Spatial Practices in Art and ArChitecture for Empathetic EXchange (SPACEX)

Dissemination, Communication and Outreach Plan

Work Package 5 Dissemination and Exploitation: Communication and Engagement

Deliverable description

Deliverable

D5.1, D13, Work Package 5 (WP 5)
D5.1a Dissemination Communication and Outreach Plan

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Actual submission date

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Project start date

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Duration

48 months

Work Package concerned

WP 5 – Dissemination and Exploitation: Communication and Engagement (DECE)

Work package leaders

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Dissemination level

[X] PU: Public (must be available on the website)

[ ] CO: Confidential, only for members of the consortium (including the Commission Services)

[ ] CI: Classified, as referred to in Commission Decision 2001/844/EC

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Revision history

Version 1.0: submitted on 21 Aug 2023

Version 1.1: to be revised version submitted on 12/01/2024 implementing modifications requested after the Mid Term Meeting first project review process. The plan will be distributed, and any additions discussed at GAS 7.

Statement of originality

This document has been elaborated by the authors following the guidelines for data management in Horizon 2020 documents.

Disclaimer

This report reflects only the authors' view. The European Research Executive Agency (REA) and the European Commission are not responsible for any use that may be made of the information it contains.

Summary

The SPACEX Dissemination, Communication, and Outreach Plan (DCOP) outlines the strategies and activities for effectively sharing the outcomes and impact of our research project with relevant stakeholders, the wider community, and target audiences. The goal of this plan is to ensure that the research findings are disseminated in a timely, accessible, and impactful manner, fostering engagement, collaboration, and knowledge exchange. Dissemination, Communication, and Outreach Plan (DCOP) along with the Data Management Plan (DMP) makes up the Deliverable D5.1 (D13) from the DECE Work Package 5, SPACEX project - grant agreement (GA 872561). This deliverable is in two parts; it introduces the first version of the DMP and the DCOP. The DCOP describes the way in which the SPACEX consortium will disseminate the research outcomes and knowledge exchange benefits from the SPACEX project. It also aims to design and deliver outreach activities to include stakeholders in the aspects of the research activities, such as Training Events and Town Hall events which enable some of the research activity to be shared with local cultural stakeholders and interested publics. Furthermore, the DCOP provides an opportunity to reach a wide range of potential beneficiaries of the research through the management and curation of accessible events. All DCOP activities will apply the data management guidelines as set out in the DMAP.

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Spatial Practices in
Art & Architecture for
Empathetic Exchange

1. Definitions and Acronyms

CA	Consortium Agreement
CC	Creative Commons
DCOP	Dissemination Communication and Outreach Plan
DECE	Dissemination and Exploitation: Communication and Engagement
DMP	Data Management Plan
EC	European Commission
GA	Grant Agreement
GAS	General Assembly
GDPR	General Data Protection Regulation
H2020	Horizon 2020
HEI	Higher Education Institutions
Metadata	A description of data
MSCA	Marie Skłodowska-Curie Actions
Open Access	Access that is free to all and free of any restrictions
Open Data	Data that can be freely used, shared and built on by anyone for any purpose
Practice Research	SPACEX is a practice research project. Some research will culminate in artworks. Artworks are designed to be shared publicly through exhibition or dissemination on the SPACEX website.
Repository	A location in which data is stored or managed
RISE	Research and Innovation Staff Exchange
SPACEX	Spatial Practices in Art and Architecture for Empathetic Exchange
SPACEX SB	Steering Board
TE	Training Event. SPACEX has 4 Training Events
WP	Work Package
Zenodo	Zenodo is a general-purpose open repository developed under the European OpenAIRE program and operated by CERN. https://zenodo.org/

1.1. Table of Beneficiaries

SHORTNAME	Cultural Organisations
RESERVA	A Reserva na Fábrica, Oeiras, Portugal
AA&U	Architecture, Art and Urbanism, Nicosia, Cyprus
CB	Coventry Biennial, Coventry, UK
FEST	Festival dei Popoli, Florence, Italy

