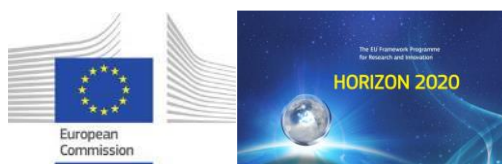




H2020-TWINN-2015. Grant Agreement no 691936	
Project full title:	Remote Sensing Science Center for Cultural Heritage
Project acronym:	ATHENA
Work Package	WP6
Deliverable	D6.8 - Report from the outreach activities



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1 Introduction

The present deliverable is concentrated on the outreach activities that took place during the project for dissemination purposes. Social networks were used in order to maximize the publicity of the project and disseminate its results. The outreach activities were oriented towards a wider audience interested in innovative technologies and generally research innovation that was accomplished through these media sources.

2 Outreach activities

A range of outreach activities, with local schools and the community, was carried out to present the ATHENA project. These activities include amongst other, presentations at schools, researcher's nights, development of a website and accounts on social networks (Facebook, Twitter). These outreach activities were oriented mostly to the local non-academic audience and aimed to promote the Centre beyond academia, to a wider public of all ages. Also, the ATHENA project was disseminated through promotional material like project logo, brochures, newsletters, leaflets and videos. Furthermore, Copernicus material was used to demonstrate simple case studies related to Copernicus data using ATHENA examples. Table 1 shows the main outcomes of the ATHENA's outreach activities.

Table 1: Outcomes of ATHENA's outreach activities.

Wider Society		
Name	Communication Channel	Main - Outcome
Promotional materials	1. Brochures 2. Newsletters 3. Leaflets 4. Banners	>1000 non-academic readers
Audience	1. Invitation to Schools 2. Meetings 3. Science Café	> 300 students > 100 non-academic audience
Researchers' Nights	1. Info-Kiosk	10.000 visitors
Press-release	1. Newspapers 2. Magazines	> 50.000 readers
Social-Networks	1. Websites 2. Facebook 3. Twitter 4. YouTube	>40000 users

2.1. Promotional material

2.1.1. Logo of ATHENA

The project logo was designed at the beginning of the ATHENA. The logo in combination with all the promotional material produced, such as banners, leaflets, brochures and newsletters were used in all outreach activities. The following sections of the present report show all the promotional material used for the project while Figure 1 shows the logo of the ATHENA project.



Figure 1: ATHENA's logo

2.1.2. Newsletters

Three newsletters were developed, one each year, to disseminate some important findings of the ATHENA project. These were uploaded on the website and promoted also through the project's social networks. The first Newsletter, which can be found in Deliverable 6.2 (Figure 2), contains all the activities carried out during the 1st year of the ATHENA project. The second newsletter (Deliverable 6.3) describes all the activities of the 2nd year and the final Newsletter can be found in Deliverable 6.4 and is related to the activities of the 3rd year of the project.



Figure 2: Cover page of ATHENA's Newsletters

2.1.3. Leaflets

During the ATHENA project, fourteen (14) leaflets were published through the website and used in many outreach activities (distributed also in printed format). All of them are presented in Figure 3. More details about the project’s leaflets can be found in Deliverable 5.1.

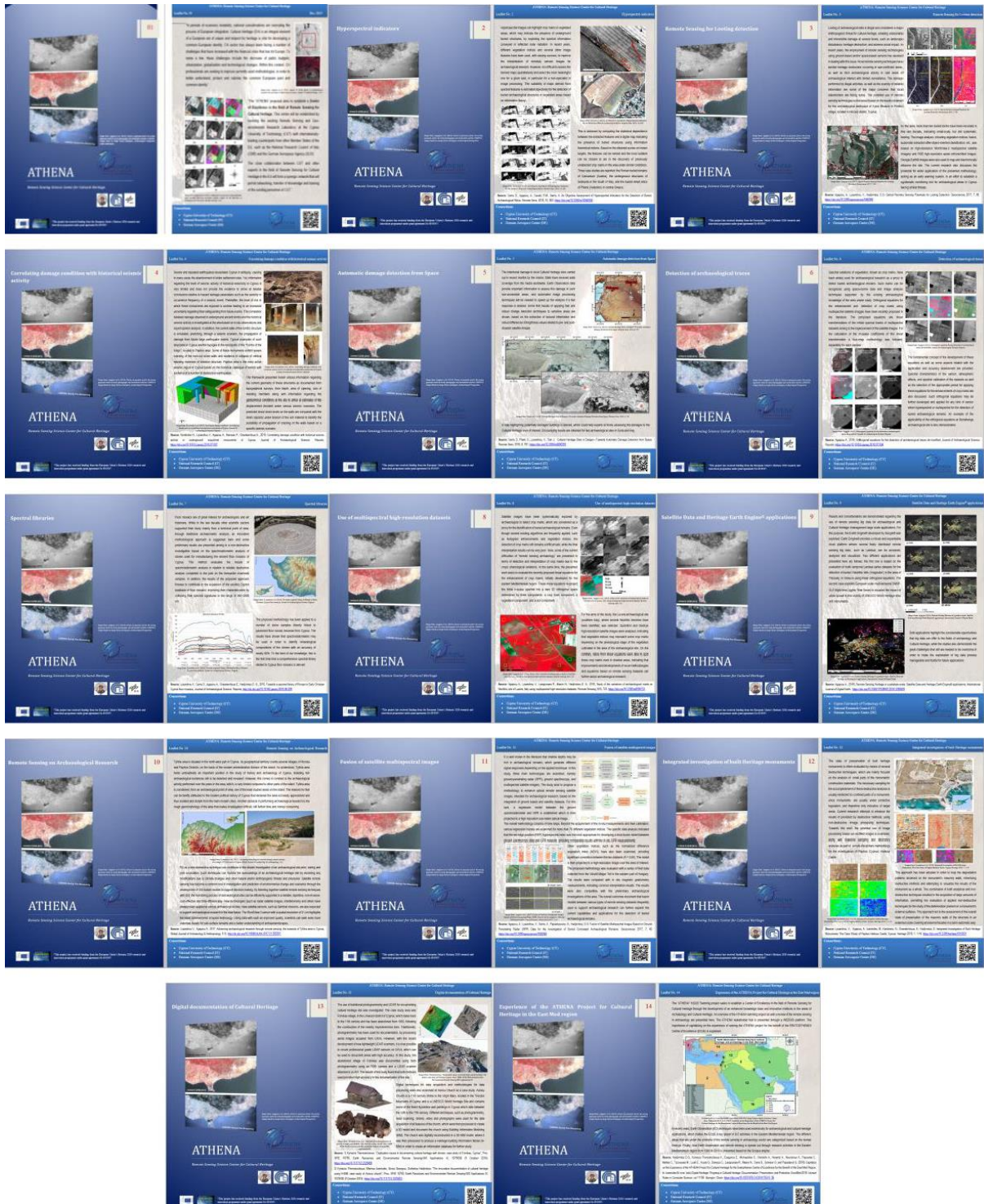


Figure 3: Leaflets of ATHENA project

2.1.4. Banners

Two banners were designed and developed for the project (Figure 4). These were used to promote ATHENA through local and international outreach activities, like project meetings, conferences and meetings with stakeholders.



Figure 4: Banners of the ATHENA project.

2.1.5. Brochures

Three printed brochures were produced to educate non-academic audience. The brochures display photographic material and short descriptions of the project in a simplified way in order to be attractive to non-experts. Figure 5 shows the first brochure that covers in simple format the basics about the Athena project., Figure 6 shows the second and Figure 7 the third one.

More details about the brochures and the brochures in higher resolution can be found in Deliverable 6.9. It is important to highlight that Brochure No.2 was designed to promote Athena to non-experts in a simple format on the topic “Why Earth Observation is important?”, “Why Satellite passive remote sensing can be applied in Cyprus?” What is the difference between active and passive sensors etc.?”

