DETECt

Detecting Transcultural Identity
in European Popular Crime Narratives

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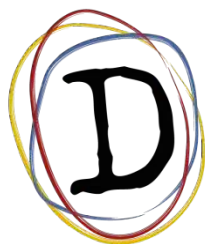
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Executive summary

This deliverable provides an **overview of the communication and dissemination strategy, tools, and channels**, that the **DETECt project** intends to use during its entire lifespan in order to promote its main topics and aims, spread its results, and get people engaged in its activities.

This document serves as an **easy-to-use internal guide to assist the whole DETECt consortium in communication and dissemination activities**. It has the role to improve, streamline, standardise, and help monitoring all the processes related to communication and dissemination (work package 7).

By "communication" we mean "the strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange" (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms).

Therefore, it essentially aims to "reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges" (Source: Making the Most of Your H2020 Project. Boosting the impact of your project through effective communication, dissemination and exploitation, European IPR Desk, 2018).

By "dissemination" we mean "the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium" (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms). In this sense, it aims to "transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research" (Source: Making the Most of Your H2020 Project. Boosting the impact of your project through effective communication, dissemination and exploitation, European IPR Desk, 2018).

Chapters 1, 2, and 3 provide the basis of the overall communication and dissemination strategy. More particularly, **chapter 1** describes in detail: DETECt's general objectives; DETECt's specific objectives – those more strictly related to the narrative genre specifically addressed by the project, namely the crime genre; DETECt's target groups. **The need for achieving specific goals in relation to specific audiences is the basic principle on which the communication and dissemination strategy works.**

Chapter 2 briefly describes DETECt's expected impact, and especially: a better knowledge of the "cultural Europeanisation in the making"; the supply of a methodological framework for further inquiries into European popular culture; the co-creation of knowledge together with the multiple audiences to which DETECt addresses, that will facilitate dissemination and encourage participation. Finally, **chapter 3** describes how communication and dissemination activities are managed by specifying the roles and tasks of Communication and Dissemination Team, Press and Media Team, Communication Manager, and the Press Officer.

Chapters 4 and 5 represent the core of this document. They distinguish between communication/dissemination "tools" and communication/dissemination "channels". More particularly, **chapter 4 refers to communication and dissemination tools** as specific elements expressly aimed to promote the project and/or ensure consistency in the visual identity and the overall communication strategy. These multiple tools are both made largely available to the general public through the Web portal, and supplied to all partners so as to support and facilitate their research, promotional and networking activities.

Chapter 5 refers to communication and dissemination channels as all the different methods, media, events, and activities that are planned to promote the project and disclose its results – going from online communication through the Web portal and the social media accounts, to live events such as international conferences or promotional events addressed to a more general audience, from scholarly outcomes like publications and conference panels, to educational outcomes like the MOOC.

Chapter 6 is focused on the project's networking activities, which aim at progressively increasing the number of co-operations and relationships in three

different, and yet interrelated, fields: education (see section 6.1), research (section 6.2), and the industry sector (section 6.3).

Finally, the effectiveness of dissemination and communication activities will be constantly monitored during the lifespan of the project and evaluated by the Communication and dissemination team, based on different criteria. These criteria are briefly described in **chapter 7**, that also provides: a final overview of the main communication and dissemination channels, their scheduling, their related target groups and the established key performance indicators; a time line that illustrates the main events and activities of the project.

On the occasion of annual meetings, the entire Consortium will discuss communication and dissemination activities already carried out. Monitoring and evaluating the evolution of dissemination and communication activities will allow the Consortium to consider possible correction actions, if needed.

1. GENERAL OBJECTIVES AND AUDIENCES

1.1. Objectives

This plan aims to identify and describe in detail the most appropriate scheduling, channels, and methods to provide effective information about the project activities and to circulate the project main outcomes among the different target groups (see section 1.2). It develops a detailed dissemination and communication strategy to maximise the project's impact and to address the needs and interests of DETECt's different target audiences, so as to ensure that the project main aims, methodologies, activities and outcomes are widely promoted across the European continent and beyond.

More in particular, this plan discusses the most effective tools and channels:

- To provide continuous information about the project's progress and achievements;
- To promote the use of educational digital tools and resources among European citizens and key target groups;
- To achieve high visibility within the academic community, promise the involvement of industrial and professional stakeholders and optimise the communication between academic and non-academic partners;
- To effectively disseminate reports and policy documents among specific target groups to facilitate the transfer of results to the different fields of the European creative industry;
- To promote active social participation in the project's activities and to raise awareness about the project's topics and results.

With respect to the project's topics and results, all dissemination activities, as well as the overall communication and dissemination strategy, are fundamentally designed to

support the project's general objectives. Through its dissemination activities, DETECt has therefore the purpose:

- To raise awareness about the role played by transnational popular culture in the creation of a shared European identity, as a most powerful driver of transcultural conversation among the different EU regional, national and linguistic communities;
- To demonstrate that the specific character of European cultural identity is best communicated through the representation of local content that circulate across national borders by way of particular transcultural figures, places, tropes and stereotypes that appear in popular fiction, film and dramas;
- To promote connection and interaction among different local, national and linguistic communities through the implementation of an innovative web portal, to be used in different cultural, learning and public engagement initiatives;
- To promote collaborative research and transcultural dialogue among academics, students and professionals from both the private and the public cultural sector, through an integrated program of cultural and learning activities.

While the project's innovative methodology is expected to have a significant impact of on the study of many different genres of contemporary European popular culture, DETECt addresses a specific, popular, narrative genre, namely crime. This is a key factor in order to understand the potential of DETECt in terms of communication and public engagement. Crime has an extraordinary appeal on European audiences of any language, age, gender, and ethnic origin, and implies a rich transcultural scene made by professional and amateur associations, festivals, online magazines and fan forums and blogs. Therefore, dissemination activities and the overall communication strategy will account for the specific features of the genre in order to facilitate the co-creation (see section 2) and spread of results related to the following, more specific objectives:

- To identify signs of the emergence of European transcultural identity in a corpus of European crime narratives whose transnational popularity is rooted in the local and/or national, ethnic, gendered, migrating identities they put in the foreground (e.g., the cases of the Nordic noir, the Mediterranean Noir, or the recent bloom of East European crime novels);

- To map the transcultural content of European crime narratives to retrace positive and negative stereotypizations of different types of identities, including local and national identities, state and supra-state institutions, linguistic, ethnic and gendered identities;

- To better understand the causes of the diversified reception given to a selected corpus of crime narratives in different countries and linguistic areas;

- To better understand how the transnational/transcultural potential of European crime narratives is affected by particular publishing and production policies as well as distribution and translation practices.

1.2 Target groups

The DETECt project's outcomes are targeted at:

> ✚ **Scholars in the social sciences and humanities (SSH)**
> ✚ **Teachers and students of literary, media and cultural studies**
> ✚ **Professionals in creatives industries**
> ✚ **The general public**

Scholars in the SSH

One of the major target groups identified by DETECt is formed by scholars and researchers in a number of interrelated fields, from literary and film studies to media and communication studies, from cultural history and anthropology to sociology and the digital humanities. Scholars will be able to actively contribute to the project by joining the Research Network (see section 6.2). This audience will be mainly reached through:

> ✓ DETECt Web portal (see section 5.1) and social media (see section 5.2);
> ✓ International conferences (see section 5.5.2);
> ✓ Workshops (see section 5.5.1);
> ✓ Scholarly publications, papers and panels (see section 5.6).

Teachers and students of literary, media and cultural studies

This second target group will be specifically addressed through communication aimed to promote DETECt learning community (see section 6.1), an educational initiative that will allow students and teachers to experiment with the project's digital tools and resources. The goal is to contribute to the reshaping of European popular culture in the curricula of numerous HE institutions in Europe, highlighting both the significance of its work for different disciplines and its effectiveness in raising awareness about the values and contents of European transcultural identity. More specifically, this audience will be reached mainly through:

- ✓ DETECt Web portal (see section 5.1, and especially the MOOC [section 5.7] and the webinars) and social media (see section 5.2);
- ✓ Edit-a-thons (see section 5.5.7);
- ✓ The screenwriting contest (see section 5.5.3).

Professionals of creative industries

DETECt promotes continuing collaboration between academic and non-academic organisations. Professionals will be invited to participate in the research, learning and dissemination activities in different ways and their active participation will be further strengthened thanks to the Stakeholder Committee (see section 3) and the Stakeholder Network (see section 6.3). The goal is to create a space of conversation between scholars, policymakers, and professionals in order to identify common issues that still hamper the transnational circulation of European popular narratives as well as the creative and production strategies that can help generate engaging representations of European transcultural identity in popular media. Identifying the best practices through which European crime narratives express the contents and values of European transcultural identity will help promote better publishing and production strategies, with particular respect to the potential of "translocal" regional narratives.

Thanks to the dissemination activities supervised by the Stakeholder Committee and the supplementary contribution of the Stakeholder Network, DETECt will circulate its research results through channels of communication targeted to professionals of the culture industries. Members of this target group will also be invited to participate in the round tables held on the occasion of the two project conferences, in particular to discuss the drafts of the policy documents produced by DETECt scholars. Special attention will also be given to the involvement of industrial stakeholders in discussions and projects hosted in the DETECt learning community.

General public

DETECt aims to reach the large number of members of the general audiences who enjoy crime narratives to raise their awareness about, and increase their appreciation of, the

representation of European transcultural identity in works of popular culture. At the same time, it aims to offer an innovative lens to approach the theoretical, as well as pragmatic, problematic of European identity to anybody with an interest in this topic. All the digital tools and resources created by the project will be specifically designed to elicit the interest and creative engagement of the general public, so as to promote active involvement in the project's initiatives. This audience will be mainly reached through:

> ✓ DETECt Web portal (see section 5.1) and social media (see section 5.2);
> ✓ DETECt Web mobile app and the collaborative Atlas of European crime narratives (see section 5.8);
> ✓ The screenwriting contest (see section 5.5.3);
> ✓ The exhibition and the screenings (see sections 5.5.4 and 5.5.5).

2. EXPECTED IMPACT

DETECt investigates how European crime narratives – novels, films and series – have represented the changing faces of European society/ies in the last three decades, including the narrative and visual treatment of such issues as crime prevention, multi- and intercultural exchange and integration, the traumatic effects of past historical events, local identities, and gender and sexuality issues.

Therefore, **DETECt will result in better knowledge of "cultural Europeanisation in the making" in multiple ways**: first of all, challenging negative depictions of the Europeanisation process through its emphasis on the role of popular culture in facilitating the emergence of a shared transcultural identity, then making visible the beneficial impact of transcultural exchanges in the everyday life of European citizens. These tasks are also made more interesting by the fact that, generally speaking, the crime genre tends to imply "negative depictions": therefore, deconstructing such depictions while, at the same time, detecting and analysing "positive depictions", will provide a particularly valuable knowledge.

What is more, **the project will generate a new theoretical and methodological framework to provide a model for future investigation into European popular culture**. At the same time, DETECt's scholarly and dissemination output will disseminate this new framework among researchers working in different disciplinary areas, to provide a fresh approach to the characters, storylines and images of popular narratives that could be applicable to other genres of transnational popular culture.

It is very important to stress the fact that this **new knowledge will be both co-created with, and disseminated to, the different target groups of the project**. Students of literary, media and cultural studies, for instance, will be constantly encouraged to participate in detecting the signs of European identity through a variety of collaborative **learning activities that will reinforce the impact of DETECt, like taking part in collaborative "edit-a-thon" event (see section 5.5.7) in which they will be invited to revise, integrate or create Wikipedia pages related to the topic of European identity. Furthermore, the users of DETECt Web mobile app will be**

encouraged to upload their own photos and data about the settings of crime narratives found in their own region as well across Europe: this collective effort to literally map the geographical mobility of both European crime narratives and their audiences will contribute to foster reciprocal knowledge among different populations.

Public engagement initiatives like the screenwriting contest, the web portal, the web mobile app, the exhibitions, the screenings, and public talks, are specifically designed to present the main ideas developed by the project so as to attract the attention of the vast audience who consume crime narratives in fiction, film and television. More significantly, they are aimed at involving the wide audience of readers and viewers who enjoy crime stories, and to encourage them to actively take part in the collaborative effort to renew the popular narrative of Europe. Additionally, all these initiatives will be widely publicised in order to give maximum visibility and accessibility to the research findings.

