

R7.6 REPORT

DISSEMINATION & AWARENESS RAISING EVENTS (INCLUDING PUBLICATIONS & NEWSLETTERS)



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1. Dissemination and awareness raising events

The Mu.SA project made of consortium based in three countries – Greece, Italy and Portugal, and supported by a European network Culture Action Europe for dissemination at the European level – focused its dissemination and awareness raising actions in the three project countries. The consortium organized at least three dissemination events in each country, aiming to disseminate to the wider audience the project outputs and promote their exploitation. These events were different in its format and included conferences, workshops, round tables etc.

The list below compiles all the dissemination and awareness raising events implemented at the country, as well as international level. It also includes project’s participation in conferences / events organized by the third parties, but used as an opportunity to disseminate the outcomes of the project. The list covers the period of November 2016-April 2020.

Title	Description	Country	Year
Digital challenges for museum experts	The public conference entitled “DC-Me 2: Digital Challenges for Museum Experts” took place on 25 November, 2016 in Athens, Greece. Supported by the Mu.SA project, the conference focused on the cultural Agenda of Europe through the European strategies for CCSs, addressed the emerging occupational profiles in the Museum sector and contemporary case studies of training culture professionals in digital and transferable competences.	Greece	2016
Aperetivo networking Mu.SA project	Italian partners organized a networking meeting in Rome, to launch the ambitious Mu.SA project to the sectoral stakeholders in Italy.	Italy	2016
Museums, Skills and New Perspectives in the Digital Era	The DAISSy Research Group of the Hellenic Open University organized an Info day entitled: “Museums,	Greece	2017



	Skills and New Perspectives in the digital era" on Monday 06 November 2017, in Patras, Greece. Aim of the Info day was the identification of the needs of cultural operators and museum professionals due to the quickening pace of the adoption of ICT in the sector. The Mu.SA project and its first results were presented.		
Digital competences for museum professionals	The Mu.SA project was presented in an impressive Biblioteca Guglielmi in Bologna, Italy on 9 October, 2017. "Digital Competences for Museum Professionals" panel discussed the first findings of the Mu.SA project, focusing on the Italian context.	Italy	2017
La comunicazione nei musei – training event	The Mu.SA project was presented in Bologna (by IBACN) during the training course "La comunicazione nei musei", which took place on 18 September, 2017	Italy	2017
La comunicazione nei musei – 2 nd training event	The Mu.SA project was presented in Bologna (by IBACN) during the training course "La comunicazione nei musei", which took place on 20 November, 2017	Italy	2017
Re-designing museums	This international conference gathered in Rome museum professionals, researchers, academics and relevant stakeholders to discuss key theme of change and digital innovation in the museum sector. The conference is organised by the Italian partners of the Mu.SA project: Link Campus University,	Italy	2017



	Melting Pro, Fondazione Symbola and the Istituto Beni Culturali of the Region Emilia-Romagna and it will take place in the inspiring setting of Link Campus University in Rome.		
Museum education for social inclusion and cohesion	U. Porto organized a workshop at FLUPorto. Synergy between Mu.SA Project and EU-LAC-MUSEUMS (H2020). Workshop was entitled Museum Education for Social Inclusion and Cohesion.	Portugal	2017
Digital challenges, tasks, skills and training seminar	ICOM Portugal and Uporto jointly organized a seminar called "Digital challenges for Museums". This day of debate brought questions of digital skills and competences in the museum sector and brought together the representatives of academia and culture.	Portugal	2017
Digital challenges for culture and heritage	The "Heritage, Citizenship and Cultural Mediation Meeting" was held November 10 and 11 at the 'A Reserva', a policultural space at the old Gunpowder Factory of Barcarena, Oeiras (Portugal). The Meeting was promoted by Mapa das Ideias, a Mu.SA project partner. The afternoon of the 10th was dedicated to the "Digital Challenges for Culture and Heritage", in which the Mu.SA project was presented. A debate about the The Digital Challenges for Culture and Heritage was moderated by Ana Carvalho from ICOM Portugal, also a Mu.SA	Portugal	2017