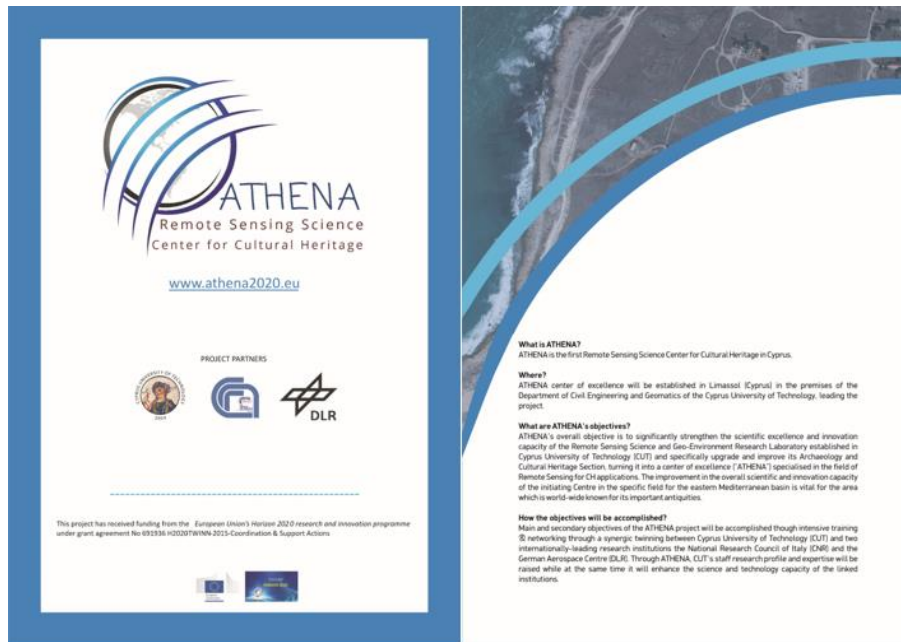


Figure 5: First brochure of the ATHENA project



Figure 6: Second brochure of the ATHENA project

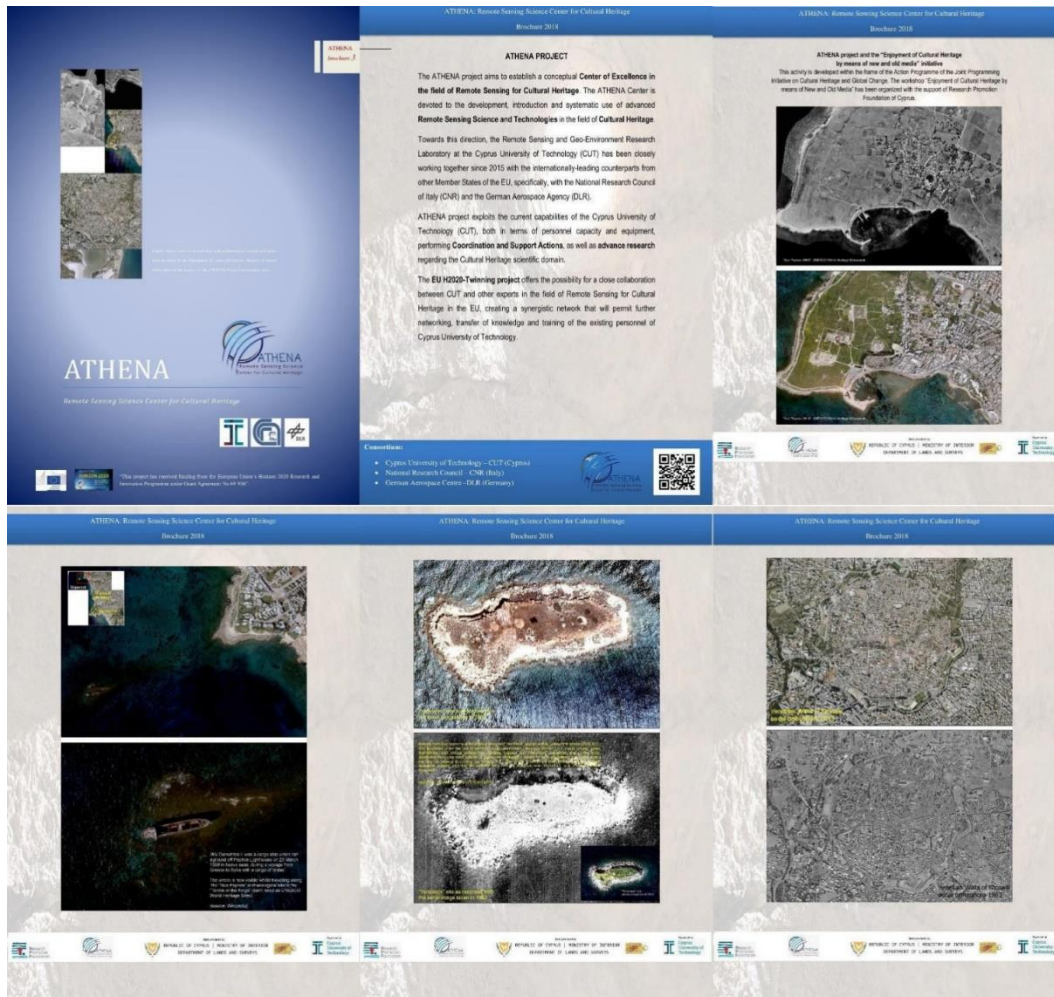


Figure 7: Third brochure of ATHENA project

2.2. Audience (Schools, stakeholders, general public)

2.2.1. ATHENA dissemination through schools

ERATOSTHENES Research Centre, under the ATHENA project's activities, supported schools through presentations and guided them to participate in national and European research competitions. The main aim was to support the students during their first interaction with research, science and technology and encourage them to become young researchers.

Students participated in research competitions, by forming working groups, guided by their teachers. In addition, researchers from the ERATOSTHENES Research Centre were also involved in guiding the working groups through meetings, assisting them during all stages of their research work. These visits were part of the Researcher's Week organized by the Cyprus Research Promotion Foundation during 2016 – 2017, 2017 – 2018.

Researchers of the ATHENA project visited four schools (two elementary and two high schools) to promote the benefits of Earth Observation relevant to Cultural Heritage.

- Dr Papoutsas and Prof. Hadjimitsis visited the Polis Chrysochous (Gymnasium, Technical School) school in Pafos in September 2016 and presented the Athena to the students (Figure 8)
- Dr. Athos Agapiou visited the 4th Elementary School in Lakatameia, in Nicosia (Figure 9),
- Dr. Christiana Papoutsas and Mr. Dimitris Kouhartsouk visited the Elementary School in Geroskipou (Figure 10) and the High School in Emba, in Paphos (Figure 11).
- Dr. Argyro Nisatzi visited the Technical School in Limassol (Figure 12). During the presentations, the ATHENA project as well as further information about the remote sensing technologies used in cultural heritage, were described. Also, printed brochures were distributed to the students.



Figure 8: Polis Chrysochous (Gymnasium, Technical School) school in Pafos (2016)*



Figure 9: 4th Elementary School in Lakatameia, Nicosia (2016)

* The Figures above were blurred to protect the identity of the students



Figure 10: Elementary School in Geroskipou, Paphos (2016)*



Figure 11: High School in Emba, Paphos (2016)†



Figure 12: Technical School in Limassol (2016)†

Also, students from the Lyceum 'Apostolon Petrou kai Paulou', located in Limassol, were educated on the ATHENA project by the researchers, Dr Christiana Papoutsas and Dr Kyriacos Themistocleous (Figure 13) in close collaboration with their teachers, Mrs. Sofia Kazeli, Mr.

† The Figures above were blurred to protect the identity of the students

Michalis Ioannou, Mr. Nicolas Stratis, and Mr. Nikos Nikolaou. The students participated in the 'Competition for Young Researchers 2017-2018' organized by the Cyprus Contest for Young Scientist CyCYS.



Figure 13: Lyceum "Apostolon Petrou kai Paulou"[‡]

Furthermore, the students of 'Agios Neophytos Gymnasium', in Kato Polemidia were supported by Dr. Christiana Papoutsas and their teacher, Mrs. Alexandra Perdiou, (Figure 14) in order to participate in the contest of 'Technology and Innovation in Education TEKE 2017-2018', organized by the Cyprus Research Promotion Foundation.