Professionals of the creative industries will be invited to reflect on the ways in which factors of cultural mobility impact their work in a series of public and/or educational initiatives, such as workshops and conferences, to both include their knowledge in the project's learning activities and to expose them to research results. **EC officers and policy makers** will be addressed through reports and policy documents summarising the results of the project and elaborating guidelines for the implementation of measures to promote cooperation among European creatives industries and new, positive depictions of European transcultural identity in the field of popular media.

The effectiveness of dissemination activities will be constantly evaluated during the lifespan of the project. In terms of audiences' engagement, impact indicators will be provided by the number of users, visitors, spectators and participants involved by these activities (see section 7).

3. MANAGEMENT

3.1 Communication and dissemination team

The communication and dissemination team, in collaboration with media representatives and scholars included in the Advisory Board and/or the Stakeholder Committee, elaborates the overall communication and dissemination strategy and makes adjustments when needed, based on a constant monitoring. It is responsible for internal and external communication and ensures the effective communication of the project's activities and the dissemination of final results to all relevant target groups.

The team is also in charge of networking with journalists and other media representatives, who could also be invited as chairs for project meetings and workshops. It establishes the main strategies and basic guideline for press relations and oversees the issuing of materials and press releases for the press, aimed at guaranteeing an adequate media coverage that will potentially expand the pool of policymakers reached by the project's findings. For this purpose, it also coordinates and supervises the international network of local/institutional press offices of all partners involved in the project.

In its activities, the Communication and dissemination team receives assistance and advice by the Advisory Board and the Stakeholder Committee. The members of the team are listed in the project's website.

3.2 Press and media team

The press and media team is responsible for both the content management of the public communication section of the project's Web portal, and the creation and management of the project's social media profiles. In this respect, it elaborates the overall strategy in order to provide regular updates with news, posts and content about the project outcomes and dissemination activities/events. The team also actively participates in online forums, groups and communities related the project issue, and promotes discussion to facilitate transcultural exchange about the project topics. These activities have a fundamental role in raising interest and awareness about the project topics and results, and in encouraging active social participation in the project.

In order to maximise the spread of information to the general audience and increase the project visibility, the press and media team also works with news media (including general and specialized media, international, national and local media). Press releases and announcement, promotional material such as short interviews and visual media are used to communicate in engaging and effective ways results related to research and learning activities, learning materials and digital tools, and dissemination events. The members of the team are listed in the project's website.

3.3. Communication manager and press officer

The communication manager and WP7 leader coordinates the work of the Communication and Dissemination team and of the Press and media team, based on the activities scheduled in this plan and the impact indicators established. She is the reference point for any inquiry about communication and dissemination issues coming from people and organizations interested in the project.

Together with the communication manager, the press officer is responsible for the implementation of the strategies elaborated by the Communication and Dissemination team. In particular, the press officer directly works with news media, for instance providing press releases, articles and interviews, manages the project's social media accounts and coordinates the organisation of the project's dissemination events.

4. COMMUNICATION AND DISSEMINATION TOOLS

4.1 Visual identity: DETECt logo and icon

The process of conceiving and designing DETECt logo and icon, already described in deliverable 7.1 (month 3 - June 2018), has been a key step in developing the project's overall communication strategy. Indeed, the project's logo defines the main and most distinctive elements of the project's visual identity; it makes the project, its objectives, and its topics, visible and immediately recognizable, enhancing their "spreadability"; it has a crucial role in building a relationship with the audiences and "setting the mood".
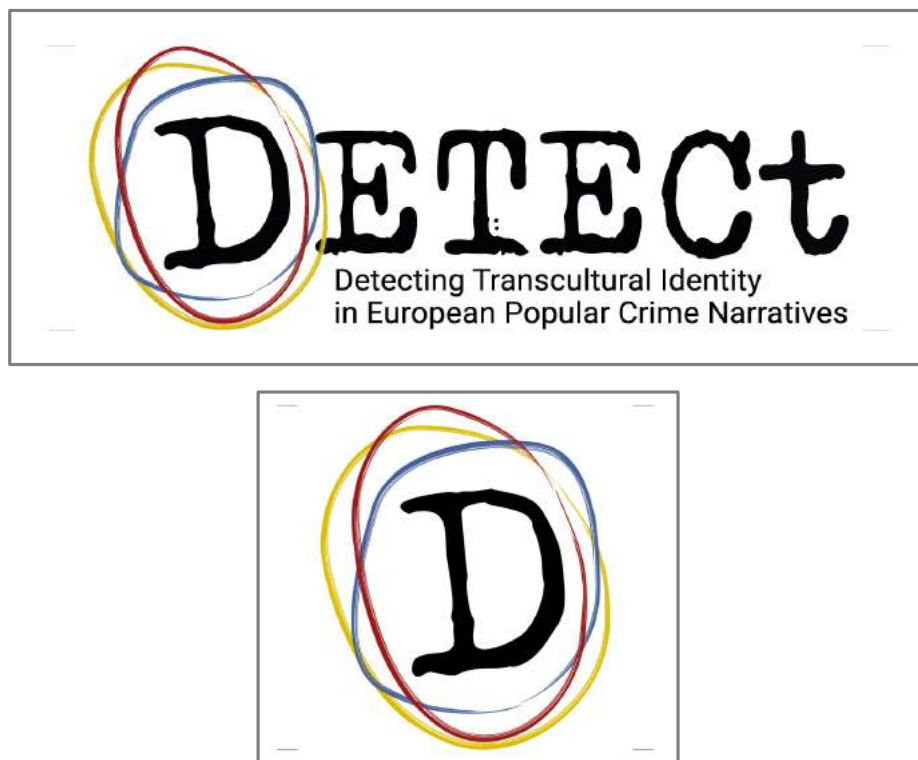

Fig. 1. DETECt final logo and icon

DETECt logo is given by the combination of the verbal mention "DETECt" (wordmark) with three coloured, irregular circles that surround the first letter "D". While suggesting the main topics of the project, it also expresses the very idea of "research" and refers to the act of investigating. Both the lettering and graphics are meant to communicate the following values:

- Inclusion and integration while preserving diversity;
- The mutual influence among cultures and the relevance of interculturality in contemporary European societies;
- The transcultural dimension of identity;
- The international dimension of research;
- Europe as a place of cultural exchange;
- Openness and cooperation.

More in particular, the irregular circles represent the ideas of union and inclusion, as well as the mutual influence among different cultures, which intersect and cooperate for a common purpose. They have different shapes and colours, in order to both emphasize the concept of cultural diversity and to suggest some aspects of the research programme: blue, Europe; red and yellow, the crime genre. Finally, they repeatedly underline the letter "D" to evoke the investigation and detection processes. By evoking the characters of old typewriters, inspired to those in use in the early 20th century, at the time of the genre's first international boom, the lettering also suggests the research field explored by DETECt, and particularly, popular crime narratives in film, fiction and television.

After being provided in deliverable 7.1, a detailed description of the logo, along with its colour variants, its usage guidelines, and DETECt's official colours and typography, have been re-assembled in an easy-to-use manual and made available to the entire Consortium (see annex A, Visual identity guidelines). All logo and icon files, in different versions and formats for different purposes, have been provided too.

Elements defined in the Visual identity guidelines, such as official colours and typography, have already been used for the graphic design elaborated for social media accounts and the website (see sections 5.1 and 5.2). Furthermore, they are used and will be used hereafter in all dissemination and promotional materials, thus contributing to provide the project with a strong and coherent visual style. A strong and clear visual identity will ensure the project recognisability and will provide communication and dissemination activities with consistency and continuity.

4.2 Communication and dissemination tools

The following additional tools have been designed and made available to the partners:

✓ Word template for deliverables and other documents;

✓ Letterhead template (see annex A);

✓ PPT template for academic presentations and lectures;

✓ Four-pages and three pages fact sheet available both for print and for digital distribution (see annex B);

✓ Six-pages brochures available both for print and for digital distribution (see annex C);

✓ Tri-fold flyer available especially for print but also for digital distribution (see annex D);

✓ Poster template available both for print and digital distribution.

In addition to being made available on the website, the fact sheet, the brochure, and the tri-fold flyer have been made available to partners both as .pdf documents, ready to be used, and as .eps and .ai files. In this way, each partner, under the supervision of the Dissemination and communication team, will be allowed, when needed, to modify such documents during the entire lifespan of the project, based on its specific communication needs, activities, and aims.

Communication must be in line with the provisions of the Grant Agreement, in particular with art. 29 and art. 38.

5. COMMUNICATION AND DISSEMINATION CHANNELS

5.1 Web portal

The main dissemination and communication channel of the project is the **DETECt Web portal**. In order to realize an effective implementation of all the research activities and to integrate them with the learning materials and the public engagement initiatives which are part of the project, DETECt will create a multifunctional Web portal that will provide the digital resources and tools needed "to facilitate the move from traditional teaching to blended learning" (ET2020 EU Working Group 2017) as well as to foster the acquisition of the transliteracies required to learn about European transcultural identity.

The portal will be organized in an open-access area and a restricted area. Both areas will consist in several sections and related services, resources and tools. A fully functioning **beta version** of the portal will be completed in **month 12** (March 2019) and presented on the occasion of the **project meeting/public research workshop at The Queen's University Belfast**. The **version 1.0** will be officially released in **month 20**, on the occasion of the **international conference hosted by Aalborg University** in Aalborg (30 September-2 October 2019).

The open-access area will host: a) a section dedicated to DETECt public communication; b) a section dedicated to DETECt learning community; c) a section dedicated to the construction of DETECt collaborative atlas of European crime narratives.

The public communication section (a) will function as DETECt institutional interface, hosting a complete project presentation, news, updates, and public deliverables.

Communication of information about the project and dissemination of its results will be a continuous activity during all of the project lifespan. The curation of the public section will involve the production of regular and real time updates in cooperation with research activities developed in WP 2-6, with a particular focus on milestones and other events related to DETECt educational activities (the MOOC on "Changing Identities in Contemporary European Crime Narratives", the webinars, and the workshops) and DETECt initiatives for public engagement (the Web mobile app, the collaborative Atlas of European crime narratives, the international conferences, the screenwriting contest, the Wikipedia edit-a-thons, the exhibition and the film retrospectives). News and updates about academic dissemination through publications and conference presentations will also be provided. Web analytics services will be used to monitor and implement the accessibility of the project content and the usability of the web portal.

The first component of the web portal is the **communication web site** that has been developed and launched (in its **version 1.0**) in **Month 5** (August 2018), along with social media accounts. The reference address is www.detect-project.eu. The web site provides an official and institutional reference point to the project and represents the public communication section of the web portal.

This section is organized in five main categories: **project, partners, research, news, and contacts**. The category "project" includes the subcategories: overview, management, advisory board, stakeholder committee, dissemination and communication, ethics. The category "partners" offers a short description of all the institutions involved in the project and the bios of all members of every research team. The category "research" includes a general introduction to research activities and short presentations of the main work packages in which these activities are structured. The category "news" works as a dynamic space where short articles are published about the ongoing activities and the project's outcomes. The category "contacts" allows to make general inquiries, to follow the project on social networks, and to contact WP leaders, coordinators, and managers for more specific inquiries.

These five categories compose version 1.0. **Version 2.0**, to be released between **months 7 and 9 (October-December 2018)**, will provide complementary information about the events (meetings & workshops, conferences, exhibitions, screenings, edit-a-thons and promotional events, and the screenwriting contest), the outcomes (journals & books, conference presentations, deliverables & policy briefs, learning materials, MOOC, App & Atlas), and the project's network, presenting the Research network and the Stakeholder network, as also allowing scholars, companies, and institutions, to join DETECt.

The open-access learning section (b) will host a **MOOC on "Changing identities in contemporary European crime narratives"** (see section 5.8) and services like forums and blogs to encourage the formation of a DETECt learning community (see section 6.1). In fact, this section has the specific aim to promote interaction and co-creation initiatives among students and teachers of different countries and languages, through the implementation of collaborative tools and workspaces. English will be used as lingua franca, but the use of other languages will be encouraged too.