CASCO	Foundation Casco, Utrecht, NL
H4C	Home for Cooperation (H4C), Nicosia, Cyprus
L40	Kunstverein am Rosa–Luxemburg–Platz, Berlin, Germany
LUC	Laboratory for Urban Commons, Athens, Greece
NN	NN Contemporary, Northampton, UK
MDAY	Mayday Rooms, London, UK
PAC	Project Arts Centre, Dublin, Ireland
PCG	Prague City Gallery, Czech Republic
SAC	Sirius, Cork, Ireland
STROOM	Stroom Den Haag, The Netherlands
TRANS	transparadiso, Vienna, Austria
VANABBE	Van Abbemuseum, Eindhoven NL
	Higher Education Institutes (HEI's)
AVUP	Academy of Fine Arts, Prague, Czech Republic
CU	Coventry University, UK
NCAD	National College of Art & Design, Dublin, Ireland
NTUA	National Technical University of Athens, Greece
RCA	Royal College of Art, London UK
UVA	University of Amsterdam, The Netherlands
UVAA	University of Applied Arts, Vienna, Austria
UNIARTS	University of the Arts, Helsinki, Finland
UCD	University College Dublin, Ireland
UCY	University of Cyprus, Cyprus
UNIMORE	University of Modena and Reggio Emilia, Italy
UON	University of Northampton, UK

2. Introduction

The scope of the first version of the SPACEX Dissemination, Communication, and Outreach Plan (DCOP) for the EU is to define a plan for engaging other in the research outputs and activities carried out in the SPACXE research action. The DCOP will ensure that SPACEX researchers utilise opportunities to disseminate the findings of the project and communicate the aims and objectives of the actions. Outreach activities (SPACEX Town Halls) will be used as one more method to reach diverse audiences.

2.1. Project Background

The SPACEX project is funded by the European Commission under its 2020 Marie Skłodowska-Curie Actions (MSCA) Research and Innovation Staff Exchange (RISE) programme. In SPACEX 28 beneficiaries, (16 Cultural organisations and 12 HEI's) in European regions and one third country partner (Palestine, cultural organisation). In total 29 partner institutions set out to consider how spatial practices (art, design, and architecture) effect public exchange and opinion formation in urban spaces and promote empathetic and inclusive ways of living together. The aim of SPACEX is to realise a cross-sectoral and European-wide knowledge exchange and scoping exercise that enables researchers to test, map, analyse and communicate the ways in which spatial practices effect public exchange and opinion formation in urban spaces, and promote empathetic and inclusive ways of living together.

SPACEX responds to the troubling rise of populist nationalism and conflict in European societies by engaging new publics and forging a culture that embraces diversity, difference, and discursive exchange within cities, towns, and urban sites.

In response to the RISE programme, we devised SPACEX as a transdisciplinary research action that utilises secondments between academic institutions and third sector organisations/ cultural organisation to better understand the scope and function of European spatial practices. Furthermore, SPACEX is the first consortium of Spatial Practices which spans Europe.

Currently there is 84 researchers carrying out at least one secondment as part of the project. SPACEX has a total of 145 secondments allocated to the project. The outcomes from cultural organisations will include contributions to exhibitions, a better understanding of

cultural policy, and the reuse of existing archives for new work. For Higher Education Institutions (HEI's) results with be varied but include, book chapters, new artworks, journal articles and impact reports. There will a published book (contracted by Routledge) Spatial Practices and the Urban Commons which brings together varied outcomes from the research secondments.

The three research work packages: 1. Practices, 2. Urban Subjects and 3. Archives are designed to group researchers through their current interests and outcomes. A Best Practice report (WP2, D2.1, D4, WP3, D3.1, D7, WP4, D4.1,D10) will be authored for each Work Package.

2.2. Dissemination, Communication and Outreach Plan objectives

This document is the initial SPACEX Dissemination, Communication, and Outreach Plan (DCOP). The DCOP identifies a strategy for communicating the research outputs, research activity, and knowledge exchange carried out in the SPACEX project.
The DCOP will reference the DMAP for data management issues arising from DCOP activity
The objectives of the DCOP are:

- To share the research findings that the SPACEX project identifies
- To reach a range of target audiences, through research outputs and engagement
- To define the ways in which SPACEX conducts dissemination, communication, and outreach.
- To acknowledge the role of a DCOP in respect of a project where key researchers and organisations are experienced at working in the public realm with audiences, communities, beneficiaries, and stakeholders.

The Deliverable D5.1, D13 'Dissemination, Communication, and Outreach Plan' is part of Work Package 5, DECE, and has been developed in collaboration with SPACEX Beneficiaries. The DCOP is intended to be a living document where information will be continuously added and revised as the implementation progresses.

The DCOP outlines opportunities for dissemination and engagement encouraging beneficiaries to use available means (websites, exhibition programmes, events programmes, and community liaison) to contribute to a DCOP strategy. It provides suggestions and

examples and presents the approach that the SPACEX project will adopt with respect to dissemination of the project findings.

