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PROJECT ACRONYM:	AUTOMATA
PROJECT TITLE:	AUTOmated enriched digitisation of Archaeological liThics and cerAmics
CALL/TOPIC:	HORIZON-CL2-2023-HERITAGE-ECCCH-01-02
TYPE OF ACTION	HORIZON RIA
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D 11.3 Promotional kit

Version: 1.0

Revision: First release

Work Package: **n.11 – Communication, Dissemination and Exploitation: design and first phase.**

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Contributing Author(s) (Org):

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Dissemination Level		
P	**Public**	**X**
C	**Confidential, only for members of the consortium and the Commission Services**	

Revision History

Revision	Date	Author	Description
01	18/02/2025	Francesca Anichini	First draft
02	20/02/2025	Gian Giuseppe Simeone	Second draft
03	28/02/2025	Francesca Anichini	Final revision

Disclaimer

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Sommario

Abbreviations

WP: Work package

M: Month

UNIPI: Universita di Pisa

UBM: Universite Bordeaux Montaigne

UoY: University of York

INRAP Institut National de Recherches Archeologiques

AMZ: Arheoloski Muzej u Zagrebu

QB: QBrobotics Srl

HUJ: The Hebrew University of Jerusalem

MIN: Miningful srls

KCL: King's College London

IIT: Fondazione Istituto Italiano di Tecnologia

UB: Universitat de Barcelona

CL: Culture Lab

Executive summary

The AUTOMATA project's promotional strategy, outlined in the Communication, Dissemination, and Exploitation Plan (D11.1), focuses on engaging diverse audiences with complex topics such as archaeology, robotics, and artificial intelligence. The primary goal is to raise awareness of the project's scientific objectives, expected outcomes, and overall impact within and beyond the scientific community. The communication strategy aims to present the project's narrative through engaging and accessible storytelling, simplifying technical details to make them understandable and captivating for a broad audience.

A promotional kit has been developed to support these objectives as the first step in the project's communication efforts. This kit includes various elements to enhance the project's visibility and facilitate engagement. The kit features the project's brand identity, which provides distinctive graphic elements, a recognisable colour palette, and scientifically accurate yet media-friendly content. This promotional package also includes iconic, branded, functional, and appealing items.

The kit comprises three main categories: informational materials, branded merchandise, and video content. It is designed for digital and physical distribution, emphasising sustainability and minimising environmental impact. Digital formats are prioritised, with physical items produced only when necessary and using eco-friendly materials.

The promotional kit for AUTOMATA focuses on creating engaging, accessible, and sustainable communication tools that cater to a wide range of audiences. It will evolve, with ongoing assessments to refine and expand the tools based on their effectiveness and audience engagement.

1 Promotional strategy

As outlined in the Communication, Dissemination, and Exploitation Plan (D11.1), AUTOMATA is a project that combines complex and highly mediatised topics: archaeology, robotics, and artificial intelligence. Of course, these fields can be explored in varying depth, even in highly technical aspects.
As stated in D11.1, one of the primary objectives of the project's communication and dissemination activities is to raise awareness of its existence, scientific goals, and expected outcomes. The aim is to reach a broad audience within and beyond the scientific and academic communities.
Furthermore, the communication strategy seeks to convey the different stages of the project's scientific narrative, highlighting its distinctive features through engaging and accessible storytelling designed to capture interest and curiosity.
To support the various communication, dissemination, and exploitation tools outlined in the strategy, we created the first release of a promotional kit as an essential element in enhancing its effectiveness. The project's brand identity—established through distinctive graphic elements and a recognisable colour palette—the use of clear messaging to concisely convey the project's goals, the production of scientifically sound yet media-friendly content, and the creation of small iconic items all contribute not only to facilitating the research team's communication and dissemination efforts but also to establishing a distinctive and appealing strategy that highlights the project's work.