In this way, the learning section of the portal will offer a platform for several interconnected activities:

- ✓ To organize, manage and use different types of learning materials and resources (texts/videos/data and metadata, collected from relevant sources or produced by both researchers and students during the project);
- ✓ To organize, manage and use different types of digital tools, such as for instance, tools for text mining and data visualisation, to extract and represent information from data and metadata;
- ✓ To provide learners with problem-solving exercises involving transliteracy competences and transcultural critical thinking;
- ✓ To collaborate on the creation of individual and/or collective projects;
- ✓ To engage transcultural discussion about topics suggested by the researchers.

Initiatives will be taken to involve different types of stakeholders such as professionals, creatives, members of cultural institutions and associations in the learning community, to build bridges between formal and non-formal education and work and education. In particular, **two webinars** offering a presentation of the industrial and creative strategies of popular culture production from an insider professional perspective will be made available through the portal. The webinars will be focused on: "Production and location marketing strategies for the European creative industry" and "Creative writing for the European media industries".

The open-access learning section will also host **learning materials** intended to transfer the most interesting of the research results in an accessible and engaging form. Attention will be paid to ensure clarity and accessibility through the adoption of a synthetic style of communication, based on brevity, visual exposition and hypertextuality/connectivity to encourage a dynamic, as well as social learning experience. DETECt learning materials will be mostly created in English, but materials in other languages will be made available too.

DETECt learning platform will also provide teachers with a structured set of resources and tools to integrate digital technologies in their in-class teaching and develop a set of innovative exercises designed to foster transcultural and emergent learning. The metaphor of DETECtion will be used to encourage students to investigate about the transnational/transcultural connections in the corpus works, to fill blank fields of information in metadata annotations, and prepare reports on their research.

Finally, **the open-access area will offer the collaborative atlas of European crime narratives (section c)**, which in turn will interact with the Web mobile App to feed on the materials uploaded by users. The goal is to provide a collaborative representation of European translocal interest as a locative counterpart to the idea of European transcultural identity, based on the use of digital technologies as factors of cultural mobility.

The restricted area of the portal will host: a) a data repository; b) collaborative workspaces for researchers and learners with a plethora of innovative services and tools for research and machine analysis.

The **data repository** will be specifically modelled and developed in order to host and efficiently manage different types of digital data (e.g., textual documents, visual and audio-visual materials, subtitles, reviews, comments, annotations, etc.) collected and/or produced in the course of research activities.

The **collaborative workplaces** for researchers and learners will provide a plethora of services and tools, here classified in three basic categories: 1) user-friendly, highly personalisable interfaces for populating the data repository with respect to the different characterizations of data; 2) tools for easy interaction with the crowdsourced material, produced through the Web mobile App and imported in the data repository, to be used/analysed for representing the translocal content of European identity; 3) advanced services for searching and browsing the data repository together with customizable tools for effective map-based visualizations of research results.

5.2 Social media

As mentioned in the "Social media guide for EU funded R&I projects" (version 1.0, 6 April 2018), "social media allow [...] to reach an extremely wide — but also targeted — audience, maximising the impact and successful exploitation" of the research outcomes. On a more particular level, they can help disseminate the project's results among relevant stakeholders, allowing the researchers to access "additional expertise from all over the world" and gain "consensus on and/or feedback" about the activities undertaken, thus creating connections that can help enforce and enlarge DETECt Research and Stakeholder Network.

At a more general level, social media are a crucial tool to reach a general audience, including students, fans of the crime genre and professionals of the creative sector. In this respect, social media may be instrumental in the task of **encouraging and stimulating active social participation and engagement**, allowing Internet users to share the project's content and comment on the project's outcomes.

DETECt social media profiles will provide regular updates with news, posts and content about the project outcomes and dissemination activities/events. They will promote discussion to facilitate transcultural exchange about DETECt topics and will play a fundamental role in raising interest and awareness about the project's results, encouraging active social participation in the project.

DETECt social media strategy is structured into two steps. First, **along with the launch of the communication web site, Facebook, Twitter, and Instagram** accounts will be opened. They have been chosen to shape the online presence of the project, adding the dimension of social network at the official presence of the internet site: social media will allow to reach and communicate with a wider users community. It is also important to consider that social media are self-segmented and each media has a

different effectiveness depending to different target. A plurality of social media have also been chosen to disseminate the contents to different audiences.

Then, along with implementation of the communication web site, the need for other social media (such as: Linkedin, Google+, and YouTube) will be carefully evaluated by the communication manager, the press officer and all the members of dissemination team. Following this assessment, other social media profiles will be possibly created for the communication purposes of the project.

Twitter

The Twitter account (https://twitter.com/DetectH2020) was opened in **Month 5** (August 2018), and publishes all the news from the portal. Also, it retweets news and content from similar accounts, trying to establish connections with already existing communities related to crime and noir narratives. In order to connote our content and news, a specific hashtag has been created for the project (**#DETECtH2020**) Further hashtags related to the research fields of the project and to EU funded research are regularly used in order to reach a wider public, to interact with other projects and to connect the different social media accounts. Twitter is a very smart tool and is especially aimed to create connections with our groups related to the same research fields.

Facebook

A Facebook Page (https://www.facebook.com/DETECtH2020/) was created in **Month 5** (August 2018). The page has the role to give information about the news published in the portal, public events, partners' activities, and offers pictures and video. The DETECt Facebook page targets a larger public, collecting and linking stories about the project and the events. Partners also use their own Facebook pages and/or accounts to narrate and communicate the project and highlight their specific role in DETECt.

Instagram

The Instagram account (https://www.instagram.com/DETECt_H2020/) was created in **Month 5** (August 2018). Based on its peculiar characteristics, it particularly disseminates images related to the project's team and activities, as also images accompanying links to the news in the portal. The project's activities are also narrated and represented through the stories, that had increased their visibility in the last few months as one of the most appreciated way of communication in social media.

5.3 Partners' websites

All partners are encouraged to disseminate the project's activities and results on their institutional websites, regularly posting news and links to relevant outcomes.

At the date of submission of this deliverable, a reference to DETECt activities is available on the following partner website:

Aalborg Universitet (Denmark):
http://vbn.aau.dk/en/projects/detecting-transcultural-identity-in-european-popular-crime-narratives(51c5d4f8-e1a3-4b0a-9e20-6651ff636a7c).html
Université de Limoges (France):
https://www.unilim.fr/recherche/2018/01/17/detect-culture-europeenne-vue-policier-thriller-lespionnage/
Università di Bologna (Italy):
http://www.dar.unibo.it/it/ricerca/iniziative/2018/detect.-detecting-transcultural-identity-in-european-popular-crime-narratives
Umea University (Sweden):
www.umu.se/english/about-umu/news-events/news/newsdetailpage/eu-grants-awarded-to-three-umea-researchers.cid291420
Link Campus University (Italy):
http://unilink.it/ricerca/finanziamenti/ricerche-progetti-2018/#Titolo:%20DETECt%20-%20Detecting%20Transcultural%20Identity%20in%20European%20Popular%20Crime%20Narratives
http://linklab.unilink.it/horizon-2020-link-lab-nel-network-internazionale-del-progetto-detect/

http://linklab.unilink.it/il-progetto-detect-entra-nel-vivo/
KU Leuven (Belgium):
https://www.arts.kuleuven.be/studeren/master/culturele_studies/onderzoek/projecten/detect
University of Debrecen (Hungary), Department of Communication and Media Studies
http://kommunikacio.unideb.hu/kutatas-2/detect/
https://btk.unideb.hu/hu/nyertes-horizon-2020-palyazat-debreceni-egyetem-bolcseszettudomanyi-karan

5.4 Media

In order to maximise the spread of information and reach the largest number of members of the general audience who enjoy crime and noir narratives, thus increasing the project visibility, DETECt has decided to give visibility to the project on different media. End users and the general public are the potential dissemination targets for the project and as a consequence, **the press and media team will work to disseminate the project's activities by using different channels such as online social platforms, but also "generalist" and news media**, that still represent one of the most effective ways to reach and involve the ge public: for them, the idea is to create ad-hoc "articles" to present research content in a more appropriate and appealing way for this kind of media. At the same time, DETECt will have a strong relationship with **specialist media**, as fanzine or cinema related papers, that will be more useful to reach the interest of fan communities and also professionals.

For these purposes, all local and institutional press offices have been contacted and the international press office network will broaden the range and scope of communication and dissemination actions.

Finally, **press releases** will be prepared to promote the most important events and outcomes of the project. Additionally, short interviews and visual media will be used to communicate in engaging and effective ways results related to research and learning activities and and dissemination events.

All the articles published in generalist and specialized media, as well as the ones published in partners' institutional channels, will be linked and spread out by our social media platforms, like Facebook and Twitter.

5.5 Project's events

To ensure the visibility of the project and establish deeper relations, DETECt partners will organise and attend several events, ranging from conferences, exhibitions to workshops and meetings, targeting different stakeholders.

5.5.1 Workshops

Three public research workshops are planned on the occasion of the project meetings at UNIBO, QUB and UB (in months 1, 12, and 24) and focus on the methodology adopted by DETECt, discussing solutions for the combination of methods from the Humanities, Social Sciences, and Computer Science Engineering in the study of contemporary popular culture, both on the research and the educational sides. While the workshops are designed to support the DETECt consortium to apply the methodology developed for this specific project, they are open to scholars interested in issues related to European identity and popular culture (see the Research network) and to the contribution of non-academic and industrial partners and members of the Stakeholder network.

The first public research workshop took place in Bologna on 27 April 2018 and was titled **"Investigating European Noir: Research Experiences and Perspectives"**. As illustrated more in detail by the program (see annex F), it was structured into two panels, "Researching Nordic Noir: Production, Representation, Audience" and "Transcultural Perspectives", and offered contributions by: Kim Toft Hansen, Aalborg University; Pia Majbritt Jensen and Anne Marit Waade, Aarhus University; Jacques Migozzi, University of Limoges; Maurizio Ascari, University of Bologna; Caius Dobrescu, University of Bucharest. A report of the event is provided as annex G.

Two **further public research workshops** will be organized concurrently with the project meetings in **Belfast (month 12, 20 March 2019)** and **Bucharest (month 24, dates to be confirmed)**. In conjunction with the launch of the beta version of the Web portal, Belfast research workshop will mainly address issues related to the development of working protocols in the field of Digital Humanities, such as text-mining and mapping. Further topics will include:

- Integrating quantitative/qualitative methods in the critical analysis of popular culture and media;
- The development of innovative resources and tools to foster emergent learning;
- Changes in the cultural perception of European identity occurred after 1989 on both the Eastern and the Western sides of Europe.

5.5.2. Conferences

The DETECt consortium will organise two international conferences. The first one will be organized by **Aalborg University in Aalborg (in month 20)** and the second one will be organized by **Link Campus University in Rome (on month 39)**. The conferences will offer all of the participants in the DETECt project the opportunity to discuss the results of their work together with other scholars working in the same or related research areas.

The 2019 Aalborg Conference

The first international conference (30 September-2 October 2019) covers the theme "Euro Noir as production, cultural circulation and consumption," and will present the first outcomes of research tasks in work packages 4 "Creative Industries" and 5 "Creative Audiences".

All DETECt partners will participate, while the conference will be open for panels and papers from/with international scholars and industrial stakeholders too. With

European crime fiction as the center of attention, the conference will cover three main DETECt themes: European production cultures, cross-continental distribution cultures and European consumption cultures. The call for papers will be written early fall 2018 and distributed before the end of the year. The deadline for abstracts will be March/April 2019.

A number of specially invited industrial stakeholders as well as DETECt industrial partners will participate in panels and sections of the conference. The conference will be organized with special attention towards integration of industrial partners and the general dissemination of early research results. Relevant panels and sections will be recorded as either audio and/or audiovisual material for the MOOC and/or for the DETECt portal.

In addition to scholarly and industrial attendees, the conference organizers will invite local and international students to join in the conference. During the conference, the DETECt transnational learning community and the Web mobile app will be launched. As a result, representative users of both the learning community and the Web mobile app will be present for the launch.