	project partner.		
Digital or not? session at CAE Beyond the Obvious conference	Mu.SA roundtable discussion "Digital or not? Questions on Audience Development" became part of the Beyond the Obvious Cultural Agora. More than 200 European cultural operators, decision-makers, artists and academics gathered in Rome from 15-17 November at Palazzo delle Esposizioni. Find out more about this gathering co-organised by Culture Action Europe.	International	2017
Museum of the future – presentation of the report	Melting Pro, Fondazione Symbola, Link Campus University and Istituto per i beni artistici culturali e naturali Regione Emilia-Romagna organised an event to present the report "Musei del futuro. Competenze digitali per il cambiamento e l'innovazione" , realized within the Erasmus+ project "Mu.SA – Museum Sector Alliance". The round table gathered experts from the Italian museum sector, it took place at the MAXXI Museo nazionale delle arti del XXI secolo , Thursday March the 1st 2018 at 11.00.	Italy	2018
Cultural Heritage Audiences in the Digital Environment	Co-organized event by <u>Institut für Museumsforschung Berlin State Museums – Prussian Cultural Heritage (IfM)</u> , <u>Istituto Beni Cultural Region of Emilia-Romagna, Mu.SA Project</u> , <u>Michael Culture Association</u> and <u>Museum of Communication</u>	International	2018



	<p><u>Berlin</u> under the umbrella of <u>NEMO</u> A one day conference dedicated to digital technologies and cultural heritage , exploring the following topics linked to the Digital:</p> <ul style="list-style-type: none"> • Accessing cultural heritage through digital infrastructures • Digital competencies for museum professionals • How to make Digital Cultural Estate: The Case of Digital Exhibitions 		
<p>+Digital future: competences for the cultural sector</p>	<p>This international conference was organized by the Department of Heritage Studies, Faculty of Arts and Humanities, University of Porto, within the framework of the Project Mu.SA_ Museum Sector Alliance (Erasmus+ KA2: Cooperation for innovation and the exchange of good practices – Sector Skills Alliances) and in the sense to signal and celebrate the motto of the European Year of Cultural Heritage Our heritage: where the past meets the future, and of the International Day for Monuments and Sites, Heritage for Generations.</p>	<p>Portugal</p>	<p>2018</p>
<p>Communicar: Connecting sectors, enhancing tools, promoting skills in museums – Seminar</p>	<p>The Seminar aimed at sharing communication strategies in different sectors, capturing and actively involving communities / audiences / public, by means of</p>	<p>Portugal</p>	<p>2018</p>



	<p>traditional and innovative ways and means, considering the digital, and a debate as to its transverse adjusted potential applicability to the culture sector, with special interest in the context of museums. In alliance, the business, political, technological and cultural sectors. Organised by Uporto as part of the Mu.SA project.</p>		
Hyperconnected Museums: New Challenges and Perspectives	<p>The Mu.Sa project was presented by Alexandre Matos and Ana Carvalho - "Competences for the digital transformation of museums: the Mu.Sa project" -, at ICOM Portugal Spring Meeting. The theme of this meeting was "Hyperconnected Museums: New Challenges and Perspectives", 5th of March 2018, Lisbon, Portugal</p>	Portugal	2018
Culture and Education for All: Building the skills for more resilient societies	<p>Facing the fourth industrial revolution requires a re-think of the different skills we equip our citizens with; from independent thinking to human-centred skills, such as social and artistic competences, or cultural expression. In an increasingly globalised world we can expect migratory flows that will require the embracing of cultural diversity, both in work settings and in our communities. This should not be limited to the younger generations as European citizens of all ages are already facing these challenges and hence the proposed</p>	International	2018