In the project's initial phase, alongside defining the brand identity, we opted to develop a limited number of functional elements. We firmly believe that it is crucial to progressively assess the impact of these tools—also through engagement with various target groups (T11.3)—to validate their effectiveness and explore ways to enhance their potential.
Therefore, this first promotional kit consists of relatively simple elements in terms of type and design. It is a starting point for further developments, including more targeted materials tailored to specific audiences.

The promotional kit is designed for use in media communication activities (website, social media, general media) and for distribution at conferences and events organised by AUTOMATA or where AUTOMATA is being presented. Its design aims to engage a diverse audience, including scientific and professional communities (academics, researchers, archaeologists) and a broader, younger general audience.

The kit is structured into three main categories:

- **Informational materials**, such as posters, flyers, and other media assets, will be used to raise awareness and disseminate the technical and conceptual aspects of the AUTOMATA project.
- **Branded merchandise** and promotional items.
- **Video content**.

A key guiding principle is to minimise the kit's environmental impact. To achieve this, materials are designed to be primarily accessed in digital format, with print versions available on demand in limited quantities to avoid unnecessary surplus. Additionally, physical items are produced using environmentally friendly materials whenever possible.

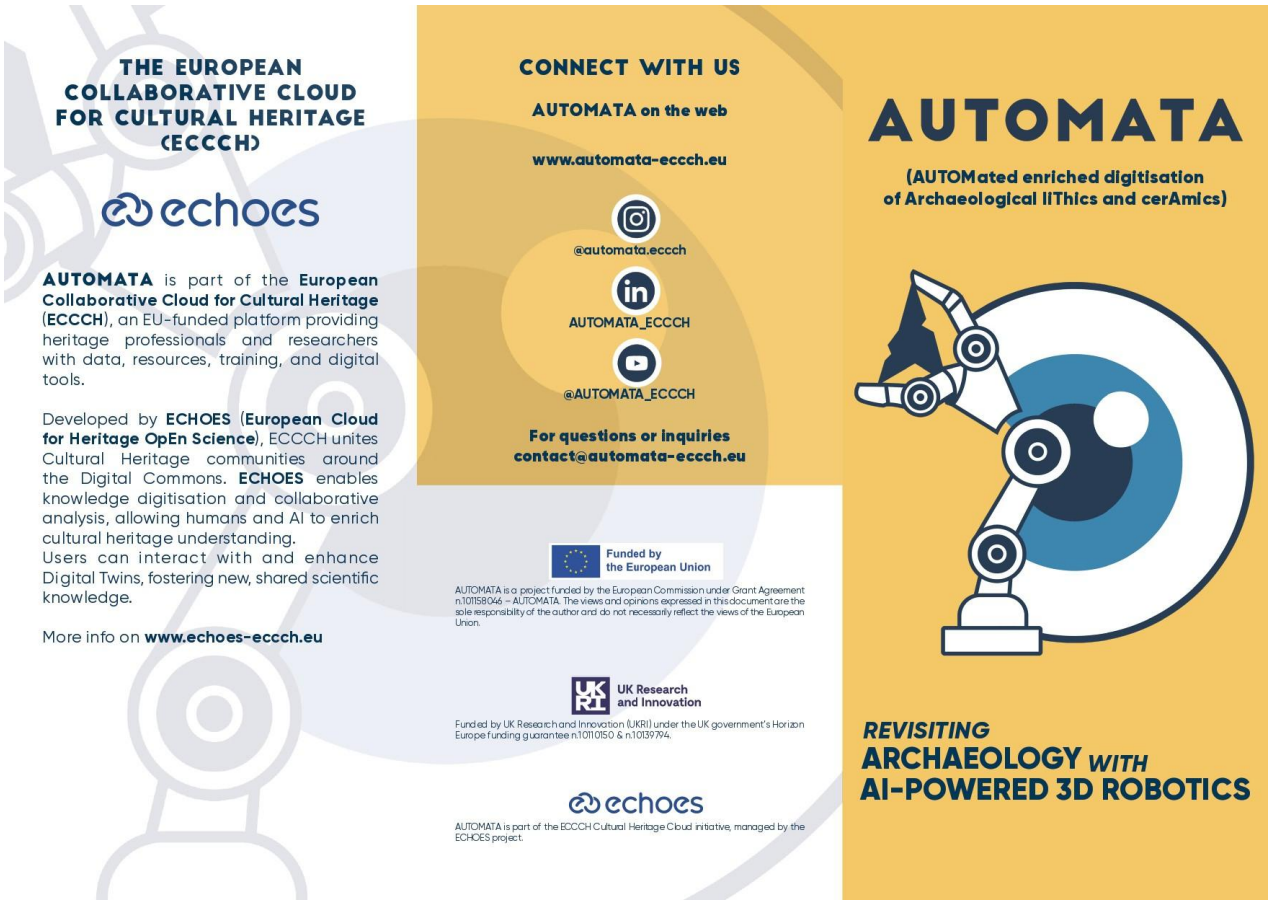
2. Tools

2.1 Informational materials

2.1.1 Brochure design

The AUTOMATA information brochure, designed with a clear and visually engaging layout aligned with the project's visual identity, offers a comprehensive yet accessible overview of the project. It highlights its objectives, key research areas, consortium partners, and expected impact on archaeology and cultural heritage.

The brochure is structured into six compact sections. It also includes references to AUTOMATA's social media and media accounts and acknowledgements of its funding agencies (EU and UKRI) and the ECHOES/ECCCH network. It is in digital format and is accessible and downloadable from the project's website. It is also designed for selective printing at key events.



WHAT IS AUTOMATA ?

Using AI-augmented robotics and sensors, the EU-funded **AUTOMATA** project will create 3D models enriched with archaeometry data, providing a practical and cost-effective solution for digitisation.