Figure 14: Teacher and Students of "Agios Neophytos Gymnasium"(2018)[‡]

Also, 25 students from a specific research group of the Pascal English school (Larnaca) named «Engineering club mission to space» visited CUT premises in Limassol, in Cyprus (Figure 15). Mr. Marios Tzouvaras presented the activities of the ERATOSTHENES Research Centre and the ATHENA project. The actions of the group within the framework of the ATHENA project were showcased to the students and promotional material (brochure and leaflets) was handed out to the students and their teachers.

[‡]The Figures above were blurred to protect the identity of the students



Figure 15: Students from the Pascal English School (Larnaca) were informed about ATHENA project (2018) §

Finally, the Department of Civil Engineering and Geomatics of the Cyprus University of Technology organized three summer schools where the ATHENA project was presented to high school students in June 2016 (Figure 16), 2017 (Figure 17) and 2018 (Figure 18). During the lectures, various examples and case studies from ATHENA project were outlined to the audience.



Figure 16: Summer School, 2016



Figure 17: Summer school, 2017

§The Figure above were blurred to protect the identity of the students



Figure 18: Summer school, 2018

All the activities fall under the umbrella of both the EXCELSIOR and ATHENA project aiming to promote the use of Earth Observation and Copernicus Satellite data for Cultural Heritage and Archaeology.

2.2.2. Through meetings

During the overall presentation of the group in the Copernicus Training and Info Session for the Cyprus case studies, 'ATHENA' was also presented. The audience was mainly comprised of non-academic people. A Copernicus Training and Information Session took place on 27th of March 2018 at the Aliathon Holiday Village in Paphos, Cyprus, as a part of a series of national Copernicus events (Figure 19).



Figure 19: Professor Diofantos Hadjimitsis presenting ATHENA at Copernicus Training and Info Session

2.2.3. Science Café

A Science Café was organized on the 23rd of May in 2018 in Paphos in the context of the Cyprus Week for Innovation and Research by the Research Promotion Foundation. This event took place at Second Cup Café in Paphos, where more than 30 people (mainly non-academic)

gathered to meet the ERATOSTHENES team and learn about the Copernicus Academy and the ways in which Earth Observation can be beneficial for the society and the environment. ATHENA was one of the projects presented to the audience (general public, citizens and students) (Figure 20).



Figure 20: Dr. Christiana Papoutsas's presentation at the Science Café

2.3. Press releases (printed or web)

2.3.1. Newspapers

During the ATHENA project, many articles were published in newspapers to promote and disseminate the Twinning project, ATHENA. Twenty one articles were published by thirteen different newspapers in an online and printed format (Table 2). The published article of the newspaper “Tachidromos tis Pafou” can be seen in Figure 21, promoting the ATHENA project. More newspaper articles can be found in Deliverable6.10.

Table 2: Newspapers promoting ATHENA project

a/a	Newspaper	Date published	Type
1.	Phileleftheros	20 November 2015	Local newspaper
2.	Foni-Lemesos	13 January 2016	Local newspaper
3.	i-Eidisi	13 January 2016	Online source
4.	Paideia News	17 January 2016	Online source
5.	Phileleftheros	13 January 2016	Local newspaper
6.	Alitheia	13 January 2016	Local newspaper
7.	Charavgi	13 January 2016	Local newspaper
8.	Phileleftheros	13 January 2016	Local newspaper

9.	Politis	13 January 2016	Local newspaper
10.	Foni-Lemesos	15 January 2016	Local newspaper
11.	Simerini	15 January 2016	Local newspaper
12.	Machi	17 January 2016	Local newspaper
13.	Politis	17 January 2016	Local newspaper
14.	Tachidromos tis Pafou	22 January 2016	Local newspaper
15.	Phileleftheros	21 January 2016	Local newspaper
16.	Cyprus News	11 March 2016	Online source
17.	Alitheia	15 March 2016	Local newspaper
18.	Simerini	22 July 2016	Local newspaper
19.	Paideia News	7 October 2016	Online Source
20.	Sigmalive	29 November 2018	Online Source
21.	Philenews	29 November 2018	Online Source



Figure 21: Tachidromos tis Pafou, 22/1/2016

2.3.2. Magazines

An article has been published in the “EMPHASIS” Magazine in April 2017 presenting some of the first scientific results of the ATHENA project (Figure 23). EMPHASIS started publishing magazines, since 2017, to the local community of Paphos, printing six thousand copies (6000). EMPHASIS magazine published new edition magazine for nonacademic readers, every two months with topics covering health, culture, news, economy, sport, history, technology, food and entertainment. The Article concerning ATHENA can be found in the first edition April – June 2017 (page 92 – 93). This article is focusing on the role of remote sensing in Cultural Heritage, giving a short description of the ATHENA project.

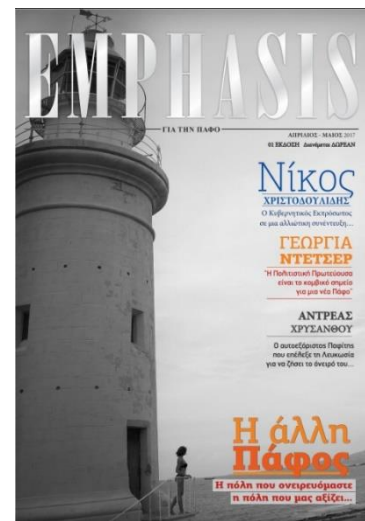


Figure 22: Cover page of EMPHASIS, 2017

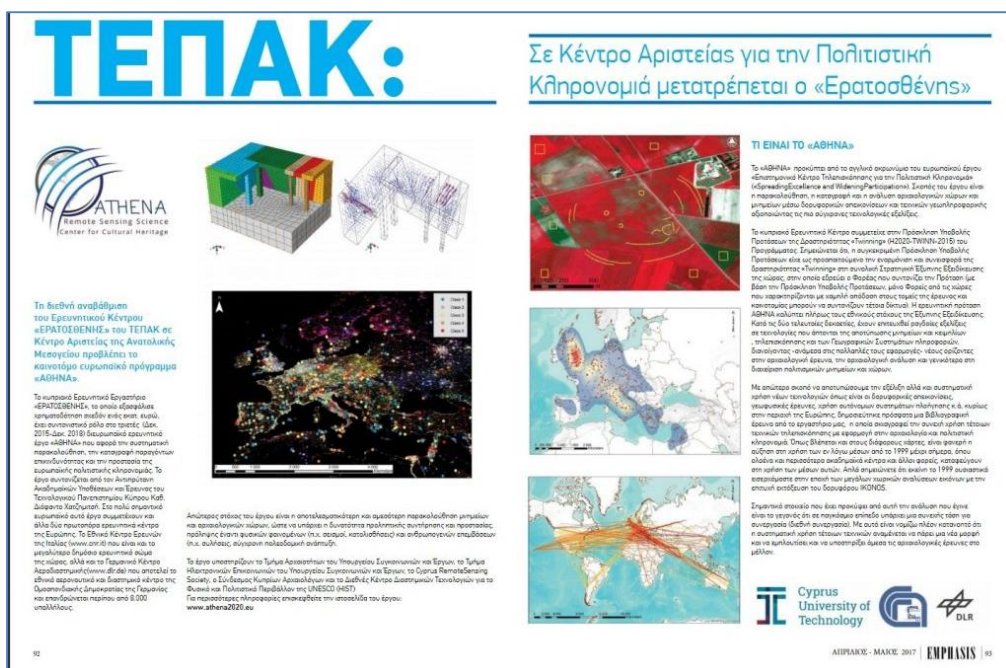


Figure 23: ATHENA’s article in EMPHASIS Magazine

2.4. European Researcher’s Nights

The European Researcher’s Nights are events dedicated to popular science and fun-learning. It is a unique opportunity to meet researchers, talk to them, and find out what they really do for the society in interactive and engaging ways. This can be through hands-on experiments, science shows, learning activities for children, guided visits of research labs, science quizzes, games, competitions with researchers. The “Researcher’s Night” is an event organized by the

Research Promotion Foundation (RPF) in collaboration with academic and research institutions as well as other organizations in Cyprus. The European Researcher's Night takes place every year all over Europe and neighboring countries. ATHENA was presented at the Researcher's Nights in the kiosk with topic "Cyprus from above: History and Heritage" which was coordinated by the Eratosthenes Research Centre on 30/10/2016 (Figure 24), 29/9/2017 (Figure 25) and 28/09/2018 (Figure 26). During the aforementioned events, banners and simplified information about the targets and the technologies in the Centre were used. This information was provided mainly through printed brochures and newsletters and was given to several interested parties.