	<p>revision of key competences for lifelong learning will demand a holistic approach, across formal, non-formal and informal settings. If we want to ensure a prosperous European future for all and truly “strengthen European identity through Education and Culture”, as the European Commission’s Communication on a European Education Area proposes, our approach should be as innovative and inclusive as possible. The Mu.SA project was presented by Margherita Sani as part of this high level conference in Brussels, attended by over 60 participants.</p>		
Museums, education and training in the digital era	<p>Co-organized event by ICOM-Hellenic National Committee and the Hellenic Open University-DAISSy Research Group within the framework of the Mu.SA project. An open event targeted to the museum community in Greece, exploring the following topics directly linked to the activities of the Mu.SA project:</p> <ul style="list-style-type: none"> • Digital competencies and training opportunities for museum professionals • Accessing museum collections through digital communication 	Greece	2018
Friends of Museums in Current Museum	<p>ICOM Greece presented Mu.SA project in the</p>	Greece	2018



Practice	<p>National Conference titled "Friends of Museums in Current Museum Practice". The conference was organised by the Hellenic Federation of Friends of Museums, under the auspices of the Hellenic Ministry of Culture and Sports and of the Regional Unit of Thessaly. It took place in Volos (Greece) on October 5-6-7.</p> <p>On October 6th, Mr Philippos Mazarakis-Ainian, vice-president of ICOM-GR and Mu.SA team member, delivered the speech titled "Development of digital skills in museums. The European project Mu.SA.", stressing the importance of Mu.SA and the training opportunities that the MOOC will offer to museum professionals.</p>		
Museums and Training: Digital Skills for the Future Museum Infoday	<p>The AKMI Institute of Vocational Training and the DAISSy research team of the Hellenic Open University invite you to the Infoday entitled "Museums and Training: Digital Skills for the Future Museum" (in Greek) on Tuesday, 6 November 2018, hours: 16:00 – 20:00 , at the AKMI premises, in Athens. The workshop is organized within the framework of the European Mu.SA – Museum Sector Alliance, funded by the Erasmus + / Sector Skills Alliance, coordinated by the DAISSy research team and IEK Akmi</p>	Greece	2018



	<p>participates as a partner. The purpose of the Infoday is to present the Mu.SA project and its activities as well as the existing prospects of education and training in digital skills for museologists, cultural professionals and students, as well as their practical application.</p>		
<p>The management of digital cultural Heritage & Digital Skills for Museum Professionals - infoday in Larissa</p>	<p>The DAISSy research team of the Hellenic Open University, with the support of the Ephorate of Antiquities of Larissa, the Cultural and Science deputy mayorship of the Municipality of Larissa, the "Larissa – the learning city" and the Association "Hippocrates in Larissa", organized an Infoday entitled "The management of digital cultural Heritage & Digital Skills for Museum Professionals" (in Greek "Η διαχείριση της ψηφιακής πολιτιστικής κληρονομιά & οι ψηφιακές δεξιότητες για τους επαγγελματίες του Μουσείου") on Tuesday, December 11, 2018, hours: 10.00 am – 02.30 pm, in the Diachronic Museum, Mezourlo hill, Larissa.</p>	Greece	2018
<p>Promotion of Mu.SA during the 83rd Thessaloniki International Fair (TIF)</p>	<p>Project Mu.SA was presented as a unique example that applies in combination two European digital skills frameworks, e-CF and DigComp, in the design of new occupational profiles for the museum sector and the development of a MOOC and assorted</p>	Greece	2018