Robotic tools with newly developed AI methodologies will improve the digitisation process of visible and non-visible properties of archaeological finds, enhance the robustness and efficiency of 3D digitisation, improve surface appearance acquisition, and integrate 2D representations.
This approach streamlines data acquisition, aided by human - AI collaboration, and, in turn, the collection of big, well-identified data will empower the development of AI models.

This cost-effective technology will democratise access to digitisation, benefiting the Cultural Heritage community at large, including public and private organisations dealing with culture, education, ICT, museums, creative companies and media, aid preservation methods and restorers' work, and foster inclusive knowledge - sharing via a dedicated crowdsourcing platform.

AUTOMATA'S FOCUS AREAS

The **AUTOMATA** project aims to revolutionise archaeological documentation and preservation through an innovative blend of artificial intelligence, robotics, and advanced digitisation technologies.
It is based on seven main focus areas:

DIGITISING ARCHAEOLOGICAL FINDS
Transforming the documentation and analysis of cultural heritage objects.

CREATING 3D MODELS
Developing detailed 3D representations of archaeological objects enriched with new scientific data.

ENABLING BIG DATA COLLECTION
Addressing historical gaps in large-scale archaeological datasets.

ENHANCING AI-BASED CLASSIFICATION
Advancing learning algorithms for the classification of archaeological artefacts based on shape, material, and archaeometry data.

ARCHIVING AND PRESERVING DATA
Ensuring that data is managed in accordance with the FAIR (Findable, Accessible, Interoperable, and Reusable) principles.

UPSKILLING PROFESSIONALS
Training cultural heritage experts in advanced digitisation technologies.

ENGAGING AUDIENCES
Making digitised artefacts accessible to both academic researchers and the general public.

THE AUTOMATA CONSORTIUM

AUTOMATA is implemented by a network of excellence composed of 13 academic and non-academic organisations from 7 countries (Italy, France, Croatia, Israel, Spain, Belgium and the United Kingdom), placed under the coordination of the University of Pisa.

2.1.1 Events' materials

Specific materials, including posters, flyers, bookmark bands, and name badges, have been designed to promote targeted events throughout the project. Informative content can be integrated around the project's identifying logo. These materials are available in digital format and for print distribution.