An updated version of the Dissemination, Communication, and Outreach Plan will be released each year as the plan allows for reporting and collecting all disseminations and communication activities.

The intended target for this DCOP is primarily constituted by the project partners. This document should be read in conjunction with the DMP and is associated with Graphic Design and Website (D5.2, D14) and Outreach Events Organisation and Delivery (D5.3, D15). The DCOP provides guidelines for materials developed for all SPACEX research outputs and research activities.

It is the responsibility of each beneficiary to implement the DCOP on behalf of the researchers.

2.3. Target Audiences

Identify the primary target audiences for the dissemination and outreach efforts. This This may include, but is not limited to:

- Academics and researchers in the field of spatial practice including key theorists, lecturers, and PhD researchers.
- Policy makers, government agencies and funders including national art councils, city councils, commissioning agencies and key local government departments within municipalities.
- Industry stakeholders and practitioners including public museums and galleries, cultural institutions and urban agencies and their audiences.
- Local community stakeholders and beneficiaries including community organisations and community groups directly engaged with SPACEX researchers.
- Non specialist publics who encounter the research through the project website, partner websites and communication events.
- The media: local, national, and Europe-wide.
- Voluntary organisations and NGO's
- ERs and ESRs contacts through working with agencies connected to the public realm, including local municipalities.

2.4 Allocation of Resources

SPACEX DCOP Budget		
Training events	**Delivery**	**Costs**
TE1 Coventry University 7,500	Coventry University	7,500
TE2	Festival dei Popoli, Florence	7,500
TE3	National College of Art & Design, Dublin	7,500
TE4	University of Amsterdam	7,500
Dissemination event		
DE1 Conference 20,000	Conference	18,000
Town Hall events		
CE1	University of Northampton	3,000
CE1	AHDR, Nicosia, Cyprus	3,000
CE2	transparadiso, Vienna, Austria	3,000
Other meetings		
Kick off, meetings		300
MTM Amsterdam	Mid Term Meeting refreshments	500
Support for DCOP events		
Training event support	Bursary to attend TE's (cultural organisations)	5,000
Conference travel support	Bursary to attend conference (cultural organisations)	5,000
Design and comms		
UoN, AH/JS Cov, MJ	Website, graphic design strategy, press packs,etc.	15,000
Marketing		
Research assistant (2025)		3,000
DCOP total		**€85,800**

3. Dissemination Activities

3.1 Public Strategy

SPACEX researchers are actively engaged in producing research papers, articles, and reports for publication in peer-reviewed journals, conference proceedings, and relevant publications in the field.

SPACEX PIs, Andy Hewitt (UON), Mel Jordan (CU), Socrates Stratis (UCY), and Emma Mahony (NCAD) guest edited an issue of *Art & the Public Sphere* journal (Vol9 issues: 1&2). The special issue was based on the SPACEX research questions of 'How does art, design and architecture enable empathetic and inclusive ways of living together? How do these spatial practices effect public exchange and opinion formation in urban spaces?'.

Hewitt (UON) and Jordan (CU) also published a paper emanating from their secondment at Sirius Art Centre, Cobh, Ireland, entitled 'Depoliticization, participation and social art practice: On the function of social art practice for politicization, 1 Apr 2023, In: Art & the Public Sphere. 11, 1, p. 19-36 18 p

Whenever possible SPACEX researchers are encouraged to publish findings in open-access journals to increase accessibility. They include, but not limited to, ARTS; Open Arts Journal; Journal of Visual Art Practice; Journal for Artistic Research; L'Internationale; Anarchist Studies Journal, and FIELD A Journal of Socially Engaged Art Criticism. The SPACEX consortium has secured a contract with Routledge to publish an edited anthology on the topic of *Spatial Practice and the Urban Commons*. This edited anthology will be targeted towards academics, researchers and arts professionals working with spatial practices from across disciplinary fields. All research outputs will be available on Zendo as a route to open access publishing.

3. 1.1 SPACEX Credits and Acknowledgements

SPACEX researchers are asked to acknowledge the project on outputs produced as an outcome of a SPACEX Secondment. This includes journal articles, chapters in books, conference papers, exhibitions, talks and public events. Sample Acknowledgement: 'The main part of the research for this text/ artwork/ event was completed while I was on a secondment at (host name and location). The secondment was part of the Spatial Practices in Art and ArChitecture for Empathetic EXchange (SPACEX) project. SPACEX is an ongoing project funded by the European Union's HORIZON 2020 Marie Sklodowska-Curie Actions (MSCA) Research and Innovation Staff Exchange (RISE) project number 872561 (https://www.spacex-rise.org/).'

