

ARCHETHICS

COMMUNICATION



PEOPLE



ARCHITECTURE



HISTORY



ETHICS

URBACT



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Interreg

HOW IS COMMUNICATION GOING AT LOCAL LEVEL?



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List of channels









- **Website** on URBACT'S platform: <https://urbact.eu/networks/archethics>
- **Newsletter**: <https://bit.ly/ArchethicsNewsletter>
- **Facebook**: <https://www.facebook.com/ArchethicsNetwork/>
- **LinkedIn**: <https://www.linkedin.com/company/archethics>



Facebook

Page overview
Followers: 128

[Create a post](#) Last 28 days

 Post reach 	204
 Post engagement 	100
 New Page likes 	5
 New followers 	5

Location	Towns/cities	Countries
Poland		48
Italy		41
Portugal		10
Bulgaria		5
Spain		5
Albania		3
Greece		3
Netherlands		2
United Arab Emirates		2
France		1



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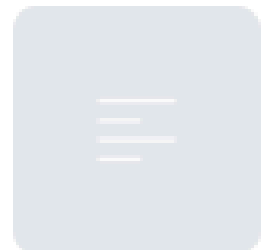




You are all welcome to join us live online! **Archethics' Masterclass on Architecture and People** will take place in Permet, Albania on Tuesday 18th June at 9 AM. Follow the link: <https://us02web.zoom.us/j/88511069035> The **program** of the masterclass is the following:...

Thurs, 13 Jun

Post reach	Engagement
55	12



For a democratic Europe, #UseYourVote from 6-9 June!

Thurs, 6 Jun

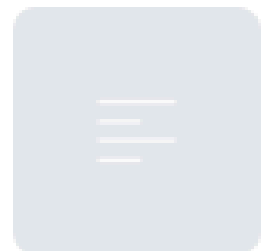
Post reach	Engagement
27	16



If you want to read our newsletter please subscribe so that you can receive regular updates on the project. <https://bit.ly/ArchethicsNewsletter> URBACT #DissonantHeritage

Thurs, 6 Jun

Post reach	Engagement
56	12



A picture from the official opening of the exhibition on the history of GDM at the Gdansk Museum. URBACT #DissonantHeritage

Mon, 3 Jun

Post reach	Engagement
65	13



Heritage Agora: Communicating Dissonance Meet over 100 experts from over 15 countries! **Session 1: European Partnership for Dissonant Heritage Communication** learn about the CERV EU funding opportunities and the ongoing project on dissonant heritage...

Mon, 27 May

Post reach	Engagement
90	25



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LinkedIn



LinkedIn scope is to build a network with organizations and researchers active on our topics.

Do you know any national/international network we should be in touch with?