2.1.2 Press kit, press releases and clipping

An information kit will soon be available on the project's website. The kit will provide a concise overview of the AUTOMATA project, its objectives, and expected outcomes. It will feature high-quality images showcasing various aspects of the project, supporting media outreach efforts to engage diverse audiences and effectively communicate the project's vision and impact.

Press releases are published on the website for each significant event or activity of scientific and/or public interest (https://automata-eccch.eu/news-events/press-releases/). A dedicated section also provides access to press clippings, articles, and online features related to the project, ensuring comprehensive media coverage and visibility (https://automata-eccch.eu/news-events/press-clippings/).

2.1.3 AUTOMATA in a nutshell. Key Research Focuses and Outreach Materials

As detailed in the Communication Strategy (D), AUTOMATA's topics present challenges regarding dissemination and promotion. The project workflow is complex and multifaceted, with highly technical tasks that non-experts may struggle to grasp.

To simplify its communication, the intricate structure of the work packages has been translated into seven key 'Research Focuses':

- Digitizing cultural heritage

- Creating 3D models

- Enabling big data collection

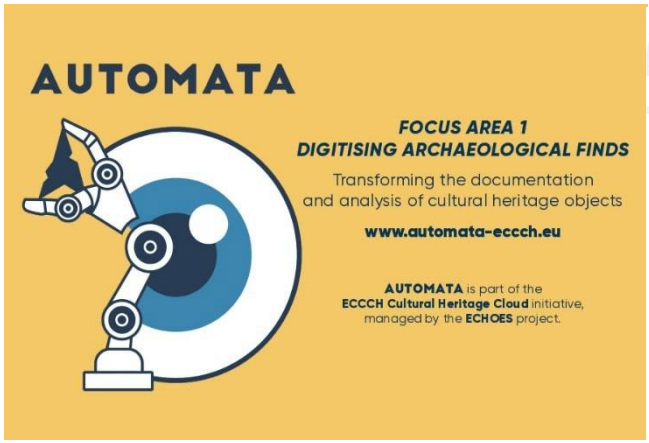
- AI-based learning and classification

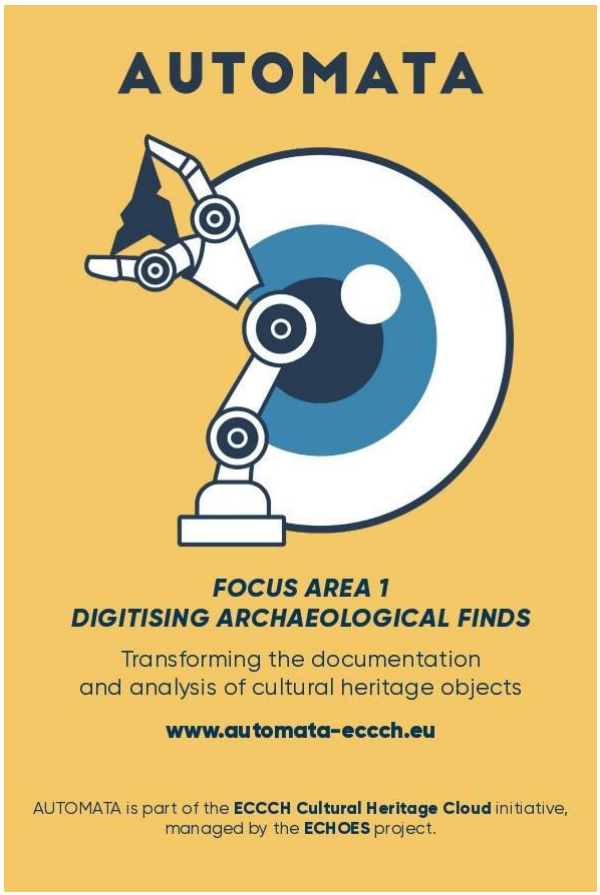
- Archiving and preserving data

- Upskilling cultural heritage operators

- Engaging with audiences

These Research Focuses, already described on the project website (https://automata-eccch.eu/research-focuses/) (D11.2), also serve as key messages to gradually introduce the project's themes and phases to a broad audience.
A series of postcards, each highlighting a specific aspect of the project, is currently in development. Thanks to each consortium partner's commitment to providing images from their work and area of expertise, an image archive will soon be available to support this initiative. These visual resources will help shape the postcards, which will be progressively released as a growing collection.
Designed for both digital and physical dissemination, the postcards will be shared online via the website and social media and printed and distributed at public events such as multiplier events, conferences, workshops, and trade fairs.
Additionally, the postcards will also be available in an animated version and may include a QR code linking directly to the website or specific video content (§1.4).