The 2021 Rome Conference
As a major outcome of the whole project, an international conference will be organized in Rome in month 39 (June 2021, dates to be confirmed). The conference will bring all the research teams together to present and discuss the results of the investigation on **"Images of Europe and Europeans in popular crime narratives: Cultural diversity, hybridization and changing identities in the representation of popular media."**

A program committee will be put in place in order to build the conference schedule. The program committee will be responsible for the call for papers (to be distributed no later than May/June 2020) and the selection of submissions (the deadline for proposals will be November/December 2020).

A range of professional stakeholders will be invited to participate and share their reflections and experiences. A special section of the conference will be devoted to presenting a series of remarks and insights about the potential of both Europe's cultural diversity and cross-cultural hybridization for the development of new transnational media formats. On the occasion of the Rome conference, the final phase of the Screenwriting contest will also take place.

5.5.3 Screenwriting contest

The learning and public engagement activities undertaken in the project find an ideal crossing point in the organization of a screenwriting contest, with the goal of inviting young European creatives to reflect on the forms and formats that can help renew the representation of Europe and European identity in a popular narrative genre such as the crime genre. The contest will particularly address the important connections existing in Europe between the different indigenous traditions of crime fiction and film and production, by calling for transmedia adaptation projects inspired to works of European crime novelists. DETECt Call for scripted formats will be prepared in such a way as to encourage creative elaboration and promotion of the transcultural contents of European identity.

By way of this international screenwriting contest, inviting participants from the whole of Europe, DETECt aims to promote a critical, aesthetically challenging and reflective engagement with the state of transcultural identities in contemporary Europe through popular and engaging (serial) television formats. Moreover, DETECt aims to attract further attention to the results of research on production strategies and reception of European popular narratives across the continent and to foster creative solutions to the problem of the representation of European transcultural identity.

The initiative will be open to both students and the general public, and **it will be launched simultaneously in different countries also through a public event organised in Berlin by FUB in month 30** (September/early October 2020, dates to be confirmed). It will be also intensively promoted through the Web portal in close connection with the learning materials dealing with the study of the narrative strategies of the European crime genre. Furthermore, it will be further publicised through social media, international mailing lists, online magazines, as well as more traditional news media.

The organisation of the contest will be structured as follows. Starting from month 24 (March 2020), a Contest Board will be created from amongst academics and professionals participating in the project. The Contest Board will be responsible for writing the Call for scripted formats in the crime genre with a focus on European transcultural identity and the selection of the Contest Jury (from amongst film and television critics, professionals and academics, also not directly included in the project team). The Call will be launched in month 30 (September 2020) and extensively promoted through all the project's communication channels and especially in the dedicated event at FUB in Berlin.

From month 34 to month 38 (January-May 2021), members of the Contest Board will read and assess the submitted scripts. The authors of the eight best scripts will access the second step (the number of scripts admitted to the second step could vary based on the assessment of the Contest board).

Selected authors will participate in a special workshop planned in collaboration with the stakeholder committee and aimed to provide advice on how to improve the texts, to be held in Rome at month 39 (June 2021, dates to be confirmed) on the occasion of the conference. **During a special ceremony at the final conference, the Contest Jury will announce the winner.**

5.5.4 Exhibition

DETECt will enrich its programme for public engagement through the involvement of public cultural institutions in the organization of events such as film screenings and an exhibition. These events are meant to stimulate interest and curiosity in the research topics from the wide audience that reads and watches crime fiction and crime series. DETECt researchers will be involved in delivering talks and presentations, while DETECt portal will host specials contributions about these initiatives in its public communication section, consisting in articles, interviews, visual galleries and other informative material.

DETECt exhibition will be organised by the Bibliothèque des Littératures Policière (BILIPO) on behalf of BIBLIOCITE, the network of Paris public libraries, and in collaboration with the UPO research team. The BILIPO is the only library in the world to specialise on crime fiction and preserves an extraordinary collection of printed material about this genre. The works displayed in the exhibition will be provided by the BILIPO and will include books, posters, magazines, original illustrations and manuscripts. The event will be held in Paris in **month 20 (November 2019)**.

The exhibition will offer an **overview of the different traditions of European crime literature and its transmedia adaptations across the East/West, North/South boundaries before and after 1989**, focusing on samples and case studies of the works examined by the researchers for the project. Particular attention will be devoted to the processes of circulation, appropriation and standardization of serialized themes between the European countries, and between America and Europe.

The exhibition will show how a shared European imagination has progressively emerged in the course of two centuries, and how its gradual development helped define the representation of European identities in popular culture. The exhibition will compare and contrast the characteristics of crime narratives in the different European

linguistic and political areas. In particular, the transformation of European crime fiction after 1989 will be examined, in order to show the different national versions of crime fiction cannot be understood without taking into consideration the long-term process of Europeanization and globalization of the genre.

The exhibition will address the main steps of this history of European imagination: from the rise of the urban mysteries in 19th century to the European craze for dime novels; from the patriotic redefinition of crime fiction in the interwar period to the influence of American hardboiled fiction after the Second World War; from the convergence of European cultural industries in the 1950s and 1960s to the post-1989 er, when crime fiction becomes more and more "legitimised" and produced an astonishing number of "regional" variations all across the continent.

As a result, the exhibition will show how this long-term process of "singularistion" of crime narratives - their increasing ability to highlight the specificity of local and national culture through the appropriation of a transnational genre - can be seen as the key features of the collective heritage of European popular culture.

5.5.5 Screenings

UNIBO and QUB will organise film screenings in Bologna and Belfast. UNIBO will collaborate with the Cineteca di Bologna, which is one of the most important film archives in the world, and is expected to become a key member of the DETECt Stakeholder Network. While the first result of the partnership will be a **retrospective of five European crime films to held at the Cineteca between November and December 2018 (months 8-9)**, but the UNIBO team aims to continue the collaboration with the Cineteca throughout the duration of the project. Scholars and film critics will introduce the films, examining the way in which they address the topic of the project. The 2018 screenings will be linked to the course "History of Seriality" offered by the UNIBO

research team during the same period. The expected audience of the event includes therefore both students in Film Studies and the general public.

The QUB team will organise a series of screenings in collaboration with Queen's Film Theatre (QFT), the most important art house cinema in Belfast. The first retrospective will take place in **Spring 2019** (approximately months 12-14), as part of the regular programme of the theatre. Further events might include the contribution of the QUB team to the Belfast Film Festival, a yearly event that is held at QFT every March. On these occasions, DETECt scholars select a contemporary European crime film and they will introduce the screenings, highlighting the relevance of these works for the project's research questions. The expected audiences include students, staff of QUB and the general public.

5.5.6 Dissemination meetings with informants

Establishing contact and interviewing informants is already a form of stakeholder dissemination. Gaining access to information, data and time from stakeholders is a continuous practice during which the research topic and themes are discussed, disseminated and evaluated. The careful translation and condensation of research information in the process of approaching stakeholders is in itself a highly relevant way of creating an interest around research.

Alongside such pragmatic research dissemination, stakeholders may have an interest in academic knowledge presented in a form that suits the specific recipient. DETECt deals with timely issues that are of central interest among many popular cultural players. Digitization is disrupting production, distribution and broadcasting at a rate that appears critical for many players, and the questions raised by both scholars and industrial partners may be increasingly similar. Consequently, the interest in eloquently disseminated academic research is rising among stakeholders (see section 6.3 on the stakeholder network).

During the project period, DETECt will visit and interview a range of stakeholders and informants. Such moments of interaction are great opportunities to present on-going research and, perchance give additionally formal presentations of research. Ideally, a situation like this may disseminate research to stakeholders, while stakeholders may supply the presenter with additional data or relevant corrections and fine-tuning of output results. In this way, researchers and practitioners may have a reciprocal impact on each other's inferences.

5.5.7 Other promotional and dissemination events

Almost twenty dissemination and promotional events across the continent, during the entire lifespan of the project, will ensure the largest and most effective spread of the project's research and outcomes.

Such events represent **the most flexible and adaptable communication and dissemination channel** in this plan, and will be progressively scheduled and designed to promote specific outcomes and address specific audiences. The project's communication manager and press officer, along with the Communication and dissemination team, will ensure that they are strategically distributed during the entire lifespan of the project and are consistent with the project's overall communication and dissemination strategy. They will also make sure that promotional events will be properly communicated on the Web portal.

Such events will be held at and/or organised by: University of Bologna; KU Leuven; University of Limoges; Link Campus University; University of Bucharest; The Queen's University Belfast; University of Debrecen; Freie Universität Berlin; DFFB; Aarhus University.

Edit-a-thons

Among these events, and as an outcome of the work conducted with the students of UNIBO, QUB, KU Leuven, UNIDEB and UNILIM, **five edit-a-thons (events devoted to the editing of Wikipedia pages) will be organised in Bologna, Belfast, Leuven, Debrecen and Limoges in month 34**. Students as well as members of the general public will be invited to collaborate on the writing and revision of encyclopaedia entries devoted to European popular culture and European crime narratives in transcultural perspective. DETECt scholars will collaborate with members of the Wikipedia staff to prepare the students to this initiative and to promote the results to an audience as large as possible.

University of Bologna

In addition to the screenings and the Edit-a-thon, the UNIBO team will organise a **press conference** at the beginning of the 2018/2019 academic year in order to officially launch the project and present its local partners to the media. The Emilia-Romagna Film Commission, the Cineteca di Bologna and the school of creative writing Bottega Finzioni will participate in this event, showing DETECt's links to its local community.

On **September 2019** (month 18), the UNIBO team intends to participate in the **European Researchers' Night** by organising an event addressed to the general public. The event will involve the participants through a ludic activity helping the research to present the issues explored by the project.

KU Leuven

Together with the students of the **MA of Cultural Studies**, several events will be organized in the scope of DETECt. The Master's obligatory course 'Cultural Policy' consists of both a theoretical and a practical side: the theoretical side focuses on the (inter)national cultural landscape whereas for the practical part of the course, the students form teams and organize cultural events throughout the academic year. Each group should have a good balance between Belgian and international students. Groups can come up with a proposal of their own, but mostly they choose from a list of options offered by the Cultural Studies staff at the beginning of the academic year. This is an

ideal opportunity to bring students into contact with research being done at the faculty, or with current cultural trends. If possible, a basic starter's budget is given to the groups.

For the academic year 2018-2019, two proposals will be included that relate to DETECt: first, the setup of a podcast about contemporary European crime fiction; and second, a city tour or quest in a Belgian city focusing on a specific crime franchise (which the groups can choose). For this last one, a touring app can be used in order to make the tour interactive with audio fragments or small assignments. The students will be guided by the staff and the DETECt team. Target audiences vary, depending on the projects, but they most often consist of students, KU Leuven staff, general interested public, locals. This can be repeated in the next academic years (with, of course, new event concepts).

Second, a **collaboration with "Are You Series?"** will be set up, an international television series festival that takes place every year in December at BOZAR in Brussels. Thanks to this timing, the 2020 edition will take place around the time that the MOOC will be finished and ready for its first run. The KU Leuven team will setup a collaboration between DETECt and the festival, in order to present the project itself and the MOOC, if possible in combination with a roundtable or debate for which professionals in the field will be invited, such as series producers or writers. In this way, the project can be further disseminated among not only the general public visiting the festival, but also professionals in the field and the press.

University of Limoges

Events organised at the University of Limoges will include **an exhibition, a set of conferences and the cooperation with a festival.**

Between September and December 2019, a set of 4 conferences about case studies selected by DETECt will be organized in the **BFM** (Bibliothèque francophone multimédia) in cooperation with the BFM and the Master "Création contemporaine et industries culturelles".

In 2020 (date to be confirmed) there will be an exhibition connected with DETECt organized in the BFM. Possibly, in June 2020 or June 2021, Detect will be at the hearth

of the **festival Vins Noirs** organized in Limoges by a local association of crime fiction fans.

Link Campus University

Events organised by Link Campus University will mainly **concentrate during the starting and ending phases of the project**, from month 7 to month 13 (October 2018-April 2019) and from month 36 to month 39 (March-June 2021).

The first events will have the main goal of supporting the beginning of research activities, also enlarging the project's research and stakeholder networks, and making the project, its objectives, and its topics, visible and immediately recognizable, enhancing their "spreadability". Last events will have the main goal of enhancing the visibility of the project's results and disseminating its main results.