	<p>specialization courses. Prof. Kameas explained how the project supports the professional development of museum professionals, in order to help them deal with the changes brought in the sector from the widespread adoption of IT, thus avoiding their professional exclusion.</p>		
<p>Musa at “Spoudase” Festival</p>	<p>The DAISSy research group of Hellenic Open University participated in the “Spoudase” Festival with its own booth, promoting its research activities and projects. Four big screens were set up, each displaying videos about the DAISSy group, the various projects that the group participates in and their products. Project MuSA was promoted within a specially created short video showcasing all DAISSy projects that was being constantly played on one of the screens and a banner promoting DAISSy supported MOOCs. Booth visitors were informed by DAISSy personnel about the contents and objectives of MuSA and were handed the project brochure. Thanks to its central location, the DAISSy booth attracted more than 500 visitors, all of whom expressed their interest in the project</p>	<p>Greece</p>	<p>2018</p>
<p>Festival for combating multiple discrimination, Crete</p>	<p>DAISSy Research Group of Hellenic Open University (HOU) participated successfully</p>	<p>Greece</p>	<p>2018</p>



	<p>at the Festival for Combating Multiple Discrimination organized on 25 May 2018 in Heraklion, Crete. The action falls under the project: "Fighting multiple discrimination in Greece: Promoting equality through active participation and policy-making" that is funded from the EU's Rights, Equality and Citizenship (REC) program. The festival was organized by the Region of Crete, which is a partner of the project, together with the DAISSy Research Group, the Economic and Social Committee of Greece (ESC) and the University of Sevilla, coordinated by the National Center for Social Research (EKKE).</p>		
Infoday on Itergenerational learning	<p>Presentation of the Mu.SA project. In conclusion, the Infoday has been a major success, attracting more than 80 participants, and has also gained considerable visibility in local press and media. Brochures of project MuSA were distributed to all participants, who had the opportunity to exchange ideas and practices about professional development needs in the cultural sector, to discuss the benefits of the actions and the obstacles they face, and to create synergies to address them.</p>	Greece	2018
Communication oriented museums,	In Seminar V: ICOM-ICTOP: "Communication	International	2018



Istanbul	in Museums Related Trainings / Professional Development” was presented the Mu.SA project with the first results of the research as well as the training phases that will be developed within the project (MOOC, Specialization courses and work-based learning) for Museum professionals, by Panagiota Polymeropoulou, Archaeologist – Museologist MSc and Researcher at the Greek Open University, member of the DAISSy Research Group. Participants as well as speakers and the seminar organizers, expressed their interest and will to participate in the project’s future educational activities.		
IBC training series – 5 editions (Oct-Nov 2018)	5 workshops were organized in October and November 2018 as part of the series of one day training events focused on digital technologies and connected to the Mu.SA project.	Italy	2018
Training of Museum professionals and developing digital skills	The DAISSy research team of the Hellenic Open University, organized with great success the event focusing on the “Training of museum professionals and developing digital skills”. The aim of the event was to present the research’ results and the activities of the project Mu.SA, the detailed description of the 4 role profiles as well the overview of Mu.SA's Massive Open Online Course (MOOC) with the	Greece	2019



	<p>title "Essential skills for Museum Professionals". The MOOC was offered in the first quarter of 2019 with more than 5,000 entries from culture and museum professionals worldwide.</p>		
6 th Technology transfer exhibition	<p>Mu.SA project and especially the scope, content and the worldwide interest of MOOC was presented in the 6thTechnology Transfer Exhibition – Patras Innovation Quest (Patras IQ), held in Patras from 12 to 15 April 2019.</p> <p>Patras Innovation Quest (PATRAS IQ) is a joint venture between the Ministry of Economy and Development and the Ministry of Education, Research & Religious Affairs, the Region of Western Greece, the University of Patras, the Hellenic Open University, the Achaia Chamber and the Technological Educational Foundation of Western Greece.</p>	Greece	2019
10 th International Conference in Information, Intelligence, Systems and Applications	<p>The Mu.SA project was presented in the 10th International Conference in Information, Intelligence, Systems and Applications(IISA2019) in the 15th of July 2019 at the University of Patras, Greece.IISA-2019 is the tenth conference in the IISA series, technically co-sponsored by IEEE, the University of Piraeus, the University of Patras and the University of the Peloponnese.</p>	Greece	2019