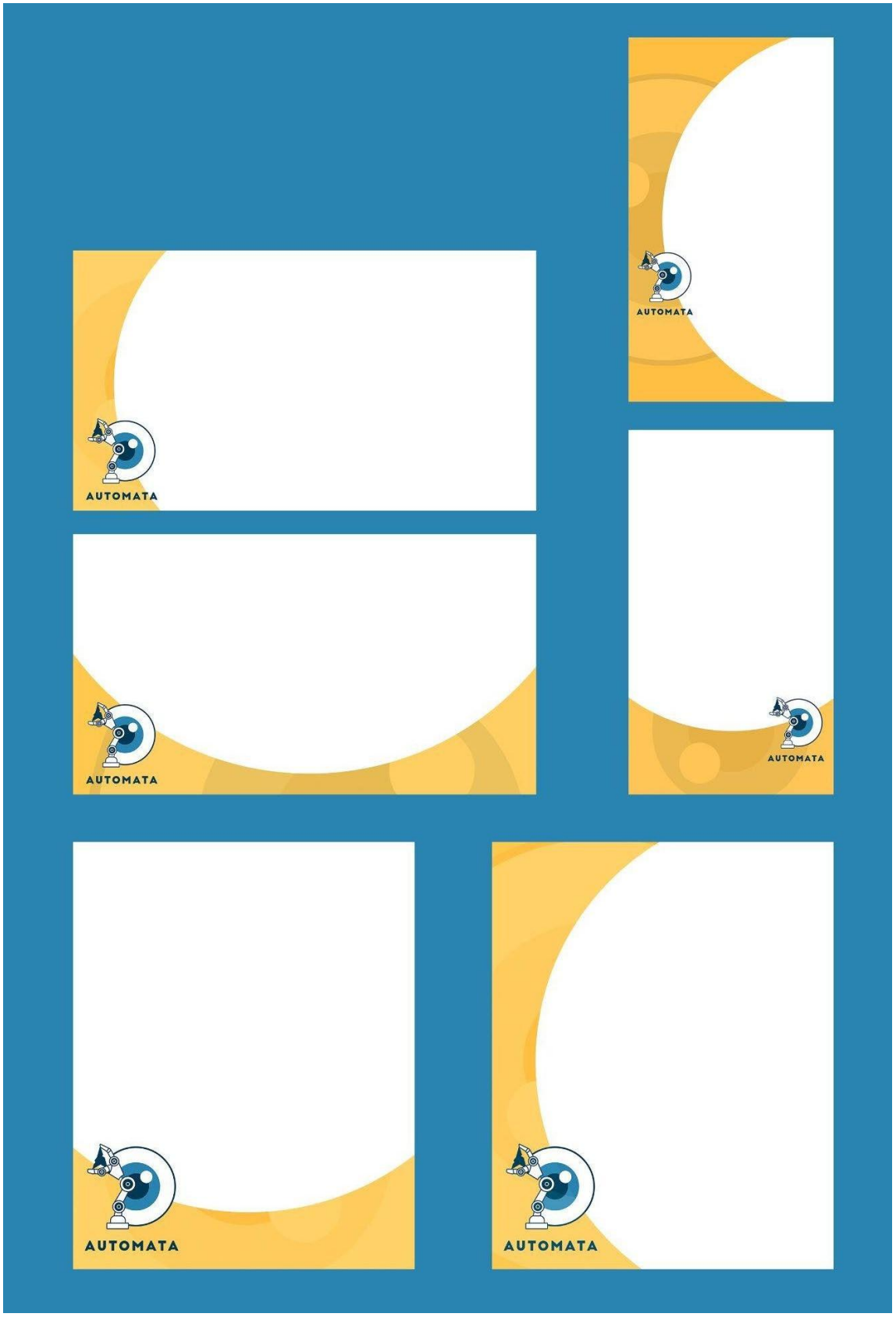



AUTOMATA
FOCUS AREA 1
DIGITISING ARCHAEOLOGICAL FINDS
Transforming the documentation
and analysis of cultural heritage objects
www.automata-eccch.eu
AUTOMATA is part of the ECCCH Cultural Heritage Cloud initiative,
managed by the ECHOES project.


AUTOMATA
(AUTOMated enriched digitisation
of Archaeological liThics and cerAmics)
AUTOMATA
Using AI-augmented robotics and sensors, the EU-funded AUTOMATA project (2024-2029) will create 3D models enriched with archaeometry data, providing a practical and cost-effective solution for digitisation of archaeological objects
Università di Pisa
Archéosciences Bordeaux
Inria
Inrap
amz
qb robotics
Miningful
Universitat de Barcelona
culturelab
ads Archaeology Data Service
University of York
King's College London
Funded by the European Union
UK Research and Innovation

2.1.4 Social media graphic framework