Based on this, they will be mainly, but not exclusively, addressed to professionals of the creative industries and the general public, always involving students and teachers in the Social Sciences and the Humanities.

Queen's University Belfast

In addition to organise the screenings and the Edit-a-thon, the QUB team will organise at least one additional dissemination event addressed to the general public. This might include book presentations with crime writers and/or public conferences about European crime fiction. These events will take place in **non-academic venues**, such as the local NO ALIBIS Bookstore, with which the QUB team has a long-term partnership.

University of Bucharest

Events organised at University of Bucharest will include **a workshop and a colloquium**. The workshop on "Crime Narratives and Visual Culture: a Romanian and European Perspective" will be organized by the Center of Excellence in the Study of Image of the University of Bucharest. It will present the project and screenwriters, directors, and local producers will be invited to participate (tentatively scheduled for early December 2018). The colloquium on "European Values and Romanian Crime

Literature", besides presenting the project, will involve local scholars, authors, literary agents, editors. It will be organized by the University of Bucharest in collaboration with the National Museum of Romanian Literature, the Romanian Crime Writers' Association, and PEN Romania (tentatively scheduled for early March 2019).

University of Debrecen

Events organised at the University of Debrecen will include a conference organised in the framework of the **European Researchers Night 2018** and a festival.

On the occasion of the European Researchers Night 2018 (28 September 2018), a small conference will present the project including 4 speeches and a television series writing workshop. Main target audience: high school students in SSH.

In Spring 2019 (Month 13 and/or 14, late April and/or early May), on the occasion of the open days of the department, a **Crime Fiction Festival** will be organised. Main target audiences: general public; students in SSH.

DFFB and Freie Universität Berlin

In the event jointly organized by the DFFB and the Freie Universität Berlin, practitioners and scholars together will debate engaging and aesthetically challenging ways to promote and reflect issues of European and transcultural identities within contemporary European serial crime fiction. This event shall include the presentation of a new European serial television production, a round table, lectures, and discussions. On the occasion of this event, the webinar on "Creative writing for the European media industries" and the Screenwriting contest will also be presented.

Aarhus University

In October 2019, Visit Aarhus and Aarhus University will host a **creative workshop** in Aarhus for students, users and researchers to test the Aarhus version of the DETECt Web mobile app based on locally-based crime series and crime fiction. Besides Aarhus, the DETECt Web mobile app will also be developed for Belfast and Bologna, and the workshop will include input from researchers and students from these two cities. The

results and ideas from the workshop will be presented at the conference in Aalborg (30 October – 2 November 2019) where the DETECt Web Mobile App is officially launched.

5.6 Academic publications and conference presentations

The official academic output of DETECt research will be presented in a range of different formats, all submitted at various times before the termination of DETECt. The output of DETECt will at least consist of the following:

- ✓ 15 conference papers
- ✓ 2 collective conference panels
- ✓ 18 peer-reviewed articles (including 1 or 2 journal special issues)
- ✓ 2 book proposals for edited collections

DETECt scholars will present their theoretical and methodological framework as well as their research findings in a number of international conferences throughout the duration of the project.

In **May 2018**, the Debrecen team has organised a conference panel the 11th Central and Eastern European Communication and Media Conference (30/05-010/06). The panel was titled "Spatial Experience and Mediated Places in Central and Eastern European Television Fiction". In **November 2018**, the Bologna team will present four papes in a panel at conference "Watching the Transnational Detective: Showcasing Identity and Internationalism on British Television", which will take place at the School for Advanced Study of the University of London.

Between 2019 and 2021 DETECt scholars will submit paper and panel proposals to Annual conferences of research organisation in the field literary, film, and TV studies; cultural studies; European studies and digital humanities. Conferences include (but are not limited to):

- ✓ European Network of Cinema and Media Studies
- ✓ European Communication Research and Education Association
- ✓ Littérature populaire et culture médiatique
- ✓ Film Forum (Udine)
- • Media Mutations (Bologna)
- ✓ Crime Fiction Here and There (Gdansk)
- ✓ EUPOP
- ✓ Society for Cinema and Media Studies
- ✓ Seriesmania (Lille)

Academic output will also be submitted to internationally leading journals and publishers in order to reach the largest possible academic audience. In order to reach a large audience, DETECt privileges open access journals and publications (Gold open access) and resorts to self-archiving (Green open access) when needed.

Publishers will be selected among the most active houses for scholarly publications in the fields of Literary, Cultural and Media studies in Europe (e.g. Amsterdam University Press, Edinburgh University Press, Palgrave Macmillan, Routledge) and peer-reviewed journals (e.g. European Journal of Cultural Studies; Crime, Media, Culture; NECSUS; Critical Studies in Television; Media Industries; Creative Industries Journal; Journal of Popular Film and Television; International Journal of Cultural Studies; International Journal of Cultural Policy; The Australian Journal of Crime Fiction; Cinéma & Cie; Cinergie; Belphégor; Series; View; Alphaville).

The language of the publications will be both in English and in researchers' native languages. English has for long been the global academic lingua franca, but in order to sustain and preserve the native languages in academia, DETECt will service the multilingual European continent with publications in a wide range of languages. This will also ensure a localized dissemination of the DETECt results. However, since the primary language of the DETECt portal will be English, key publications will be in English in order to create an integrative research profile for DETECt.

Some publications may include collaboration with stakeholders, e.g. publication of stakeholder interviews in journals or an online dossier of audiovisual or transcribed panel presentations by stakeholders. Continuously, DETECt's publication strategy will aim at the integration of researchers and stakeholders alongside the dissemination of research results for learning communities around the European continent. At the same time, the DETECt publication and presentation strategy will certify close collaboration between young and established scholars in the fields of literary and media research.

5.7 The MOOC

A **Massive Open Online Course (MOOC) on "Changing Identities in Contemporary European Crime Narratives"** will be created to reach a wider public and enable distant learning. **The beta version** is scheduled to be online for testing in, at the latest, **month 26 (May 2020)** and ready for use in, at the latest, **month 33 (December 2020)**. We want to strive for running the MOOC multiple times per academic year (e.g. once per semester), insofar as this is allowed by KULeuvenX. In case timings at the different universities allow this, the MOOC's first run can be combined with the Wikipedia edit-a-thons in order to further involve the participants of both in the DETECt community.

The target audience is a general public interested in an academic approach to European popular culture. Enrollment is free, but participating universities can grant credits to students who follow the MOOC. The course will be hosted on KULeuvenX, the Open edX platform where KU Leuven hosts its online courses, and which can rely on available support staff. KU Leuven will keep the contents of the MOOC on its servers and is willing to supervise new deliveries of the course after it first run in collaboration with other members of the consortium. An introductory survey and an exit survey will be performed to assess the students' evaluation of the MOOC.

The MOOC will address the issue of transcultural identity in European crime narratives and will be especially designed to match the needs of distant learners. The MOOC will be **integrated into the DETECt Web portal** and will be designed to interact with the data repository. Modules will contain readings, videos, links to archival resources, quizzes and exercises to assess learning outcomes. Integration with the services and tools provided through the educational section of the DETECt portal will allow learners to try their hand in individual or collective creative projects; transcultural discussion about projects will be enabled by the integration of the forum dedicated to the DETECt learning community. The MOOC will be conceived so as to

contain both automated and peer evaluation, reducing the workload during the deployment of the course.

Course modules will be created from each of the analytical tasks in WP4, 5 and 6, which each contain a specific task dedicated to providing learning materials. The two webinars produced in M12 and M26 can also be (partly) integrated into the MOOC.

Based on previous experience, KU Leuven will provide course and forum monitoring during the deployment run. Pedagogical design support is provided by the university. In the test phase, a closed environment will be tested by the members of the DETECt learning community, to verify the modules and assess the difficulty level. A first run of the MOOC will be done during the project, so that a validation can take place of a deployment with real users.

During month 24 (March 2020), D3.2 will be delivered: "A MOOC to learn European transcultural identity through European popular culture". It will detail the elaboration of the online course, focusing on the integration of the MOOC with DETECt learning community.

5.8 The App and the Atlas

For the purposes of the project, **one of the most interesting aspects of crime genre is its ability to elicit active interest in a growing number of cultural tourists, who use popular narratives as guides to orientate themselves on the European map** in order to make a personal experience of places and locales first discovered in works of fiction.

DETECt wants to build on the popular interest elicited by the genre through the development and implementation of a **Web mobile app designed to allow European cultural tourists to share their own pictures, tags, and commentaries about the places and locales used as settings in European crime narratives**. Contents created at run-time by users will be periodically uploaded to the DETECt repository to be processed and integrated into a collaborative atlas of European crime narratives on the Web portal. The goal is to **offer a visual representation of European transcultural identity** through the social mapping of locative interests in European crime narratives, with a special attention to the **cities of Aarhus, Belfast and Bologna**. These materials will provide the researchers with additional sources to investigate the processes of identity-making in the consumption patterns of European audiences. At the same time, teachers will have an opportunity to stimulate their students' active engagement in the project by encouraging them to contribute with their own materials to populating the collaborative atlas.

The DETECt web mobile app will enable users to both upload pictures taken on smartphones and characterize their images with descriptors, including comments about the particular work that the location has been used in. The usability through the portal will thus enable the population of DETECt repository with crowd-sourced data and metadata, to be used, in particular, to feed **DETECt Atlas of European crime narratives**.

The DETECt web mobile app will also be used to circulate content and updates from the project research and learning activities and to involve users in DETECt learning community. It will combine the versatility of Responsive Web Design with the functionalities of touch-enabled devices like GPS and Camera, providing good user experience on mobile devices and allowing the users to upload both textual and visual data. The services provided by the DETECt web mobile app will be based on advanced maps interfaces (primarily Aarhus, Belfast and Bologna) and will be enjoyable by users also through the DETECt web portal.

The public launch of the Web mobile app is scheduled on the occasion of the Aalborg international conference (30 September-2 October 2019).

6. NETWORKING ACTIVITIES

6.1 The learning community

DETECt will dedicate a section of its multifunctional Web portal (see section 5.1) to the creation of a learning community, with **the goal to promote interaction and co-creation initiatives among students and teachers of different countries and languages, through the implementations of tools and services such as discussion forums, blogs and collaborative workspaces**. The community will be officially presented **on the occasion of the Aalborg conference** (30 September-2 October 2019)

Initiatives will be taken to involve different types of stakeholders such as professionals, creatives, members of cultural institutions and associations in the community activities, to build bridges between formal and non-formal education and work and education. Also, coordination with existing relevant networks and communities in the field of Media Literacy (such as EuroMediaLiteracy and EMEDUS) to exchange experience will be a continuous activity over the project lifetime. International conferences on Media Literacy will offer ideal contexts to disseminate research results, both in relation to the study of contemporary practices of consumption in WP5, and in relation to the learning activities experimented in the project.

6.2 The research network

DETECt's research area is one with an increasing number of international researchers. **The DETECt community will facilitate the integration of European and non-European scholars into the DETECt research network coordinated through the Web portal and finalized through a cooperation agreement.**

A range of scholars will be invited into the network in order to participate in workshops, conferences, research activities and publication development. Besides the DETECt advisory board, the network will consist of researchers belonging one or more of the following categories:

- International research profiles
- Researchers covering non-DETECt localities
- Associated research projects with similar research areas

Many scholars will belong to more than one category, but we distinguish between these three in order to be able to also reach scholars outside methodic, geographic and topical areas covered by DETECt institutions. "International research profiles" will consists of both European and non-European scholars, since a growing number of non-European profiles are researching DETECt relevant material. "Researchers covering non-DETECt localities" are important in order to reach outside the geographical coverage of the DETECt community and because some localities (e.g. Spain, Norway) are important in order to cover significant areas of production and reception across Europe.

"Associated research projects" is an imperative way to integrate researchers not only researching the DETECt topics, but also researchers employing similar theories, methods and issues. By way of integrating these three categories within the research conducted by DETECt communities, it will be possible to engage in constructive collective criticism as well as providing both DETECt partners and associated researchers

with an extensive exchange of expertise across the European continent as well as outside the continent.