<p>Ideas for Digital (re)transformation of museums</p>	<p>Ideas for Digital (re)transformation of museums is the event on digital skills for change and innovation taking place in Rome, Link Campus University, Speakers include Talitha Vassalli Di Dachenhausen, Service Manager II Management and enhancement of museums and cultural sites, Mibac, Italian Ministry of Culture; Alberto del Bimbo, Director of MICC Media Integration and Communication Center, University of Florence; Nicolette Mandarano, Digital Media Curator, Barberini and Corsini National Galleries; Stefania Zardini Lacedelli, co-founder of the virtual museum DOLOM.IT.</p>	<p>Italy</p>	<p>2019</p>
<p>IBC training series 7 editions (January - April - May - October 2019)</p>	<p>Additional 7 workshops organized in 2019 as part of the IBCN series of one day training events focused on digital technologies and connected to the Mu.SA project.</p>	<p>Italy</p>	<p>2019</p>
<p>Heritage literacy</p>	<p>U.PORTO/Faculty of Arts and Humanities (FLUP) hosted Darko Babic, the re-elected President of ICOM's committee for the Training of Personnel (ICTOP), on October, 7, 2019 for a conference. This event took under the auspices of FLUP's 25 years of postgraduate education and training programmes in museology.</p>	<p>Portugal</p>	<p>2019</p>



ICOM spring days	The musa project was presented by Ana Carvalho and Alexandre Matos at the ICOM spring days 2019. They presented the methodology and outcomes of the Mooc.	Portugal	2019
ICOM general Conference Kyoto	Mu.SA project was presented the 2nd September 2019 by Ana Carvalho from ICOM Portugal (and Alexandre Matos as co-author) at the 25th ICOM General Conference, in Kyoto, Japan. The paper presented – “Museum Professional Training and Digital Transformation: Thinking about the Present and Envisioning the Future” – was part of ICTOP programme.	Portugal/international	2019
IBC training series 2 editions (February 2020)	The last to editions of IBC training series were organized on 11 and 12 February 2020. One day training events focused on digital technologies and connected to the Mu.SA project.	Italy	2020
Musa Final International conference	The final conference, which was initially planned to take place on the 3 rd of April 2020 in Brussels center of fine arts – Bozar, was held online due to the health emergency. A lot of preparatory work done in advance of organizing the physical final conference had to be stopped and adapted to the new realities caused by the COVID19. The consortium and the leader of the WP was quick enough to come with an online solution in order to maintain the conference. The decision	International/Online	2020

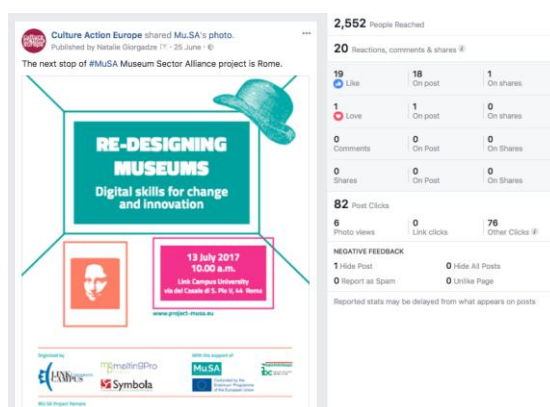


	<p>of moving it online proved to be beneficial, as it has attracted way more participants than what was anticipated (100 participants) for the physical conference. 1321 participants registered to join the conference.</p>		
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2. Other dissemination & communication activities