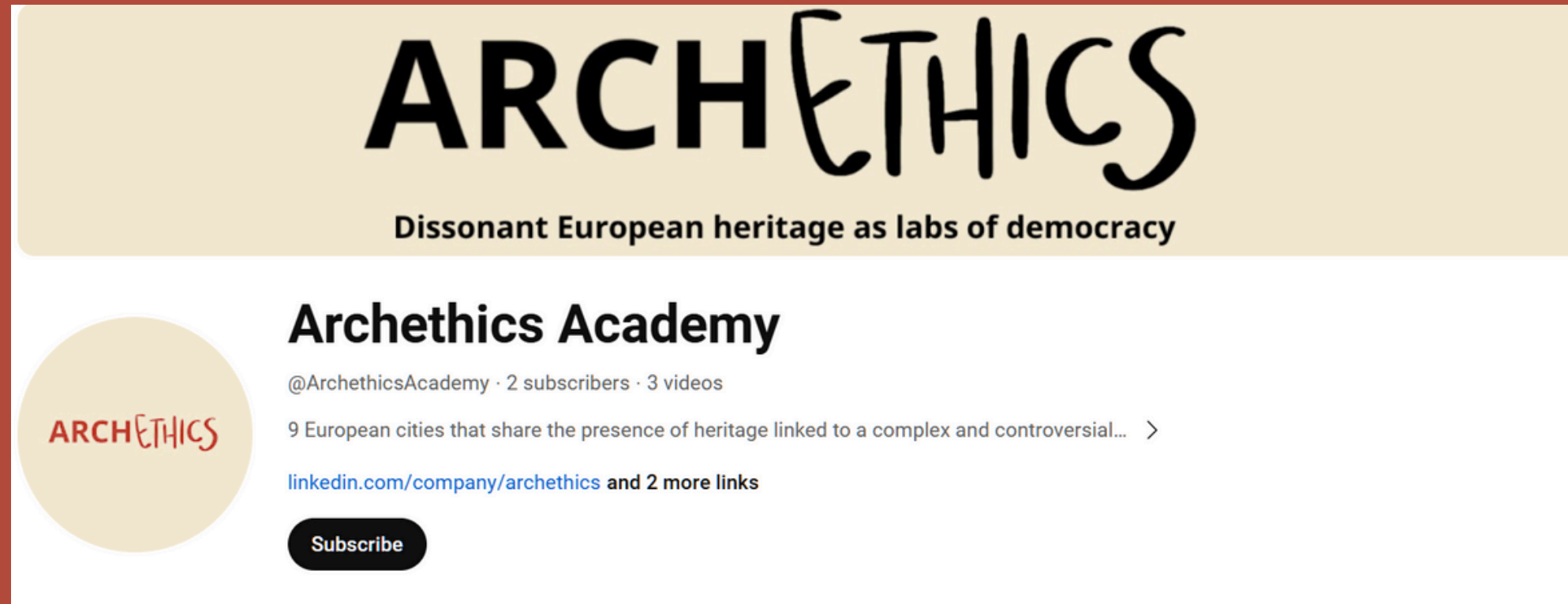


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Archethics accademy



A YouTube Channel where we will share all the masterclass, as a free resource for everyone interested in the topic.



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WHEN YOU POST SOMETHING ABOUT ARCHETHICS...

- Tag @archethics and @urbact
- Use fitting hashtags:
 - #CULTURALHERITAGE
 - #PEOPLE
 - #ARCHITECTURE
 - #ETHICS
 - #HISTORY
 - #ARCHETHICS
 - #URBACT



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Newsletter



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Editorial plan

To detail the communication actions and set the project communication workflow involving the partners in the production of specific communication contents, an Editorial Plan has been created as a **shared excel file**

ARCHETHICS Editorial Plan





COMMUNICATION PLAN

COMMUNICATION OUTPUTS



Next output: Videos

In the Editorial Plan you will find the assignment and the period in which the videos are required through the second half of 2024:

- Meet our dissonant heritage

These are required in 2025:

- ULG inspiring stories
- Discover our testing activities



Meet our dissonant heritage video

- Choose one of your building and make a short video in front of it (max 1.5 minute)
- Explain what it is, what are the challenges you are facing and the ideas that are emerging from the ULG.

Possible script (just an idea, adjust as you wish!):

Hello, We are [names] from [citu] and this is the [name of the building], which is part of our dissonant heritage. It has been build during... and it was use as... The main challenges we are facing with it are... With our local communities we are thinking about...



CROSS DISSEMINATION EVENTS

1. PROJECT “DEVELOPING INCLUSIVE PROCESS FOR COMMUNICATING DISSONANT HERITAGE” (CERV)

Lead: Buzludja Foundation

- 26th March / Cesena, Workshop - Organized by: Buzludja Foundation and Urban Agenda
- 28th May / On-line Dissonant Heritage Agora - Organized by: Buzludja Foundation and Urban Agenda

2. URBAN AGENDA FOR THE EU

- 4th June / Berlin, Workshop “Toolkit Dissonant Heritage”

3. PROJECT NEXT ROUTES (ERASMUS +)

Lead: ATRIUM

- 13th June / On-line workshop to design the ATRIUM digital game



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