REFERENCES

Abse Gogarty, L. (2017), 'Usefulness in contemporary art and politics', *Third Text*, 31:1, pp. 117–32, https://doi.org/10.1080/09528822.2017.1364920.

Allen, F. (2008), 'Situating gallery education', *Tate Encounters*, 1970:2, pp. 1–12.

Almond, G. A. and Verba, S. (1963), *The Civic Culture: Political Attitudes and*

The use of the SPACEX logo is required on fliers and visual communication materials for talks, exhibitions, and lectures appertaining to the SPACEX project. Please email mel.jordan@coventry.ac.uk for copies of logos and further information on crediting the SPACEX project.

3.2 Conference Presentations

SPACEX researchers are presenting their research findings at academic conferences, symposia, and in workshops on an ongoing basis to engage with the scholarly community and receive feedback. This includes a panel presentation by PIs Hewitt, Jordan and Mahony, entitled, 'Spatial Practices in Art and Architecture: Practices, Urban Subjects and Archives,' at the Lund Urban Creativity Conference, in Lund University in Sweden in 2019. Researchers will also stage knowledge-exchange events to coincide with the annual conferences of the Association for Art History (AAH), the European Sociological Association (ESA), The International Council of Museums, the Museums Association, and L'Internationale. The SPACEX research action with conclude with The International Conference (WP5 D5.4 D16, M42) which will serve to disseminate and ratify research papers from the SPACEX action, as well as call forth other research in the area to integrate SPACEX research, thereby enabling a wider community of international researchers, arts professionals, and policy makers to contribute to and further the debate. It will also provide a platform for peer critique and ratification of the research findings, both within the action's own community and to its wider research community.

Programme for Friday 17 May

In parallel with the below sessions, the WRITERS' WORKSHOP will take place 11:00 – 12:15 (LUX:B167 and LUX:B168).

09:30 – 09:45 **Introduction to Day 3** (LUX:C121)

09:45 – 10:45 **Panel 7** (LUX:C121):

- **Andrew Hewitt:** Art, partisanship and public spheres.
- **Melanie Jordan:** Art as a politically transformative tool.
- **Emma Mahony:** Activating the archive.

10:45 – 11:15 **Break** (LUX FOYER)

3.3 Policy Briefs

The research action will result in accessible policy briefs that summarize key research outcomes and recommendations. These will be shared these with policymakers, government agencies, and stakeholders to influence policy decisions. Specifically, 3 Best Practice Reports will emanate from the three Research WPs (WP2 D2.1 D4, WP3 D3.1 D7, WP4 D4.1 D10). Each of the Best Practice Reports will be targeted towards its relevant stakeholder groups, using appropriate language, thereby enabling a transparent and accessible sharing of knowledge for both a specialist and non-specialist audience. They will be made available on the SPACEX website as open-access PDFs and will be distributed to central and local government policy makers and stakeholders in cultural institutions and urban agencies who manage, commission, and produce spatial practice.

3.4 Media Engagement

SPACEX ERs and ESRs and the GA will engage with journalists and media outlets to share research findings through press releases, interviews, and media coverage. The publicly funded cultural institutions who are participating in SPACEX share an aim to engage and develop new audiences in the production and reception of cultural activities. As such there is already a precedent for these institutions to communicate their programmes and research activities through direct marketing. Example: https://tripeanddrisheen.substack.com/p/the-west-cork-man-who-inspired-marx

3.5 Social Media Strategy

Utilize various social media platforms to share key findings, infographics, and short videos, reaching a wider and diverse audience. Encourage engagement through comments and discussions. The consortium will build on existing social media infrastructures hosted by partner organisations to launch a dedicated on-going communication platform through the websites and social media networking sites of these public institutions.
https://twitter.com/SpaceXEUH2020

3.6 Project Website

The SPACEX website – domain name www.spacex-rise.org – acts as a central hub for all the communication activities both within and beyond the consortium. It presents knowledge, results, and information in an accessible language and from the lay public's point-of-view. It also hosts researcher's biographies, secondment blogs, press releases, project updates, research reports, and written synopsis of lectures, seminars, and workshops from the network-wide activities. At the conclusion of the research action, it will also hold best practice reports, fact sheets, and links to download outcomes of the research action.