Figure 24: Researcher's night in 2016

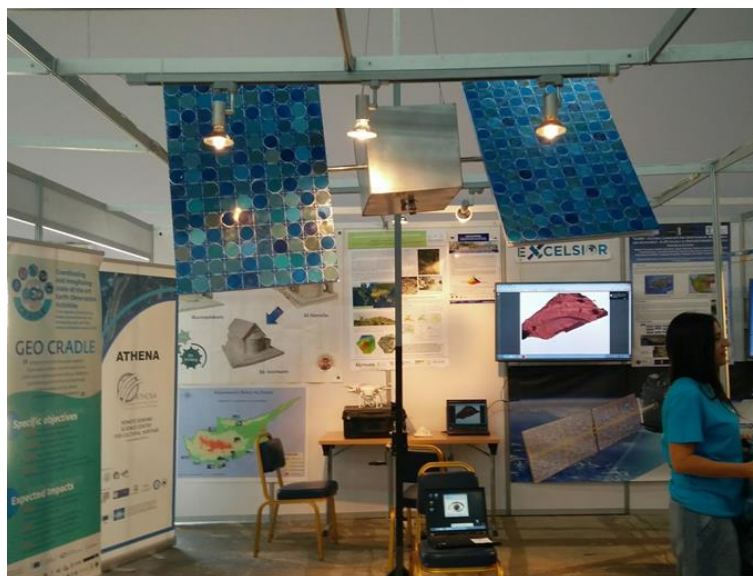


Figure 25: Researcher's Night in 2017



Figure 26: Researcher's Night in 2018

2.5. Social networks

Nowadays, internet and social media constitute a big part in people's life. Thus, social networking is a powerful tool used for dissemination purposes. Aiming to the promotion and dissemination of the results of the project, a project website was created and linked to the profiles of social networks (Facebook and Twitter). In addition, draft press releases and newsletters were prepared and posted on the project's website and on Facebook.

2.5.1. Websites and Social Networks

2.5.1.1. Project Website

A dedicated website of ATHENA project was created and published online in the beginning (<https://athena2020.eu/>) of January, in 2016. The website was developed and structured in eight parts to categorize all the information and materials of the project. These include the: home page, consortium, news, work packages, deliverables, dissemination, partner's area and contacts (Figure 27). Following these paths, the user can be informed about the project and all the current activities and events. Also, the deliverables of ATHENA project are available and can be downloaded through the website. Since the creation of the site, there were more than 3,500 new users from different 50 countries. Also, based on statistics, the website has reached more than 13000 different hits over the last 34 months as can be seen in Figure 28 (i.e. M1-M35, December 2015-November 2018). The statistics' figures below show a full picture of the users visited the website per country (Figure 29).