1. 2 December 2016, Mapas das Ideias participated in participated in the focus group at Porto UniversityPiloting the MOOC brainstorming journey. The challenge of digital skills for museum sector. Identification of needs oriented to the structure of museum professionals' formation and training. [EN]
2. January 25, 2017 WP4. U.Porto Publication. ICOM-PT Boletim Série III, Jan. 2017, nº 8. Pilotando o MOOC: Uma jornada agregadora e de reflexão. Jornada de trabalho no âmbito do Projeto Mu.SA. [PT]
3. 26 January, 2017, Brussels, Belgium Coordinators' meeting in Brussels for SSA and presentation of the MuSA project in EACEA
4. 3 February 2017 Online survey for WP2. T2.3 delivered to museums in Greece
5. 6 February 2017 WP4.U.Porto. Open online questionnaire for WP2, in Portugal. [PT]
6. 4 March, 2017 Focus Group Interviews in ICOM GR premises
7. 22 March 2017, Mapa das Ideias and ICOM-Portugal promoted a focus group to debate the digital challenges faced today by museum professionals. The event was organized under the Mu.SA: Museum Sector Alliance project, and had 11 participants, among which museum professionals, researchers and enterprises. Pictures available here.
8. Competencias digitais em museum – Focus group blogpost published here on 25 March, 2017.
9. 30 March 2017 - WP4.U.Porto. Oral presentation at conference Turismo e Património Cultural: Tecnologia e Inovação, Casa das Artes, Porto. "Desafios tecnológicos para relação sinérgica e contributos da U.Porto para o setor museológico". [PT] More here
10. Symbola, in collaboration with Melting Pro, produced a report by the title "Museum of the future" Download. The report was widely disseminated through the Mu.SA communications channels (Social media, website, newsletter) as well through partners' channels and beyond (see examples here, here, here)



11. Culture Action Europe published the Museum of the Future publication on its website, 10.05.2017

12. WP4.U.Porto. National Report. WP2 – T2.3 Mapping educational and training provisions for the museum sector in Portugal. [EN] published on 29.05.2017
13. 2 June 2017 – [Mu.SA project first Newsletter is out](#). It has been sent to 700+ Mu.SA stakeholders list and was also widely disseminated via partner's communications channels (ex. CAE send it to its 32,000+ subscribers)
14. 25 June 2017 – CAE Blogpost and facebook post about the upcoming MuSA meeting and the conference in Rome (reached to 2,5K)
15. [Facebook coverage](#) of Re designing museums conference in Rome and a [blogpost](#) on the muse website (4 August, 2017)
16. Short version of the report Museum Professionals in the Digital Era published on the [Musa website](#). September 26, 2017
17. Event Website for Beyond the Obvious Cultural Agora and Digital or Not? Questions on Audience Development published September 10 www.cae-bto.org
18. Event [Website](#) for InfoDay at Barcarena, 16 October
19. [Facebook coverage](#) of Digital challenges for culture and heritage
20. [Job role profiles animation](#) published 30 November
21. [Musa Newsletter N2](#) Published and widely disseminated 1 December
22. Mu.SA partner Margherita Sani took part in the meetings of the Voices of Culture Group on "SKILLS, TRAINING AND KNOWLEDGE TRANSFER: TRADITIONAL AND EMERGING HERITAGE" (Brussels 15-16 June and 25 September 2017) and introduced the work of the Mu.SA Project and in particular the publication "Museum professionals in the digital era" to the group. The Mu.SA project and the publication were quoted as example of good practice in the final report of the Voices of Culture Group "Towards an integrated approach to cultural heritage for Europe - Prospectus on SKILLS, TRAINING AND KNOWLEDGE TRANSFER: TRADITIONAL AND EMERGING HERITAGE" <http://www.voicesofculture.eu/wp-content/uploads/2017/12/VoC-Skills-and-training-Final-report-with-Appendix1.pdf> (footnote on page 32).
23. Mu.SA project was quoted as one of the examples among the 10 European initiatives of European Year of Cultural Heritage. European Initiative N8 focuses on Skills for Heritage: enhancing education and training for the traditional and new professions.
24. 10 November 2017, Ghent, Belgium [Open Heart Surgery](#) - Nemo Annual conference EU project slam. The Mu.SA presented by Achilles Kameas
25. The Mu.SA project presented at the International Fair of Thessaloniki (no info found, ask Achilles)
26. 5 December 2017, an article (in Greek) on the workshop "Museums, skills and new prospects in the digital age" organised by [DAISSy Research Group of Hellenic Open University](#) in Patras. [Read here](#)
27. 16 January 2018 Mu.SA project in the [Pluggy newsletter](#) On the occasion of the Info day in Patras, November 2017, entitled "Museums, Skills and New Perspectives in the digital era" organized by the Hellenic Open University, we had the wonderful chance to learn about the PLUGGY project and know more about its innovative concept and assets. PLUGGY is a leading-edge, EU funded research project in cultural heritage, that aims to develop an innovative social platform and a suite of smartphone apps that will enable individuals, community groups, industry, museums and countries as a whole to bring out, document and share their heritage online. Through this cooperation, Mu.SA project is included in PLUGGY'S first Newsletter (available online) and is promoted to a wide network from the cultural sector.
28. [Blog](#) and Social media [posts](#) on *Digital Challenges, Tasks, Skills and Training Seminar*