As a vital part of the research network, the advisory board will assist in setting up the DETECt network in order to integrate researchers from the profiled research areas of the board. The already established network MEDIA ACROSS BORDERS is a part of the DETECt stakeholder committee and the organizer of that specific network is part the DETECt advisory board. MEDIA ACROSS BORDERS works as an exemplary way to set up an online community of researchers with a common research interest, and the organizer will assist DETECt in setting up a network of researchers of DETECt relevant topics.

The research network with be dynamically coordinated. This means that the network is a flexible and ongoing development ready to incorporate young as well as established scholars with an interest in DETECt relevant topics. The network coordinators will set up a communication platform for the DETECt portal alongside a social media platform, which will work as an effective communication tool among associated scholars. The DETECt portal will be the basis from which to build the network, but for the longevity of the network, the SO-ME platform will be the primary interface between researchers in the network. Setting up a SO-ME-platform will ensure the existence of "European Crime Fiction Research" as a network beyond beyond DETECt after 2021.

6.3 The stakeholder network

The **integration of public and private stakeholders is an essential part of DETECt research.** Much research done by DETECt is highly dependent on information from and collaboration with stakeholders, while we at the same time aim directly at servicing stakeholders with relevant information about relevant research themes. Stakeholders are already clearly embedded in the project as partners. These include the Danish television broadcaster 'TV 2 Denmark,' the Nordic production company 'Miso Film,' the French library 'Bibliocité,' the German film academy 'Deutsche Film- und Fernsehakademie Berlin,' and the Danish tourist agency 'VisitAarhus.' These DETECt partners cover the main areas researched by DETECt and will work as the root of our stakeholder integration.

Besides the official stakeholder partners of DETECt, a number of stakeholders have already been associated with DETECt. This includes the following: the Danish/French production company 'SAM Productions,' the 'International Research Association in Popular Literature and Media Culture' in France, the Scandinavian private television broadcaster and streaming service 'Viaplay,' the transnational research association 'Media Across Borders,' the Swedish bestselling crime author Jan Arnald (penname Arne Dahl), the Danish/French scriptwriting consultancy 'The Drama Agency,' the Danish/Swedish film commissioner 'Copenhagen Film Fund,' the national screen agency in Denmark 'The Danish Film Institute,he be' and the transnational film and television distributor 'Under the Milky Way,' the Romanian National Museum of Literature, the Romanian Crime Writers Association, PEN Romania, Crime Scene Publishing, Bucharest and George Arion, the most celebrated author of genre fiction in Romania. As a result, DETECt already consists of a transnationally fertile number of stakeholders from both the private and the public sector.

In order to increase the geographical and topical coverage of the European continent, DETECt aims at integrating an increasing number of additional stakeholders in

the stakeholder network. Creating and sustaining the network is a dynamic process, and continuous networking with private and public players is a vital to "stay tuned" with new developments in the industry, while at the same time propagating the research results to stakeholders. Nevertheless, the reality of industrial players is very different from the reality of researchers, which means that communication and timing is of essence when establishing contact with stakeholders. Approaching industrial and literary stakeholders will be conducted on a personal basis and often through networking with already associated players. Disseminating DETECt results follows the same patterns, since industrial players have very limited time, and needs personalized and precise information for it to appear relevant. In contrast to the research network, we will *not* set up a formalized communication channel for the stakeholder network, but we will rather keep a dynamic, online list of associated players on the DETECt Web portal and a list of DETECt researchers with primary contact to specific players and institutions. The result will be the DETECt Stakeholder Network and the participation in the network will be finalised through a cooperation agreement. In this way, stakeholders will not be overwhelmed with unnecessary information, since researchers instead work phatically to "keep the line open" and inform the stakeholders of the research process and results.

The dynamic development of the stakeholder network will primarily focus on the following primary categories of stakeholders: 1) Private production companies, 2) Screen and literary agencies, 3) Literary publishers, 4) Distribution services, 5) Private and public broadcasters, 6) Screen commissioners, 7) Screenwriting services, 8) Educational societies, 9) Other funding bodies, and 10) The research network (see figure 2).

Fig. 2. The dynamic integration of the stakeholder network (model design: Kim Toft Hansen).

The categories may dynamically intersect, since there are many natural overlaps between them through industrial, financial and educational interaction. The insertion of the research network into the stakeholder network reveals the deep interactive incorporation of stakeholders in DETECt research as well as the research embedded dissemination strategies.

Besides the 10 categories of stakeholders, four geopolitical levels will index the reach of the specific stakeholder: local, national, regional and transnational, even though all geopolitical levels are clearly marked by a global market and communication logic in which even the local may reach out transnationally. In this way, the stakeholder network seeks to integrate important players based on both topical choice and a geographical influence. The dynamic and continued development of the stakeholder network not only ensures a creative drive in the longevity of the DETECt project; it also facilitates the maintenance of network contacts beyond the DETECt project period.

7. MONITORING

The **effectiveness of dissemination and communication activities will be constantly monitored and evaluated** by the Communication and dissemination team based on different criteria.

Statistical analysis (Web analytics) will be used in order to follow up on user interest in website contents: number of page views, visits or sessions, unique visitors and time spent on the singles pages and to measure impact and assess audience engagement through social media (e.g., Facebook Insights, Twitter analytics).

Indicators about the impact of the project's events and outcomes will be provided by the number of users, visitors, spectators and participants involved. Dissemination reporting forms (see annex E) will be filled in by partners after each event. In addition, quantitative surveys on the use of the MOOC and the Web mobile app will be circulated among their users. These reports and surveys will be carefully analysed to assess the dissemination activities, to compile the dissemination reports and to improve, when needed, the overall communication and dissemination strategy as well as its implementation.

The team will also be in charge of monitoring news stories related to the project's topics, so as to be able to prepare in due time reports and press reviews.

An **overview of the main communication and dissemination channels, their scheduling, their related target groups and the established key performance indicators** is provided in the following table. Finally, a **time line illustrates the project's main events and activities.**

Communication and dissemination overview with key performance indicators

COMMUNICATION & DISSEMINATION CHANNELS	START DATE	END DATE	TARGET GROUPS	KPI Y1	KPI Y2	KPI Y3
WEB PORTAL						
Communication web site	August 2018	March 2019	All	Visitors: 200. Downloads: 50. Students registered: 50. Learning materials: 50.	Visitors: 3000. Downloads: 500. Students registered: 300. Learning materials: 100.	Visitors: 10000. Downloads: 1000. Students registered[a]: 1000. Learning materials: 200.
Web portal beta version	March 2019	September 2019	All			
Web portal 1.0	October 2019		All			
SOCIAL MEDIA						
Facebook	August 2018		All	Followers: 2000.	Followers: 4000.	Followers: 8000.
Twitter	August 2018		All	Likes, shares, retweets: 1800.	Likes, shares, retweets: 3600.	Likes, shares, retweets: 6000.
Instagram	August 2018		All			
Other social networks	To be evaluated from December 2018		All			
MEDIA						
Print media press	April 2018	July 2021	All	Articles: 10.	Articles: 20.	Articles: 50.
Online media press	April 2018	July 2021	All	Articles: 20.	Articles: 40.	Articles: 100.
PROJECT'S EVENTS						
Unibo workshop	27 April 2018	27 April 2018	Scholars, teachers and students in SSH.			

Activity	Date	Date	Audience	Metric	Metric	Metric
QUB WORKSHOP	20 March 2019	20 March 2019	Scholars, teachers and students in SSH. Professionals in CI.			Professionals involved: 50. Participants: 300.
UB WORKSHOP	March 2020	March 2020	Scholars, teachers and students in SSH. Professionals in CI.	Professionals involved[b]: 10.		Professionals involved: 20. Participants: 150.
AALBORG CONFERENCE	30 September 2019	2 October 2019	Scholars, teachers and students in SSH. Professionals in CI.			
LCU CONFERENCE	June 2021	June 2021	Scholars, teachers and students in SSH. Professionals in CI.			
EXHIBITION	November 2019	November 2019	Scholars, teachers and students in SSH. General public.	Attendants: 200	Attendants: 1000.	Attendants: 1200.
UNIBO SCREENINGS	November 2018	December 2018				
QUB SCREENINGS	Spring 2019	Spring 2019				
OTHER PROMOTIONAL AND DISSEMINATION EVENTS, INCLUDING EDIT-A-THONS	January 2021	January 2021[c]	All			Participants[d]: 150
SCREENWRITING CONTEST	September 2020	June 2021	Teachers and students in SSH. Professionals in CI. General public.			Participants: 80. Professionals involved[e]: 50.
ACADEMIC PUBLICATIONS						
JOURNAL ARTICLES	April 2018	July 2021			Articles: 12.	Articles: 18.
BOOKS (EDITED COLLECTIONS)	April 2018	July 2021				Proposals: 2.
CONFERENCE PRESENTATIONS						
MOOC	April 2018	July 2021	Scholars, teachers and students in SSH. Professionals in CI.	5	20	50

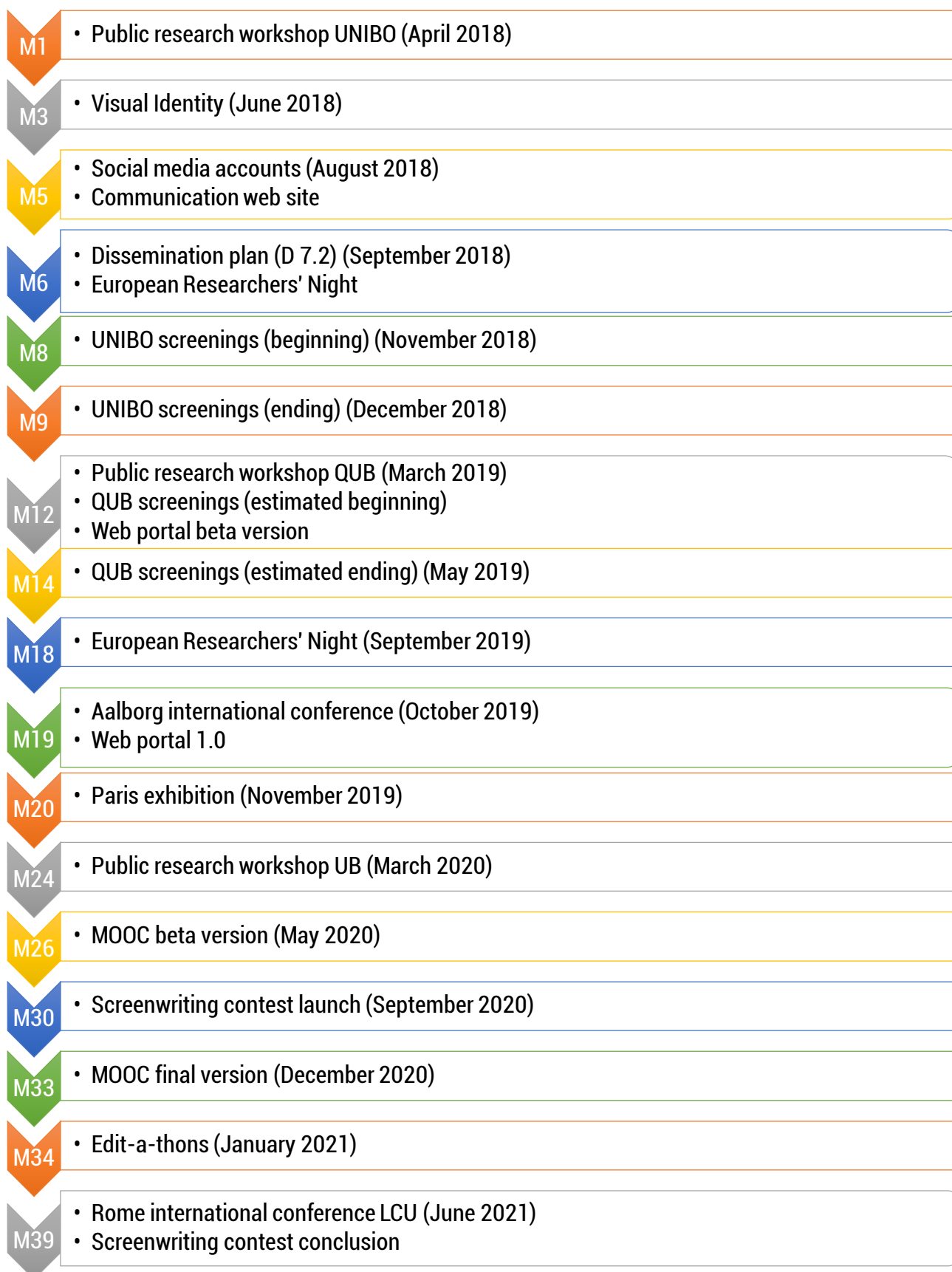|					Students registered: 1000.
MOOC BETA VERSION	May 2020	December 2020	Scholars, teachers and students in SSH.		
MOOC VERSION 1.0	December 2020		All		
WEB MOBILE APP & ATLAS	October 2019		All	Users: 200.	Users: 800.