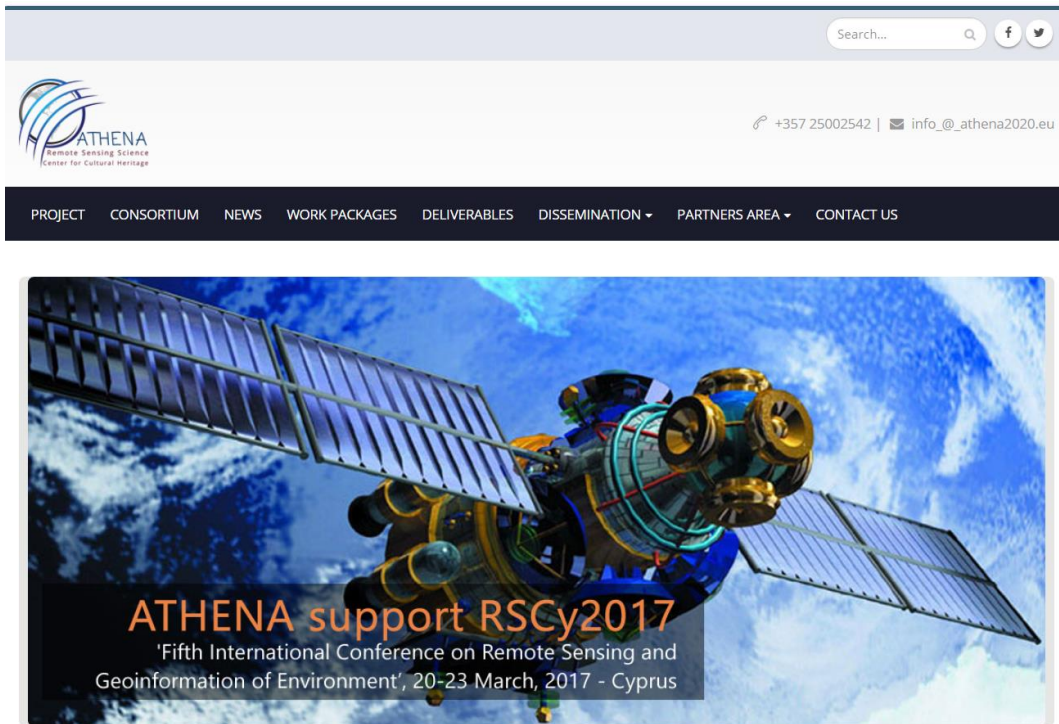


Figure 27: Home page of Athena website

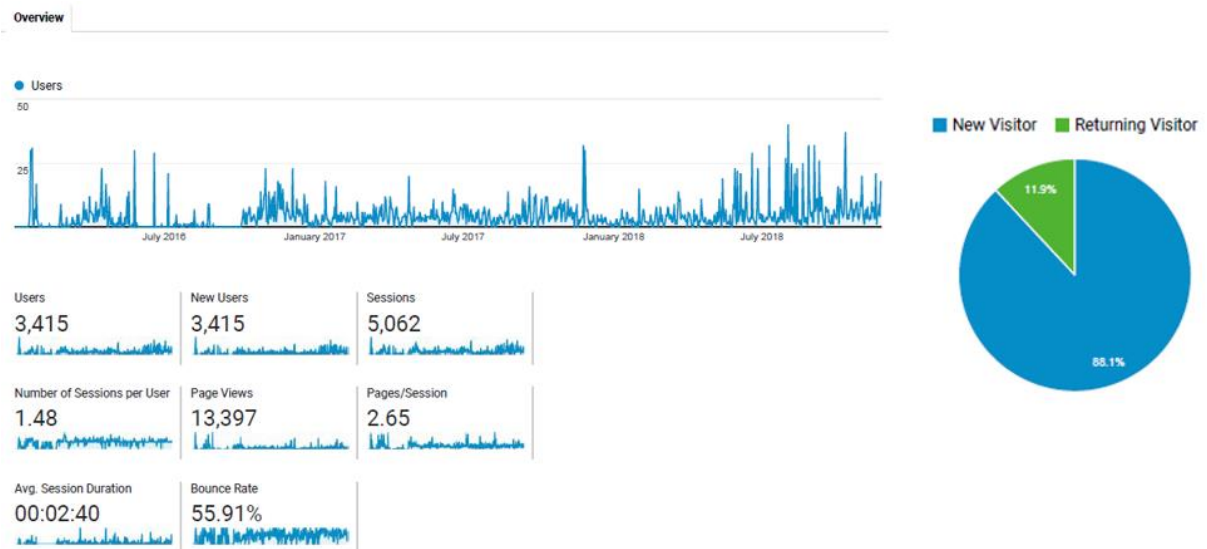


Figure 28: Overview of the website's data analysis

Country	Acquisition		Behaviour		
	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	3,416 (100.00%) (3,415)	5,062 (100.00%) (5,062)	55.91% Avg for View: 55.91% (0.00%)	2.65 Avg for View: 2.65 (0.00%)	00:02:40 Avg for View: 00:02:40 (0.00%)
1.Cyprus	654 (19.15%)	1,615 (31.90%)	39.75%	3.99	00:04:58
2.United States	495 (14.49%)	502 (9.92%)	84.86%	1.50	00:00:07
3.France	399 (11.68%)	400 (7.90%)	70.75%	1.37	00:00:53
4.Greece	223 (6.53%)	356 (7.03%)	59.55%	2.12	00:02:03
5.Italy	221 (6.47%)	287 (5.67%)	51.92%	2.40	00:01:51
6.United Kingdom	208 (6.09%)	225 (4.44%)	70.67%	1.61	00:00:57
7.(not set)	154 (4.51%)	154 (3.04%)	73.38%	2.30	00:00:04
8.Germany	140 (4.10%)	185 (3.65%)	47.57%	2.65	00:02:04
9.Azerbaijan	80 (2.34%)	80 (1.58%)	60.00%	3.86	00:00:23
10.Belgium	50 (1.46%)	63 (1.24%)	38.10%	3.52	00:03:47
11.Netherlands	49 (1.43%)	55 (1.09%)	60.00%	1.60	00:00:22
12.Spain	47 (1.38%)	57 (1.13%)	59.65%	2.58	00:02:35
13.Turkey	42 (1.23%)	59 (1.17%)	44.07%	2.68	00:02:18
14.Portugal	35 (1.02%)	62 (1.22%)	43.55%	2.90	00:06:00
15.Romania	35 (1.02%)	93 (1.84%)	60.22%	2.82	00:03:33
16.Brazil	33 (0.97%)	35 (0.69%)	71.43%	1.54	00:00:14
17.Poland	33 (0.97%)	50 (0.99%)	46.00%	3.12	00:04:25
18.Austria	32 (0.94%)	34 (0.67%)	38.24%	2.38	00:00:15
19.Sweden	32 (0.94%)	32 (0.63%)	90.62%	1.19	00:00:05
20.Canada	28 (0.82%)	29 (0.57%)	79.31%	1.79	00:00:49
21.Iraq	28 (0.82%)	28 (0.55%)	100.00%	1.00	00:00:00
22.China	24 (0.70%)	24 (0.47%)	83.33%	1.21	00:00:03
23.Russia	23 (0.67%)	188 (3.71%)	22.34%	1.80	00:04:29
24.Malta	22 (0.64%)	35 (0.69%)	62.86%	2.43	00:04:14
25.Ukraine	21 (0.61%)	27 (0.53%)	74.07%	1.56	00:01:32
26.United Arab Emirates	20 (0.59%)	31 (0.61%)	100.00%	1.00	00:00:00
27.India	19 (0.56%)	21 (0.41%)	80.95%	1.29	00:00:57
28.Slovenia	16 (0.47%)	33 (0.65%)	33.33%	2.52	00:02:02
29.Czechia	12 (0.35%)	13 (0.26%)	69.23%	2.08	00:02:28
30.Israel	12 (0.35%)	13 (0.26%)	76.92%	1.69	00:01:20
31.Peru	12 (0.35%)	12 (0.24%)	100.00%	1.00	00:00:00
32.Australia	11 (0.32%)	13 (0.26%)	84.62%	1.23	00:01:44
33.Bulgaria	11 (0.32%)	14 (0.28%)	64.29%	1.79	00:00:46
34.Switzerland	9 (0.26%)	10 (0.20%)	60.00%	1.70	00:01:45
35.Saudi Arabia	9 (0.26%)	9 (0.18%)	11.11%	2.78	00:00:04
36.Japan	8 (0.23%)	8 (0.16%)	87.50%	1.12	00:00:06
37.South Korea	8 (0.23%)	8 (0.16%)	87.50%	1.12	00:00:08
38.Croatia	7 (0.20%)	7 (0.14%)	71.43%	2.00	00:00:33
39.Jordan	7 (0.20%)	9 (0.18%)	55.56%	2.67	00:01:55
40.Norway	7 (0.20%)	12 (0.24%)	83.33%	1.67	00:01:58
41.Serbia	7 (0.20%)	20 (0.40%)	35.00%	3.20	00:02:37
42.Tunisia	7 (0.20%)	7 (0.14%)	42.86%	3.14	00:05:54
43.Estonia	6 (0.18%)	7 (0.14%)	42.86%	2.71	00:04:52
44.Hong Kong	6 (0.18%)	8 (0.16%)	87.50%	1.88	00:00:22
45.Ireland	6 (0.18%)	6 (0.12%)	83.33%	1.50	00:00:11
46.Iran	6 (0.18%)	7 (0.14%)	71.43%	1.29	00:02:24
47.Lithuania	6 (0.18%)	6 (0.12%)	33.33%	2.67	00:01:09
48.Luxembourg	6 (0.18%)	6 (0.12%)	83.33%	1.33	00:00:07
49.Slovakia	6 (0.18%)	9 (0.18%)	33.33%	2.78	00:08:20
50.Armenia	5 (0.15%)	7 (0.14%)	0.00%	4.71	00:07:27

Figure 29:Analytics data per Country

2.5.1.2. KTISIS Open access repository

KTISIS is an open access institutional repository gathering any digital material relating to the various activities of the Cyprus University of Technology, especially original research material produced by the members of the University. Defined in this framework, KTISIS demonstrates the intellectual life and the research activities of the University, preserving, spreading and promoting the scientific research to the local and international community.

Athena was disseminated through KTISIS (Figure 30) and can be found following the link http://ktisis.cut.ac.cy/cris/project/pj00016?sort_byall=2&orderall=DESC&open=all#all. It can be seen in the Figure 31 that on the ATHENA website, more than 700 people visited and were informed about ATHENA TWINNING project.

ATHENA. Remote Sensing Science Center for Cultural Heritage

Primary Data

Project title	ATHENA. Remote Sensing Science Center for Cultural Heritage	Code	H2020-TWNN-2015-CSA
Project Coordinator	Hadjimitsis, Diofantos G.	Start date	01-12-2015
		Expected Completion	30-11-2018

Description

Abstract

The "ATHENA" proposal aims to establish a Center of Excellence in the field of Remote Sensing for Cultural Heritage in the areas of Archaeology and Cultural Heritage through the development of an enhanced knowledge base and innovative methods. This center will be established by twinning the existing Remote Sensing and Geo-environment Research Laboratory at the Cyprus University of Technology (CUT) with internationally-leading counterparts from other Member States of the EU, such as the Institute of Archaeological and Architectural Heritage of the National Research Council of Italy (IBAM- CNR) and the German Aerospace Centre (DLR). The goals of the Center will be aligned with the Smart Specialization Strategy of Cyprus. The close collaboration between CUT and other experts in the field of Remote Sensing for Cultural Heritage in the EU will form a synergic network that will permit the transfer of knowledge and training of the existing personnel of CUT. As a result, the ATHENA project will have both direct and indirect social, scientific, and economic outcomes. In addition, the implementation of the project will facilitate future collaborations with experts of the Archaeology and Cultural Heritage sector in an EU level, increase the Centers' research capabilities, as well as enhance the research and academic profile of all participants. It is noteworthy to underline the importance of the geographical position of the Center in the region of eastern Mediterranean, a region inhabited thousands of years before and therefore abound in archaeological residues. In periods of economic instability, national considerations are overruling the process of European integration. Cultural Heritage (CH) is an integral element of a European set of values and respect for heritage is vital for developing a common European identity. CH sector has always been facing a number of challenges that have increased with the financial crisis that has hit Europe. To name a few, these challenges include the decrease of public budgets, urbanisation, globalisation and technological changes. Within this context, CH professionals are seeking to improve currently used methodologies, in order to better understand, protect and valorise the common European past and common identity. "ATHENA" will seek to improve and expand the capabilities of collaboration between lowperforming and leading institutions, involving professionals dealing with remote sensing technologies for supporting CH sector. The "ATHENA" project is built around EU policies and international conventions related to Cultural Heritage protection, management and best practice (e.g. Europa Nostra policy documents; COM (2014) 477; UNESCO and EU conventions and multilateral treaties related to the protection of tangible Cultural Heritage).