29. Blog and Social Media posts on *Communicar: Connecting sectors, enhancing tools, promoting skills in museums – Seminar*
30. Blog post and mention in the ICOM Portugal Bulletin – Mu.SA session at Hyperconnected Museums.
31. 12 March 2018, Museums of the Future – looking into Italian cases review published on the Italian version of the Mu.SA website.
32. 14 March 2018 – Education for All: Building the skills for more resilient societies and the after conference press release published on the CAE, BOZAR, Lifelong Learning Platform websites.
33. 8 March 2018, interview with Alexandre Matos referring to the Mu.SA project published by ICOM Portugal and reposted by Nomundodosmuseus
34. +Digital Competences International conference in Porto, communicated by various channels, see here, here (special website for the conference has been developed) and here some examples.
35. +Digital Competences International conference was granted an European Year of Cultural Heritage label.
36. May 2018, Mu.SA featured in the Portuguese Radio program
37. 16 May 2018 Article about Mu.SA in the peer-reviewed journal MIDAS
38. 10 January 2018, New ICOM Portugal peer-reviewed journal is dedicated to Museum Professionals in a Digital work and features the article on the Mu.SA project
39. 2 March 2018 Article about the Mu.SA features in the ENCATC Journal of Cultural Management and Policy
40. Mu.SA MOOC listed as a good practice example in the EPALE community.
41. Mu.SA project features in the IBC publication 'Progetto MUSA. Nuove tecnologie e nuovi ruoli nei musei', IBC, XXVI, 2018, 4.
42. 26 July 2018 Mu.SA Newsletter #3 is out
43. 1 October 2018 Mu.SA Newsletter (special edition) is out
44. 13 February 2019 Mu.SA Newsletter #4 is out
45. 11 January 2019 Museum Professionals in a Digital World: Insights from a Case Study in Portugal
46. 15 October 2018 EACEA Seminar for SSAs Achilles Kameas presented the Mu.SA project.
47. Mu.sa features in the DigComp user guide as best practice.
48. Ana Carvalho from ICOM Portugal (and Alexandre Matos as co-author) shared insights of the project Mu.SA and how to move museums transformation and change at the International ICOM Conference: "Revolution: Velvet x Digital 30 Years of Digital and Social Media in Museums". The event was organized by ICOM Slovensko (and other partners) and took place in Bratislava Castle (Slovakia) the 6-7 November 2019.
49. Alexandre Matos from ICOM Portugal (and Ana Carvalho as co-author) gave a talk about new competences for the museums of the future and the experience from the project Mu.SA. The talk was part of the program of a Portuguese conference about Good Practices in Managing Information ("Boas práticas na Gestão da Informação"). The conference took place in Lisbon at the "Museu das Comunicações" the 8th of November of 2019. The event was organized by the Portuguese Working Group for Information Systems in Museums ("Grupo de Trabalho Sistemas de informação em Museus").
50. Musa was present at the master "Digital Thinking La" at MAXXI museum in Rome – 5 June 2017
51. On the 5th of October 2018, the Musa project was presented at the event in Palermo, entitled "Cultura e turismo per la crescita del Mezzogiorno"



