024	General public	<a href="#">Link</a> Impressions: 177 Likes: 8 Shares: 2
Craeft (posted by MDE)	Instagram Reel + follow-up story	6/12/2023	General public	<a href="#">Link</a> Plays: 844 Likes:5
Craeft (posted by MDE)	Instagram Reel + follow-up story	19/12/2023	General public	<a href="#">Link</a> Plays: 166 Likes:4
Craeft (posted by MDE)	Instagram Reel + follow-up story	3/1/2024	General public	<a href="#">Link</a> Plays: 366 Likes:10
Craeft (posted by MDE)	Instagram Reel + follow-up story	11/1/2024	General public	<a href="#">Link</a> Plays: 370 Likes:4



## D7.1 Communication Plan and Activities



Craeft (posted by MDE)	Instagram Reel + follow-up story	18/01/2024	General public	<a href="#">Link</a> Plays: 87 Likes:6
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