[a] This referes to both the Web portal and the MOOC.
[b] This also includes the participation in webinars, dissemination meetings with informants, workshops and the contest.
[c] This is limited to edit-a-thons.
[d] This is limited to edit-a-thons.
[e] This also includes the participation in webinars, dissemination meetings with informants, workshops and conferences.

DETECt main events and activities: time line

M1 — • Public research workshop UNIBO (April 2018)

M3 — • Visual Identity (June 2018)

M5 — • Social media accounts (August 2018)
• Communication web site

M6 — • Dissemination plan (D 7.2) (September 2018)
• European Researchers' Night

M8 — • UNIBO screenings (beginning) (November 2018)

M9 — • UNIBO screenings (ending) (December 2018)

M12 — • Public research workshop QUB (March 2019)
• QUB screenings (estimated beginning)
• Web portal beta version

M14 — • QUB screenings (estimated ending) (May 2019)

M18 — • European Researchers' Night (September 2019)

M19 — • Aalborg international conference (October 2019)
• Web portal 1.0

M20 — • Paris exhibition (November 2019)

M24 — • Public research workshop UB (March 2020)

M26 — • MOOC beta version (May 2020)

M30 — • Screenwriting contest launch (September 2020)

M33 — • MOOC final version (December 2020)

M34 — • Edit-a-thons (January 2021)

M39 — • Rome international conference LCU (June 2021)
• Screenwriting contest conclusion

ANNEX A

DETECt letterhead template

HEADLINE

Your title here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse id libero pellentesque, scelerisque eros at, interdum dolor. Maecenas nec semper libero. Praesent sit amet fringilla orci, ut semper eros.

Donec ac tellus diam. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vivamus et cursus tortor. Curabitur commodo venenatis ante quis dapibus.

Maecenas fermentum nisi purus, sed sollicitudin sapien pellentesque semper.

Etiam at volutpat massa. Mauris molestie, quam sed consequat rutrum, ex elit feugiat leo, dapibus eleifend justo sapien in quam.

Morbi vestibulum lectus aliquet odio consectetur, sit amet tincidunt dui vestibulum. Curabitur auctor mi a auctor posuere.

Sed sit amet nibh sed lorem tincidunt pretium. Vivamus mattis fringilla pretium.

Cras vitae mauris eleifend, vehicula purus ac, aliquam neque. Vivamus mattis ornare turpis sed tincidunt. Duis nec quam est. Ut at volutpat massa, vitae tempor tortor.
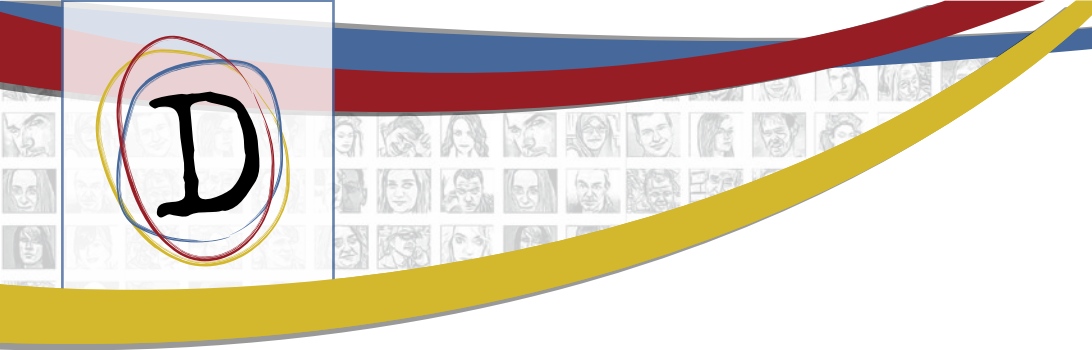
Date _____

_____
signature

ANNEX B

DETECt fact sheet

DETECt

Detecting Transcultural Identity
in European Popular Crime Narratives

Detecting Transcultural Identity in European Popular Crime Narratives

European Union's Horizon 2020 Research and Innovation Programme

DETECt investigates the topics of **identity and popular culture.** Its goal is to show how, **from 1989 to the present**, the **transnational circulation of crime narratives from various European countries** has contributed to the formation of a **plural, shared European identity.**

The project involves 13 universities and 5 players from the creative sector in 10 countries. Its research activities have been planned to address the interest of numerous stakeholders, including professionals, scholars, teachers, students and policymakers. It aims to **promote transcultural exchange and support research on the topic of European identity** through public events, digital resources, and innovative learning tools.

1989

2018

General objectives

To investigate and promote

→ To investigate and promote the role of popular culture in fostering dialogue between different national, local, linguistic and cultural communities, so as to highlight its contribution to the formation of a plural and shared European identity.

To detect and analyse

→ To detect and analyse transnational production, distribution and consumption practices that, in the context of popular culture and crime genre, encourage the emergence of engaging representations of European identity.

To develop

→ To develop a working methodological framework to investigate the representation of European transcultural identity in different genres of popula culture.

To elaborate

→ To elaborate new teaching methods aimed to promote transnational as well as interdisciplinary collaboration in the field of human sciences across the continent.

Main activities

→ **Case studies and case histories** from the crime genre in Europe: forms of production and circulation, transcultural expressions in media representations.

→ **Conferences and meetings** between scholars and professionals/**Events and contests** addressed to students, fans, and the general public.

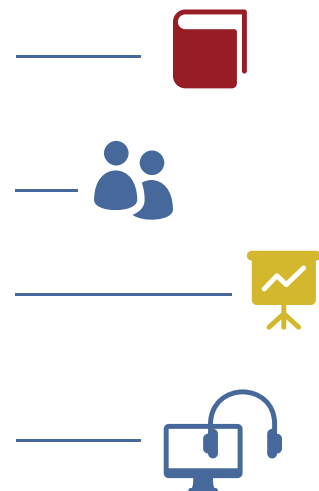→ **Reports and policy briefs** for professionals in the creative industries and policymakers.

→ **Innovative educational resources**; creation of a virtual learning community; creation of a Massive Open Online Course and of a **digital Atlas** of European crime narratives; development of an **App** dedicated to the genre's most iconic locations.
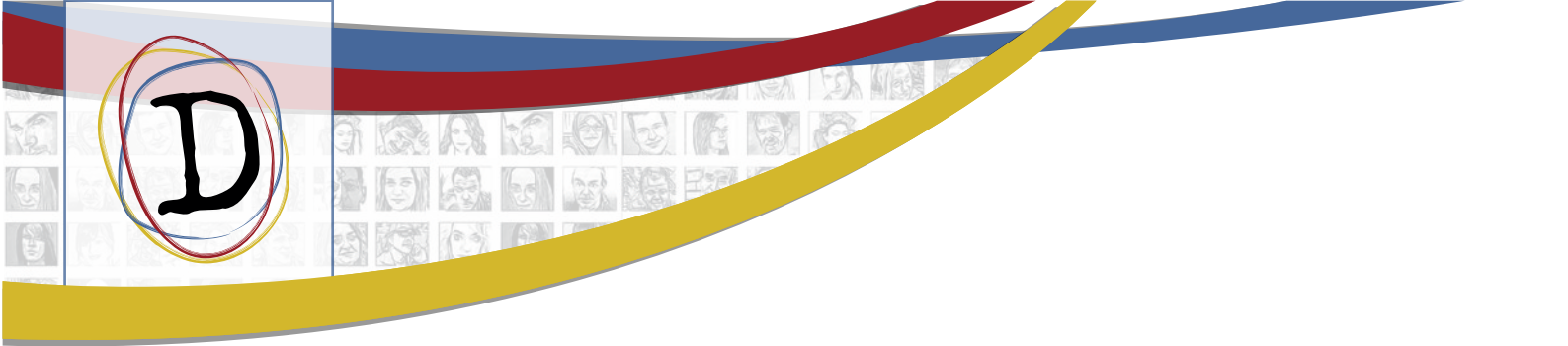
Research plan

The research is structured into eight work packages:

WP1	Project management
WP2	**Setting the frame.** A new methodology for the study of transnational popular culture
WP3	**Building the infrastructure.** Resources and tools for the semantic mapping of European transcultural identity
WP4	**Creative industries.** Media production and location marketing strategies for a transcultural European space
WP5	**Creative audiences.** Distribution, accessibility and meaning-making of transcultural European contents
WP6	**Transcultural representations.** Images of Europe and Europeans in contemporary European popular culture
WP7	**Dissemination and communication**
WP8	**Ethics requirements**

Research questions

? What are the main **differences and similarities in media systems** across the continent, and how do they influence the production and circulation of written and screened crime fiction?

? How have **funding strategies** and practices of **publication, production, distribution, and translation** developed across the continent, from 1989 to the present?

? How do local, national, and transnational **media policies** affect the publication, production, distribution, and translation of crime narratives across the continent?

? How do **adaptation and serialization** of crime fiction impact the production, translation, and circulation of European crime titles?

? What is the relationship between the **territorial marketing and cultural tourism** strategies developed across the continent by local institutions and the consolidated trend towards the "regionalization" of the European crime genre?

? What are the factors that ecourage **audience engagement** in, and consumption of, the crime genre?
How is this engagement expressed in relation to the issue of European identity?

? What are the main **themes and figures** through which European transcultural identity is represented in the contemporary crime genre?

? How do factors such as **translation, serialization, and adaptation** strategies affect the representations of European identity ?

? How do **narrative spaces and places** affect the representations of European identity?

? How can **research in popular culture** promote the formation of a plural and shared European identity?

The creation of a Stakeholder Network will encourage the involvement of players from the creative sector in the DETECt research and dissemination activities, promoting exchange and communication between scholars and professionals. Among the initiatives: work tables, workshops, panel discussions at events organized by the project or other institutions, interviews for research, training or promotion purposes.

ANNEX C

DETECt brochure

DETECt

Detecting Transcultural Identity
in European Popular Crime Narratives

Detecting Transcultural Identity in European Popular Crime Narratives

European Union's Horizon 2020 Research and Innovation Programme

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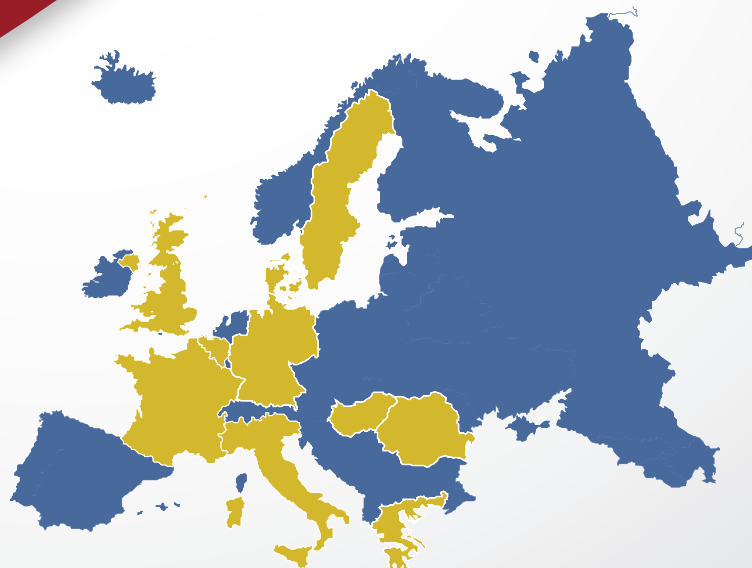
CONSORTIUM

Belgium:
- Katholieke Universiteit Leuven

Denmark:
- Aalborg Universitet
- Aarhus Universitet
- Miso Film
- Fonden Visitaarhus
- TV2 Denmark

France:
- Université de Limoges
- Bibliocité – Bibliothèque des Littératures Policières
- Université Paris Nanterre

Greece:
- Panepistimio Ioanninon

Germany:
- Freie Universitaet Berlin
- Deutsche Film-und Fernsehakademie

Hungary:
- Debreceni Egyetem

Italy:
- Link Campus University
- Università di Bologna

Romania:
- Universitatea din Bucuresti

Sweden:
- Umea Universitet

United Kingdom:
- Queen's University Belfast

Coordination
Prof. Monica Dall'Asta
Università di Bologna
(Italy)

General objectives

To investigate and promote

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→ To elaborate new teaching methods aimed to promote transnational as well as interdisciplinary collaboration in the field of human sciences across the continent.