The graphic and branding elements have also been structured into a series of frameworks for publishing content on social media optimised for different formats.



2.2 Gadgets

A first set of branded promotional items is being developed, including USB sticks, pens, notebooks, magnets, and stickers, all featuring the project's visual identity. Tote bags with the AUTOMATA logo and key visuals will further support project visibility at conferences and events. These items have been designed with sustainability, cost-effectiveness, and ease of distribution in mind. As with the rest of the promotional kit, this selection represents a work in progress. It may be refined and expanded throughout the project's duration, mainly based on the effectiveness of these promotional tools as assessed during initial interactions with the public.

AUTOMATA

PROMOTIONAL
KIT


AUTOMATA
AUTOMATA


AUTOMATA
AUTOMATA


AUTOMATA
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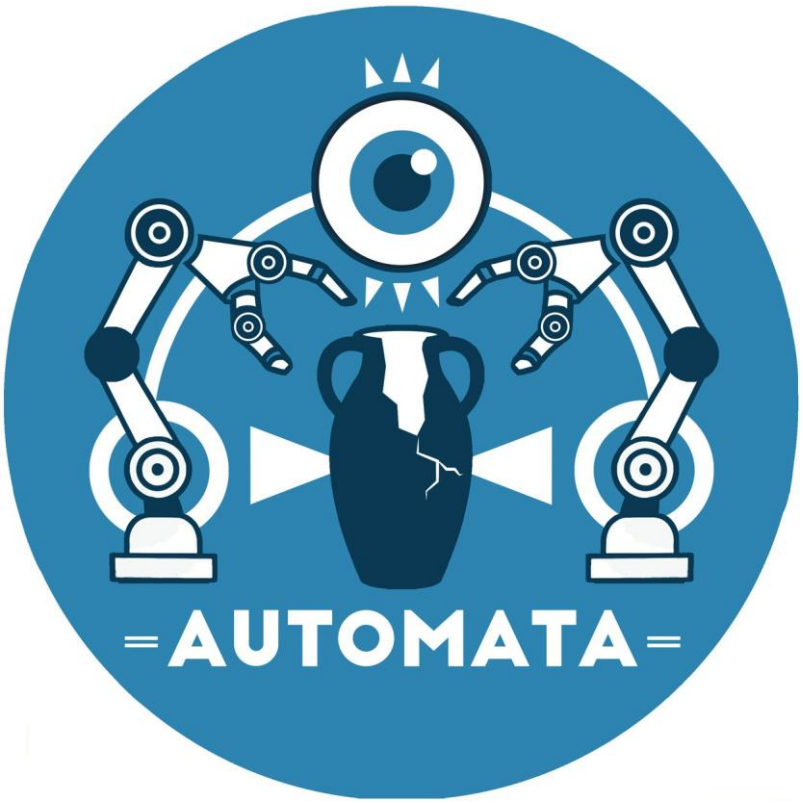