52. Musa at the MCBEC talk on digital environments for art and heritage education – at Sapienza University, Rome
53. Italian partners presented the Mu.SA project at the Rome museum exhibition on 29 November 2019
54. Musa project was presented at the Urban Integrated Conservation and Inclusive Intelligent Cities conference in Rome, 21.06.2017
55. Musa project at “Io sono cultura” event in Bologna
56. The Food for the Mind – Lavorare con la creatività event in Bari, invited the Mu.SA project to be presented at the conference
57. [Matera](#) hosted an event on 22 November 2019 entitled “La sfida Tecnologica dei Beni culturali”, where the Mu.SA project was presented
58. The “Musei del future” event took place in Genova 3.12.2019, where the Musa project was presented
59. The Musa project was present at the Artlab19 04.07.2019
60. Panagiota Polymeropoulou from HoU presented the Musa project at the European conference entitled “Embracing the virtual: European museums respond to the digital challenge” on 21-22 November 2019 in Athens
61. Musa at the EADTU webinar on Blended and Online Education watch [here](#)
62. Article in the ICOM Portugal peer-reviewed journal “Museum Professionals in a Digital work”, January 2018
63. Article in the peer-reviewed journal MIDAS, May 2018
64. [Museum Professionals in a Digital World: Insights from a Case Study in Portugal](#), January 2019
65. Mu.SA in the ENCATC Journal
66. Mu.SA in the IBC publication
67. Musa MOOC as good practice example in the EPALE community
68. Mu.SA project is proposed as Good Practice in the website of EC under the Initiative 8 - Heritage-related skills - Component 3: Opportunities for cultural heritage professionals: https://ec.europa.eu/culture/content/heritage-related-skills_en
69. ICOM’s Portugal Bulletin (n.º 13, May 2019), is dedicated to the theme “Museums as Cultural Hubs: The Future of Tradition”.
70. The Mu.SA project is featured in a new article, *Digital Social Innovation and the Evolving Role of Digital in Museums*. Authored by Haitham Eid, Associate Professor/Director, Master of Arts in Museum Studies Program, Southern University at New Orleans (USA) and published in the proceedings of MW19 Conference in Boston, MA (April 2 – 6, 2019).



3. Newsletters

During the lifetime of the project, 7 Musa newsletters were published (bi-annual). Newsletters were sent to the list of stakeholders and shared widely on the Mu.SA channels (website, social media), as well as the online platforms of partners.

Musa Newsletter #1 - <https://mailchi.mp/cultureactioneurope.org/musa-newsletter-june-2017>

Musa Newsletter #2 - <https://us4.campaign-archive.com/?u=eb99eb61bb621ccdc0b91fb83&id=0c96622aa4>

Musa Newsletter #3 - <https://mailchi.mp/cultureactioneurope.org/culture-action-europe-summer-newsletter-62561>

Musa Newsletter #4 - <https://mailchi.mp/cultureactioneurope.org/musa-newsletter-n4-february-62761>

Musa Newsletter #5 - <https://mailchi.mp/cultureactioneurope.org/musa-newsletter-n4-february-62881>

Musa Newsletter #6 - <https://mailchi.mp/cultureactioneurope.org/musa-newsletter-6>

Musa Newsletter #7 - <https://mailchi.mp/cultureactioneurope.org/musa-newsletter-n7-april2020>

4. Publications

Mu.SA partners have carried out publication activities as explained in the project proposal. This task included the preparation and publication of white papers and scientific articles for conferences and scientific journals. The discussions and feedback received from scientific counterparts will provide useful feedback to refine the results. Each of participating HEIs published 4 scientific papers. They are available on the basecamp WP7-R7.6-Publications