Keyword(s) Remote sensing archaeology
Cultural heritage preservation

Figure 30: Dissemination through website of KTISIS

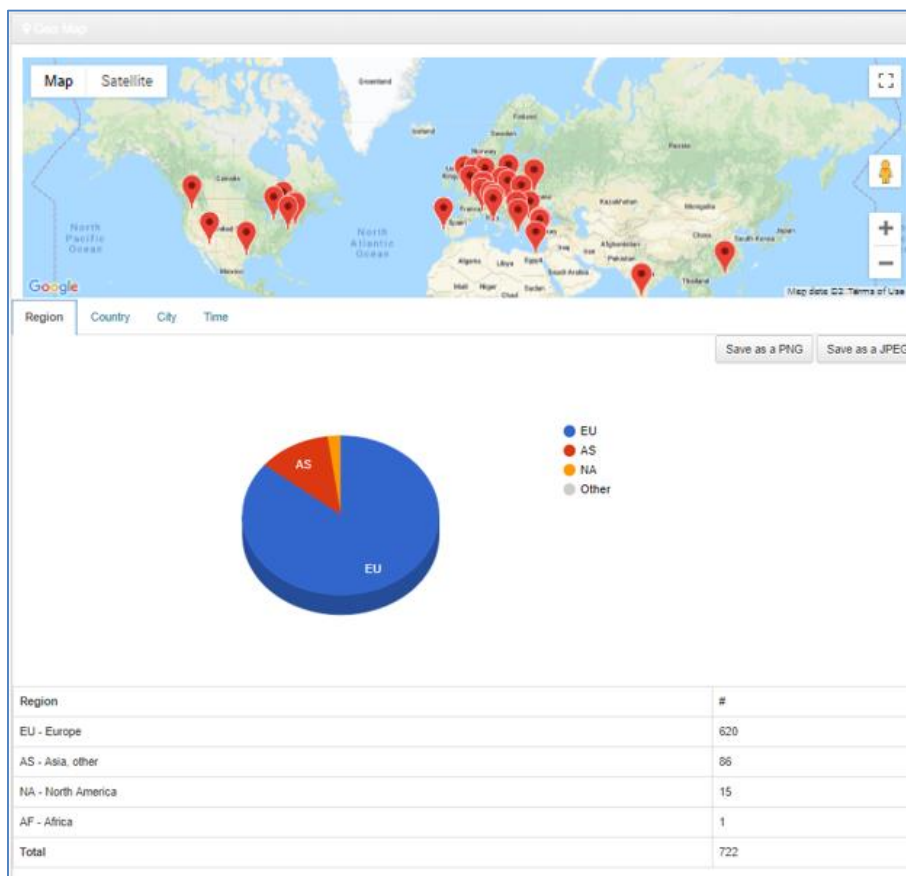


Figure 31: Analytical data of visits per region of the ATHENA project in KTISIS

2.5.2. Facebook

Since the launch of the Facebook in 2004, social media have quickly diffused into the population worldwide. Facebook is one of the social media that was used in order to maximize the publicity of the project. For the dissemination of the results, a Facebook account was created on the 16th of January in 2016, namely «athena2020» (Figure 32) and can be found by following the link <https://www.facebook.com/athena2020.eu>.

Topics about the events and meetings organized within the project as well as the results and deliverables of the project were posted on Facebook. Since the creation of the Facebook account, almost 120 people liked and followed ATHENA project. More than 50 posts were uploaded on the Facebook account, describing the activities and events of ATHENA project.

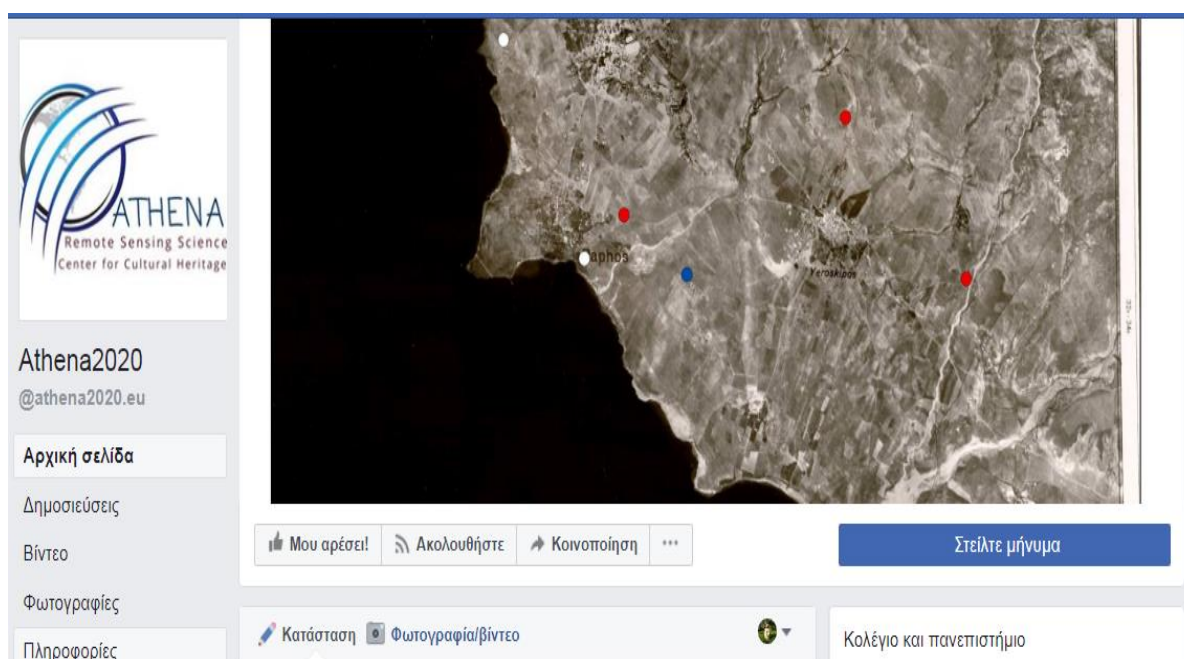


Figure 32: Athena's home page on Facebook

The diagram below shows the frequency of the visits from the users who signed in ATHENA's Project page, including posts, check-ins, social information from people who interact with ATHENA's page. Figure 33 shows a diagram with the visitors of ATHENA's Facebook posts during the period of 31/05/2018 to 22/11/2018.

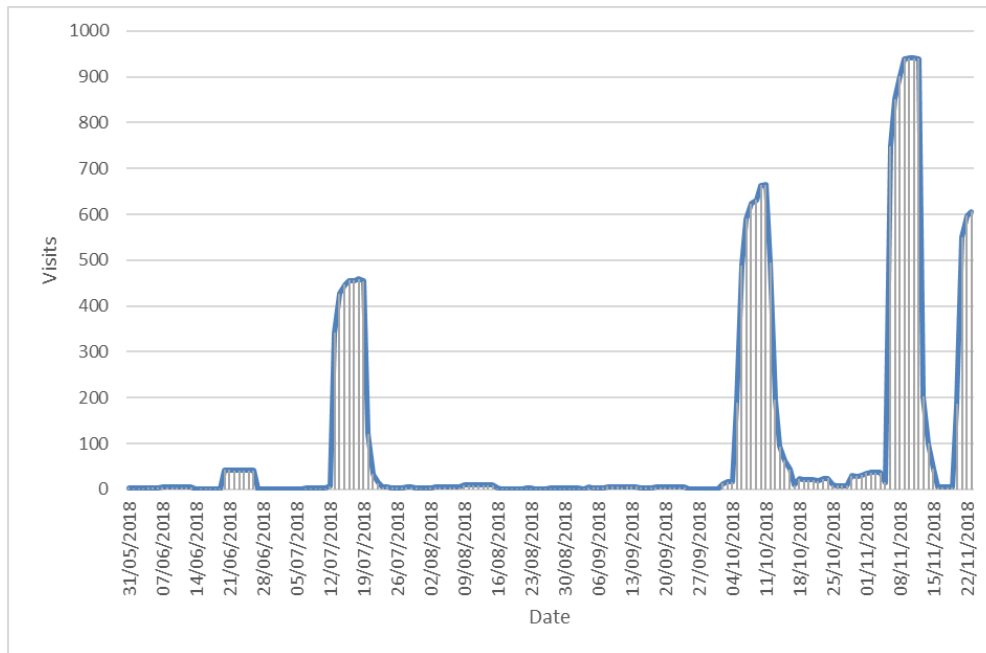


Figure 33: Visitors of ATHENA's Facebook posts during the period of 31/05/2018 to 22/11/2018