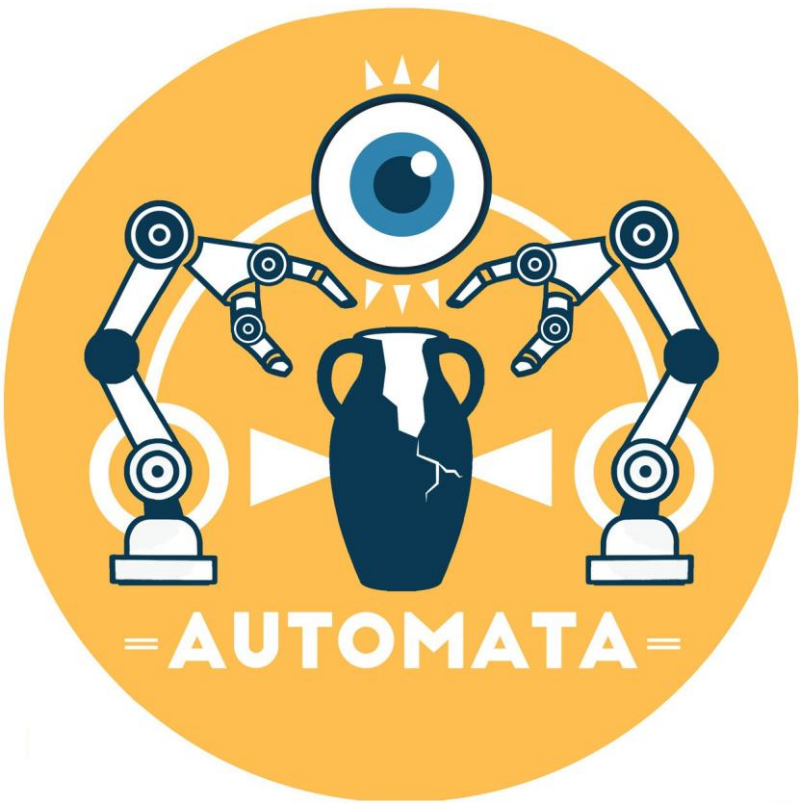

IMAGINARIUM

IMAGINARIUMCREATIVESTUDIO.COM

INFO@IMAGINARIUMCREATIVESTUDIO.COM

2.3 Video content

The promotional kit integrates a series of short videos designed explicitly for social media dissemination. These engaging and accessible storytelling tools offer a clear and concise narrative of the project's progress. The videos are developed with a cohesive visual identity, incorporating the project's colour palette (white, yellow, and blue tones), graphical elements, and fonts inspired by the AUTOMATA logo. Their purpose is to simplify complex research processes, presenting them as compelling, easy-to-understand content that resonates with a broad audience.

Through dynamic animations and concise storytelling, the videos highlight key aspects of the project, including:

- The international network of experts and researchers involved

- The project's main objectives

- The implementation timeline

- The design and development phases of the machinery.

Each video will be uploaded to the website and linked to the AUTOMATA YouTube channel (https://www.youtube.com/@AUTOMATA-ECCCH-f2z). This will let viewers explore the project more thoroughly and ensure a seamless and comprehensive information experience. The first videos, which showcase the creation of the AUTOMATA logo concept, were presented during the kickoff meeting and available on the website (https://automata-eccch.eu/).