3.6.1 Other websites

SPACEX Cultural Organisations will link the project to their public websites and post intermittent updates regarding their researchers and visiting researchers. Higher Education Institutes (HEIs) will publish information about the project. HEI's will utilise their research repositories to store research outputs, these will be open access.

3.7 Webinars and Online Workshops

Organize webinars and online workshops to disseminate knowledge and facilitate discussions with a global audience. Results and outputs will be published on the SPACEX project website.

3.8 Policy Dialogues and Roundtable Events

The three Town Hall events will facilitate policy dialogues and roundtable discussions to engage policymakers and stakeholders in conversations about the research implications and potential actions.

3.9 Exhibitions and Showcases

ERs and ESRs are actively engaged in creating exhibitions, showcases, or public displays to present visual and tangible outputs of the research and engage with local communities. Tom O'Dea (NCAD) staged a participatory food related discursive event during this secondment at Verein zur Förderung von Kunst und Kultur am Rosa-Luxemburg-Platz in Berlin, and Hewitt (UON) and Jordan (CU) staged a participatory art project and an at Sirius Art Centre, Cobh, Ireland entitled *Talk to the Land*.

3.10 Training Events

The three completed training events (WP5 D5.4 D16) have brought together the SPACEX ERs and ESRs with invited experts and key stakeholders invited to participate. In format, the training events moved between closed specialist seminars and workshops and open lectures and panel discussions, which are open to researchers, artists, and professionals outside the consortium. In this manner, the training events have acted as excellent points of connection between the SPACEX researchers and industry stakeholders, local organisations, NGOs and community groups, including in Coventry: The POD, Coventry City Council and Coventry City of Culture Trust, as well as individual artists living in the city. And in Dublin, Common Ground, Callan Workhouse Union, Our Table, People's Shed, and In Our Shoes. For the final Training Event at the UVA, we will be working with De Appel, The Oude Kerk,

Rijksakademie, Dutch Academy of Sciences, Rietveld Academy, Decolonial Dialogues, and The Black Archives.

4. Communication Strategy

The SPACEX communication strategy will enable the research consortium to distribute its findings to wider audiences, beyond the action's scientific community. There are 6 strands to the SPACEX communication strategy, which will be coordinated by the WP5 leader (CU, Website, & NCAD Press releases) and will work alongside the design strategy, and the PR strategy (supported by the PR team at the UON).
A dedicated section of the SPACEX Website will present knowledge, results, and information in an accessible language and from the lay public's point-of-view.

4.1 Consistent Messaging

Ensure that the key messages and findings are communicated consistently across all dissemination channels.

4.2 Tailored Communication

Adapt communication styles and language to suit the preferences and needs of different target audiences.

4.3 Visual Communication

Use visual aids, infographics, and videos to communicate complex research findings in an accessible and engaging manner. Use the SPACEX design strategy to connect all deliverables, so that the materials are identifiable as SPACEX outcomes.

4.4 Engagement and Interaction

Encourage two-way communication by responding to queries, comments, and feedback from the audience promptly.

5. Outreach Activities

5.1 Community Engagement

Engage with local communities through participatory events, workshops, or focus groups to share findings, gather feedback, and involve them in the research process. SPACEX ERs and ESRs may work with local community groups, school children and art audiences as part of their secondment activities. A dedicated Communication Event will take the form of three Town Hall events (M44- M48) in urban spaces in the cities of Nicosia (H4C), Cyprus, Vienna (TS), Austria, Northampton (NN), UK. The meetings, which will encourage accessible debate around key topics identified by SPACEX, are targeted at community leaders, voluntary organisations, and key local government departments within municipalities in these cities and will be organised in partnership with the non-academic beneficiaries in each of these cities. The format of the Town Hall Meeting has been chosen for its accessible and welcoming environment in which knowledge can be freely exchanged and debate.

5.2 Collaborative Partnerships

Establish partnerships with relevant organizations, NGOs, and industry stakeholders to disseminate the research results within their networks. The training events have enabled the consortium to develop partnerships with related cultural, urban and community organisations in the cities where the events were staged, Coventry, Florence, Dublin and Amsterdam. We will continue to work closely with them on the dissemination and communications of our research findings through their networks.

5.3 Public Talks and Lectures

Deliver public talks, lectures, or TED-style presentations to raise awareness and engage the broader community in the research topics. To date Mel Jordan (CU), Andy Hewitt (UON), Christa Mia Lerm Hayes (UVA), Georgia Perkins (SAC), Andri Christofides (H4C) and Giorgio Rizziolo (CU) have delivered SPACEX related talks and workshops during their respective secondments at Sirius Art Centre in Cork, Coventry University, and Festival Dei Popoli.