2.5.3. Twitter

Twitter is another social network that was used for dissemination purposes. Twitter was developed to spread knowledge and disseminate the events of the project to Twitter users. The link to the Twitter account is: https://twitter.com/athena2020_eu. Figure 34 shows the home page of the Twitter account of ATHENA which has 585 users following the account, 147 tweets, 150 users following tweets and 108 likes. Through Twitter, people who are not academic and are part of the general public have been also be informed about ATHENA project.

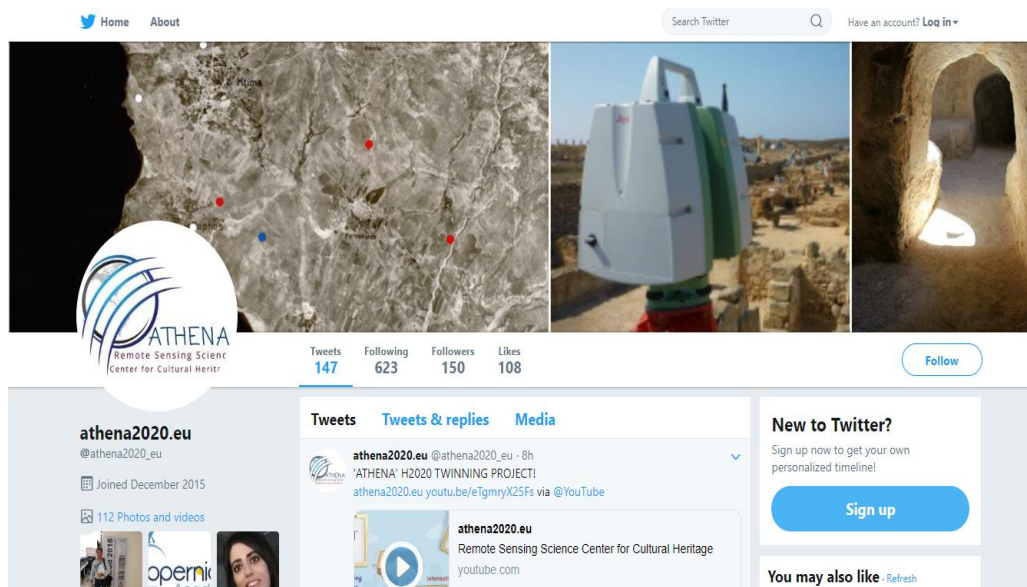


Figure 34: Athena home page on Twitter

Twitter account was created at the beginning of the project with many international, local and outreach activities published through this media. Positive comments in most of the “tweets”, encouraged ATHENA’s researchers to publish more tweets to inform and disseminate the project activities to the general public. Figure 35 below, shows some of the posts on the ATHENA’s account in Twitter.

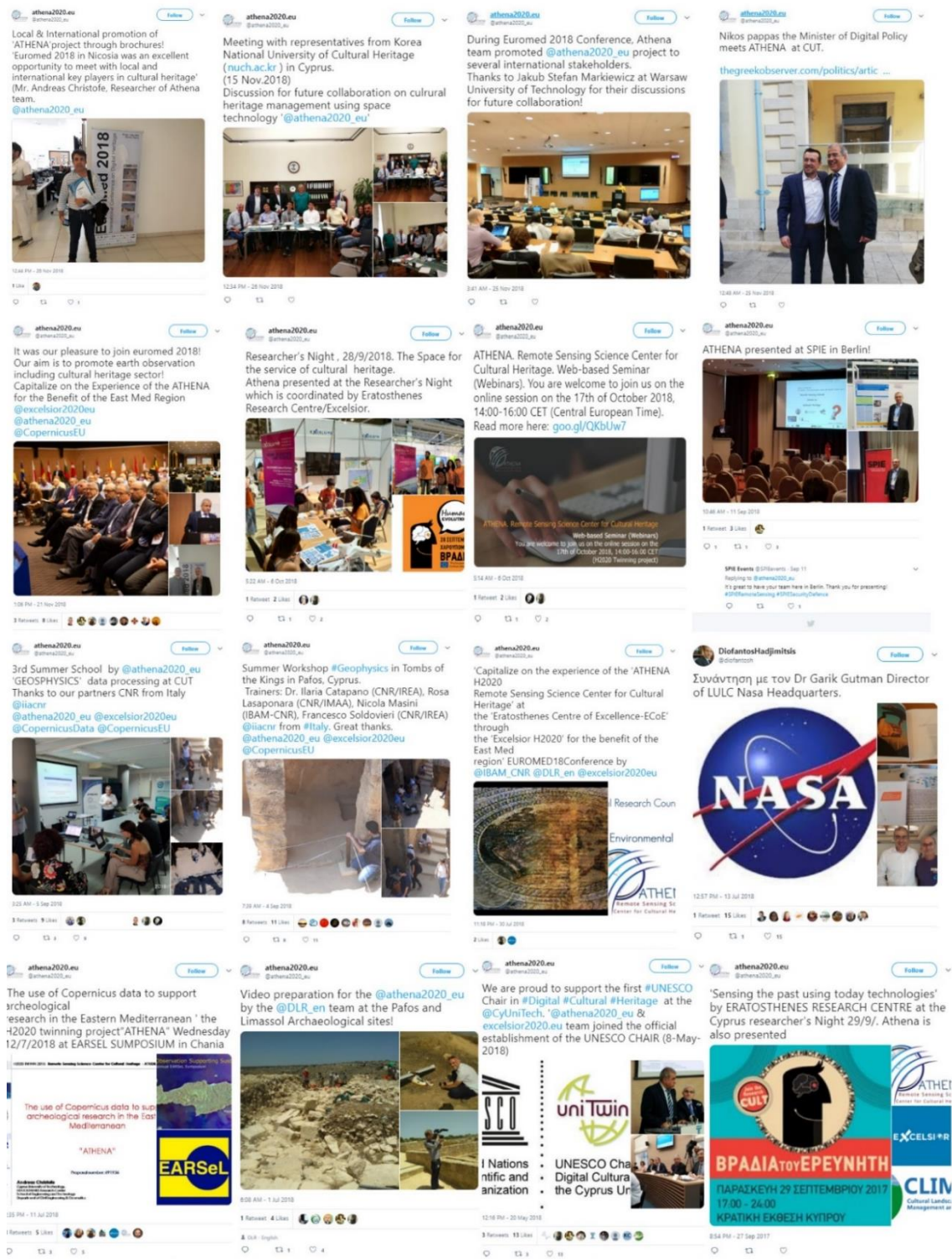


Figure 35: Posts in Twitter

It is worth noting that one of the most visited Tweets which reached most of the impressions is “Final Workshop of @athena2020_eu at Euromed 2018 Conference (30/10/2018)”. It was read by 5352 people with 81 total engagements. A specific picture of that event can be seen in the Figure 36.