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WP5 | **Creative audiences.** Distribution, accessibility and meaning-making of transcultural European contents

WP6 | **Transcultural representations.** Images of Europe and Europeans in contemporary European popular culture

WP7 | **Dissemination and communication**

WP8 | **Ethics requirements**

DETECt

Detecting Transcultural Identity
in European Popular Crime Narratives

🌐 www.detect-project.eu

✉ info@detect-project.eu

f facebook.com/DETECtH2020

𝕏 twitter.com/DetectH2020

📷 instagram.com/DETECt_H2020

ANNEX D

DETECt flyer

DETECt
Detecting Transcultural Identity
in European Popular Crime Narratives

DETECt
Detecting Transcultural Identity
in European Popular Crime Narratives

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 770151

D

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- instagram.com/DETECt_H2020

DETECt
Detecting Transcultural Identity
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1989

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It aims to promote transcultural exchange and to support research on the topic of European identity through public events, digital resources, and innovative learning tools.

D

Consortium

- Aalborg Universitet (Denmark)
- Aarhus Universitet (Denmark)
- Bibliocité-Bibliothèque des Littératures Policiers (France)
- Debreceni Egyetem (Hungary)
- Deutsche Film-und Fernsehakademie (Germany)
- Fonden Visitaarhus (Denmark)
- Freie Universitaet Berlin (Germany)
- Katholieke Universiteit Leuven (Belgium)
- Link Campus University (Italy)
- Miso Film (Denmark)
- Panepistimio Ioanninon (Greece)
- The Queen's University of Belfast (United Kingdom)
- TV2 Denmark (Denmark)
- Umea Universitet (Sweden)
- Universitatea din Bucuresti (Romania)
- Università di Bologna (Italy)
- Université de Limoges (France)
- Université Paris Nanterre (France)

ANNEX E

Dissemination activity report

Dissemination Activity Report (DAR)

DETECt / WP7 – Dissemination and communication
Here follows the document each partner is requested to complete for any type of communication and dissemination activity carried out.

1. **Partner short name:** *

_____

2. **Activity title:** *

_____

3. **Related task:** *

_____

4. **Date:** *

_____

5. **Type of activity:** *

Mark only one oval.

- ○ Organisation of a conference
- ○ Organisation of a workshop
- ○ Organisation of a promotional event
- ○ Organisation of an exhibition
- ○ Organisation of screenings
- ○ Organisation of an edit-a-thon
- ○ Organisation of a contest
- ○ Organisation of a research meeting with informants
- ○ Press release
- ○ Dissemination publication
- ○ Scholarly, peer-reviewed publication
- ○ Scholarly publication
- ○ Communication campaign
- ○ Video
- ○ Learning material
- ○ Participation in a conference/workshop
- ○ Participation in an event other than a conference or a workshop
- ○ Participation in activities organized jointly with other H2020 projects
- ○ Participation in activities organized by other institutions related to the project's topics and aims
- ○ Other: _____

6. **Activity description (describe the activity and provide links to pictures/poster/program, other web links, YouTube video links, etc.):** *

_____

_____

_____

_____

_____

7. **Participants/attendants (for public events organised by consortium members):** *

Tick all that apply.

	0	0-10	10-30	30-50	50-100	100-150	More than 150
Scholars in SSH	☐	☐	☐	☐	☐	☐	☐
Students in SSH	☐	☐	☐	☐	☐	☐	☐
Professionals in CI	☐	☐	☐	☐	☐	☐	☐
General public	☐	☐	☐	☐	☐	☐	☐
Policy makers	☐	☐	☐	☐	☐	☐	☐
Media	☐	☐	☐	☐	☐	☐	☐
Other:	☐	☐	☐	☐	☐	☐	☐

8. **Target groups and contacts:** *

Tick all that apply.

- ☐ Scholars in SSH
- ☐ Students in SSH
- ☐ Professionals in CI
- ☐ General public
- ☐ Policy makers
- ☐ Print media
- ☐ Online media
- ☐ Other: _____

9. **Media coverage of the activity (please provide links and add descriptions when needed):**

_____

_____

_____

_____

_____

10. **Further comments**

_____

_____

_____

_____

_____

ANNEX F

Research workshop UNIBO

DETECt

Detecting Transcultural Identity in European Popular Crime Narratives

Event	**Investigating European Noir: Research Experiences and Transcultural Perspectives**
Venue	Laboratori delle Arti Via Azzo Gardino 65a Bologna
Date	APRIL 27, 2018
Programme prepared by	**Monica Dall'Asta** (UNIBO), *Project Coordinator* **Federico Pagello**, (QUB/UNIBO)
Attendees to the meeting	DETECt partners, Scholars and Researchers at UNIBO

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Investigating European Noir: Research Experiences and Perspectives

APRIL 27		
Panel 1: Researching Nordic Noir: Production, Representation, Audience		
14.30-15.00	"What Makes Danish TV Series Travel?" Challenges and key findings from an FKK research project on TV drama series as cultural export, transnational production and reception	**Kim Toft Hansen** AAL **Pia Majbritt Jensen Anne Marit Waade** AU
15.00-15.15	Discussion	**All participants**
15.15-15.30	*Coffee break*	
Panel 2: Transcultural Perspectives		
15.30-16.30	EPOP and its sequels as propaedeuctics of DETECt: From early European popular culture to contemporary transmedial/transnational European crime fiction.	**Jacques Migozzi** UNILIM
	British/American writers and their Italian detectives	**Maurizio Ascari** UNIBO
	Ethics, Network Imagination, and Emergent Transnational Identities in East-European Crime Narratives	**Caius Dobrescu** RO
16.30-17.00	Discussion and conclusions	**All participants**

ANNEX G

Research workshop UNIBO (DAR)

Dissemination Activity Report (DAR)

DETECt / WP7 – Dissemination and communication
Here follows the document each partner is requested to complete for any type of communication and dissemination activity carried out.

Partner short name: *

UNIBO

Activity title: *

Research Workhsop

Related task: *

2.1

Date: *

27 April 2018

Type of activity: *

- ○ Organisation of a conference
- ◉ Organisation of a workshop
- ○ Organisation of a promotional event
- ○ Organisation of an exhibition
- ○ Organisation of screenings
- ○ Organisation of an edit-a-thon
- ○ Organisation of a contest
- ○ Organisation of a research meeting with informants
- ○ Press release
- ○ Dissemination publication
- ○ Scholarly, peer-reviewed publication
- ○ Scholarly publication
- ○ Communication campaign
- ○ Video
- ○ Learning material
- ○ Participation in a conference/workshop
- ○ Participation in an event other than a conference or a workshop
- ○ Participation in activities organized jointly with other H2020 projects
- ○ Participation in activities organized by other institutions related to the project's topics and aims
- ○ Other:

Activity description (describe the activity and provide links to pictures/poster/program, other web links, YouTube video links, etc.): *

As the closing event of the kick-off meeting, the first DETECt public workshop took place in Bologna on April 27. Colleagues and students from the University of Bologna were able to hear about some of the work that led to the launch of project and to learn about other research initiatives carried out by DETECt partners.

Jacques Migozzi (University of Limoges) offered a broad overview of the collaborative research completed in the past ten years by numerous DETECt partners in the frame the EPOP project and the activities promoted by the LPCM association.

EPOP. Popular Roots of Europe through Film, Comics and Serialised Literature (1850-1930) was a research and dissemination initiative funded by the European Commission's Culture Programme between 2008-2010. EPOP first established the international network that later developed into the DETECt consortium. The project focused on the rise of modern popular culture in the Old Continent in the late nineteenth century, showing how – even during this early period – stories, characters and images ceaselessly migrated from a medium to another, as well as from a country to another. The online museum available at this link was one of the main outputs of the project.

LPCM (Litterature Populaire and Culture Médiatique) is a international research association affiliating more than a hundred scholars working the fields such as Literary, Film and Media Studies, Communication, Cultural Studies, etc. From its launch in 2011, LPCM has promoted a number of research and networking initiatives, including workshops, conferences, publications and collaborative research projects. This work has encouraged the members of the network to further develop their interest in the transnational circulation of popular culture, supporting experimentation with new approaches such as distant readings and Digital Humanities. More information about the activities of the association can be found on its website.

Kim Toft Hansen (Aalborg University), Anne Marit Waade and Pia Majbritt Jensen (Aarhus University) discussed the methodological concerns and research findings of their important project What Makes Danish TV Drama Series Travel, which was funded by the Independent Danish Research Fund between 2014 and 2018. This initiative investigated the causes of the global success of contemporary Danish television, exploring this phenomenon from the points of view of production, reception and representation. While not focused on the crime genre, the project paid particular attention to the role of this specific time of shows, also because of the importance of Nordic Noir in this context. Series such as Frobrydelsen (2007-2012), Broen/Bron (2011-2018) and Dicte (2012-2016) have indeed significantly contributed to the success of Danish television. Even more importantly, the research questions and methodology addressed in this project offered valuable suggestions to the DETECt partners for their own work.

Maurizio Ascari (University of Bologna) discussed the relevant case studies of expatriate authors writing crime novels about their adoptive countries. Ascari examined the novels of British writers such as as Magdalen Nabb, Michael Dibdin and Donna Leon, who have all lived and set their detective series in Italian cities. Their different approaches to the linguistic and cultural features of Italy are at the core of their work. These features are both reflected and transformed in the audio-visual adaptions of the novels, which can further complicate the transcultural elements of this phenomenon, as is the case with in the curious German TV series Donna Leon (2000-2018).

Caius Dobrescu (Bucharest University) addressed the topic of the (criminal) network in contemporary popular culture, focusing in particular on the case of the representation of (criminal) family structures in Eastern TV dramas. Dobrescu emphasised how the concept and the image of the network has gained a central place in contemporary society, from globalisation theory to Internet studies, from data visualisation to social media analysis. In the field of crime narratives, this topos has been explored in multiple ways, including the focus on the transnational links established by criminal organisations, and the key role played by the idea of the family. These topics are at the core of a set of TV series recently produced by HBO Europe in Romania, Poland and the Czech Republic. Umbre (2014-), Wataha (2014-), Valea Muta (2016-), and Pustina (2016-) represent transnational and transcultural networks cutting across political and social borders. In fact, these shows are possibly only the first examples of a new wave of crime shows from Eastern Europe to be produced with the explicit of objective of being exported on a global scale.

Participants/attendants (for public events organised by consortium members): *

	0	0-10	10-30	30-50	50-100	100-150	More than 150
Scholars in SSH	☐	☐	☑	☐	☐	☐	☐
Students in SSH	☐	☑	☐	☐	☐	☐	☐
Professionals in CI	☑	☐	☐	☐	☐	☐	☐
General public	☑	☐	☐	☐	☐	☐	☐
Policy makers	☑	☐	☐	☐	☐	☐	☐
Media	☑	☐	☐	☐	☐	☐	☐
Other:	☑	☐	☐	☐	☐	☐	☐

Target groups and contacts: *

- ☑ Scholars in SSH
- ☑ Students in SSH
- ☐ Professionals in CI
- ☐ General public
- ☐ Policy makers
- ☐ Print media
- ☐ Online media
- ☐ Other: ....

Media coverage of the activity (please provide links and add descriptions when needed):

Further comments