5.4 SPACEX Information Fact Sheets

Emanating out of the 3 Best Practice Reports (WPS2-4), the SPACEX Information Fact Sheets will function as standalone easily accessible, best-practice recommendations aimed at disseminating the findings of SPACEX beyond the action's own community and to the lay public.

6. Evaluation and Feedback

During the quarterly General Assembly (GA) meetings, assess the effectiveness of dissemination, communication, and outreach efforts. the Work Package Leaders and the Steering Committee will implement any recommendations or changes to the DCOP. The beneficiary PI's will be requested collect feedback from stakeholders and audiences to refine the plan and enhance the impact plan.

6.1 Impacts

The SPACEX dissemination strategy will have the following impacts:
- Introduce a culture of applying multi- and interdisciplinary evaluation methodologies to spatial practice projects to order to comprehend their full social value.
- Initiate a substantial change in the way that government policy makers view and value spatial practice, and how they consequently justify state expenditure on culture on the basis of a return on investment.
- Provide public galleries and urban agencies with the scientific research tools (evaluation and
- understanding of impact) to improve their policy and governance regimes and make them more engaged with the creation of external policy for spatial practice projects.
- Consolidate best practice for the archiving and commissioning of spatial practice projects for the promotion of democratic values in the public realm.

The SPACEX Communications Strategy will have the following impacts:
- Raise awareness of the societal benefits of spatial practice projects – specifically the role they can play in instigating public exchange and promoting empathetic ways of living together in urban space – among community leaders, voluntary organisations, key local government departments and the lay public.

- Via the production of 8 new spatial practice projects, the action will create 8 spaces for democratic exchange wherein a community of citizens can come together to exchange opinions and ideas, which have the potential to generate longer-term social change.

6.2 Impact plan diagram

https://www.spacex-rise.org/impact/

SPACEX project impact mapping
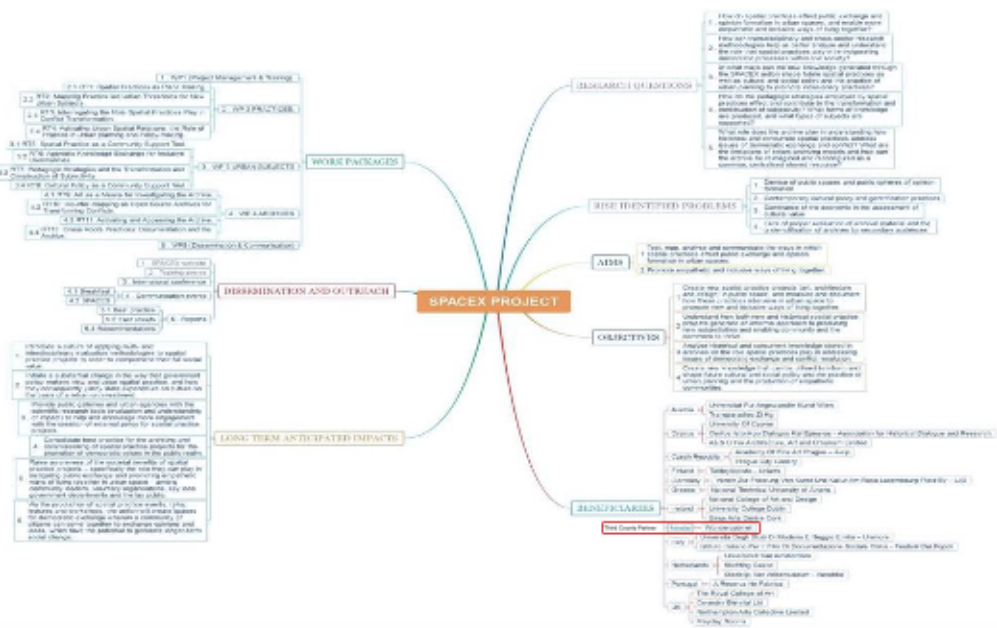
7. Conclusion

The Dissemination, Communication, and Outreach Plan serves as a roadmap for effectively sharing our research outcomes, engaging with stakeholders, and maximizing the impact of our project. By employing a diverse range of strategies and engaging with different audiences, we aim to foster collaboration, create awareness, and drive positive change through the research.

7.1.1 Acknowledgements

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