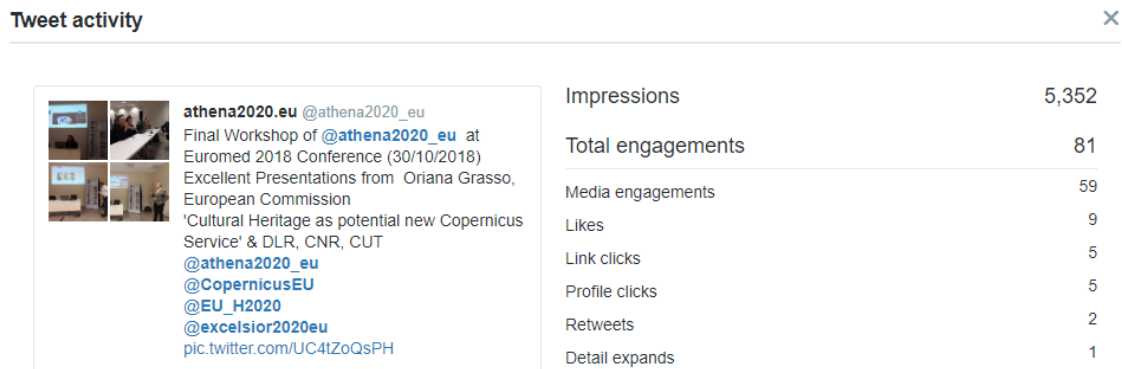


Figure 36: Tweet activity

2.5.4. Promotional Videos (YouTube)

During the project, four videos were created in order to promote ATHENA to non-academic and academic audience. These videos were uploaded on YouTube and were used at local and international outreach activities (researcher’s nights, school visits, etc.). The first promotional video of ATHENA project was created and uploaded on YouTube on the 29th of October 2017 named “ATHENA – Twinning Project” and can be found on YouTube following the link <https://www.youtube.com/watch?v=8pyMcRC596I>. This video is an overview of the ATHENA project. Figure 37 shows a screenshot of the first video of ATHENA’s project.

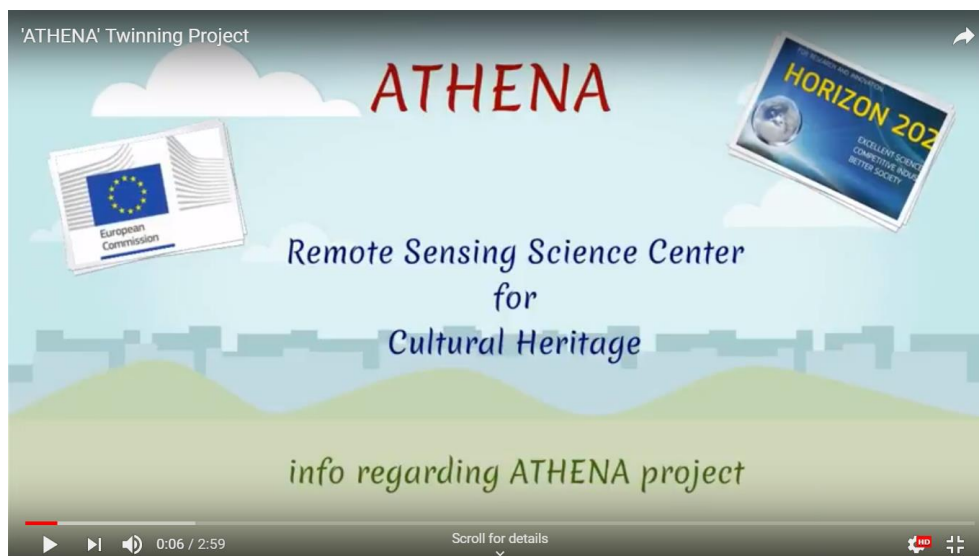


Figure 37: Screenshot of the first promotional video of ATHENA project on YouTube.

Furthermore, the second video of the ATHENA project was created and uploaded on YouTube on the 16th of May, in 2016 titled “ATHENA - GRSA 2016”. The video is available on YouTube through the link https://www.youtube.com/watch?v=l8D00wC_QVQ, while a screenshot of this video can be seen in Figure 38. This video presents an overview, the objective and goals of the ‘Geophysics and Remote Sensing for Archaeology’ school held in Pompeii between 9 and 13 May 2016, an event supported by the ATHENA project.



Figure 38: Screenshot of the second promotional video of ATHENA project on YouTube.

Moreover, a third video was created and uploaded on YouTube on the 11th of November 2018 titled “ATHENA Remote Sensing Science Centre for Cultural Heritage”. The video is available on YouTube by following the link <https://www.youtube.com/watch?v=2AXI3fdMHIQ>. This video consists of interviews taken from various scientists, talking about cultural heritage and the usage of remote sensing in that section (Figure 39).



Figure 39: Screenshot of the third promotional video of the ATHENA project on YouTube

A fourth video for archaeological excavations carried out by the Department of Antiquities in Limassol, Old Port area was uploaded on YouTube on the 29th of November. The activity was supported by ATHENA Researchers. The video can be found at <https://www.youtube.com/watch?v=E3n5QUTfRD8&feature=youtu.be>, while a screenshot of this video can be seen in Figure 40.

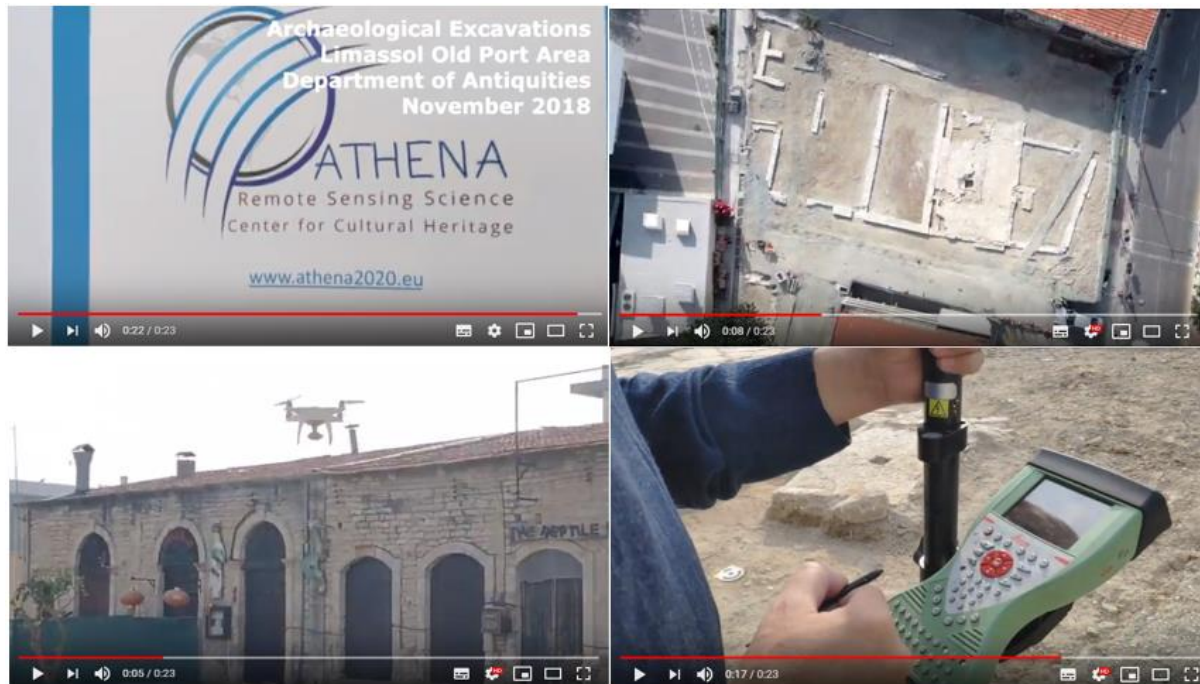


Figure 40: Screenshot of the forth promotional video of ATHENA project on YouTube

3 Overall

The outreach activities were of great importance to promote the ATHENA project and to discuss the use of remote sensing for cultural heritage to wider audiences. Promotional material such as banners, newsletters, leaflets and brochures were created in order to promote ATHENA project in all project dissemination activities (local, promotion and outreach). During the ATHENA project, more than five visits at schools, several meetings, three European researcher's nights and social network activities were carried out to raise awareness regarding the ATHENA project to the general public. A huge interest was evident from the students and non-academic audience about the use of remote sensing technologies for cultural heritage in all these activities.